

NOCASOBE (North of Camden, South of Belfast) – helping you market your mid-coast business!

Check out www.nocasobe.com website – it is now live! Questions? info@nocasobe.com

NOCASOBE is a volunteer effort to support the marketing needs of small businesses in our region.

5 Marketing Tips – Physical Presence

1. **Your business location** – are you where people expect you to be? Can you be found? Are you on a main road or in a business location that makes sense for your products and services?

This is why there are maps and signs! Make sure your sign can be read from the road and that people can find you based on google maps or maps quest, GPS using address or lat/long coordinates. If you are not easy to find, invest in intersection signs that can be installed prior to major intersections or along the highway (those blue informational signs) by Maine DOT. Contact MDOT for the specifications and have your signs made, sent to MDOT and they will install them. Some communities require a registration form/fee so get those permits first.

Does your sign have lights? Can it be seen during at night or when it's foggy?

Does it include your phone number? And most of all, does it let the reader know what you do/sell?

2. Can someone readily determine your **business hours**? Are your operating hours at times when your customers/clients need to see you? You want people to find you when they need you and access your business when they are not working... especially if you are engaged in services for individuals versus business to business.
3. Do you have **signs or business identification on your vehicles**? Whether you have lettering, magnetic signs, or vinyl wrapping, your vehicle is an amazing advertising machine – hundreds of people see it daily when you drive in your locality. And, when people see the signage often, they remember! That's how names and logos get automatic and widespread recognition.
4. **Your business image (graphics) or logos** – do they represent what you do or the name of your business so people will rapidly recall and remember? Look at Blake Vet as an example.... The blue cross symbolizing first aid in conjunction with the name Blake Vet causes you to remember! And, the clever photography of his dogs rowing a row boat or in the back of his pick-up truck makes it impossible to forget his business. Be clever – it's smart advertising! And, it doesn't cost any more than mundane advertising. And, no advertising costs you more money in lost business than spending wisely on advertising!
5. **Don't forget to do some traditional things that work** – place your business cards on bulletin boards throughout the region – people will take them and call you! A package of push-pins, a box of cards, and a rainy day and you have made money!

NOCASOBE website and marketing efforts are coordinated by Dr. Jane Liedtke, a retired university professor and corporate consultant who owns Bay Leaf Cottages & Bistro in Lincolnville. With the help of interns from Illinois State University and the University of Southern Maine the data and information for the website was generated and maintained. Funds received from businesses who upgrade their listing or advertise are used to support the website basic operating costs. Any excess funds will go to the Northport Food Pantry to help families in need within the NOCASOBE region.

