

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 – Media

1. **Radio** – what station do you listen to? Have you ever considered advertising on that station? A short spot will reach thousands of people. A clever and carefully worded promo will grab people’s attention and put you in people’s minds throughout the day. Include your phone number and you will get calls! See the NOCASOBE website NEWS section for contact info for area radio stations.
2. **TV Ad** – area TV stations always need news stories so start there by sending them or emailing or calling with information about an upcoming event or promo – they will send out a news team. Good news is better than bad news and TV stations always need good news!
3. Lincolnville Telecom, like many **cable TV providers**, offer ad space to non-profit and for-profit organizations/businesses. Their public service ads are not expensive and offer you the chance to change information periodically or leave it the same across time. These are great for churches and clubs and events in the community. The cost is very reasonable so don’t overlook this option! And remember that a lot of travelers are flipping channels!
4. **YouTube Video** – make a video of your business or services or products or artwork. Post video or you working or exhibiting your art... or creating your art! This is a great way to promote yourself and your efforts. And, this is very inexpensive – even using the video camera on your cell phone will work!
5. Try commercial **internet radio** as new online means to advertise your organization or business!

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.