

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 – The Basics

Every business needs the following..... make sure yours are current, relevant, and working for you...

1. **Business Cards** – make sure your business card reflects what you do, your products, and/or services. Name of business, contact person, address, telephone, cell phone, email, and website URL.

Don't have business cards? You can make them easily online at Docucopies – very quick and inexpensive: www.docucopies.com or go to Staples in Rockland or Elm Street Printing in Camden.

2. **Email address** – do you have a work or business email that will be easy for a customer/client to remember? info@yourbusinessname.com or yourname@yourbusinessname.com will be easy for people to remember and thus gain you more communications. Check with your internet service provider, your website provider, or sign up for gmail, Hotmail, or yahoo for free email. If your email address or provider is out of date, be sure people know your new email address.
3. **Website** – many businesses in the mid-coast region do not have a website. It is now very cost effective to have a website and you can even make it yourself using templates. Or, you can try one of the many website designers in the Lincolnton, Islesboro, Northport business directory of NOCASOBE. They will be happy to help you. Service providers like GoDaddy not only include your Domain Registration (the name of your website) but have easy templates to make your own website. Need help? It is possible to get students to assist you from the local high school, technical school or an area college. Often students are looking for real web projects.

Do you have a website? Is it up to date? Check the information – are links working, photos up to date, information current? Does it look like a stagnant old website? Freshen it up! 80% of people seeking services, travel info, etc. seek it out online. If they can find you it will make a huge difference in your business.

Have you search engine optimized your website? If you haven't a clue or you need help with this, stop by Bay Leaf Cottages and Jane will help you (for FREE) with how to easily do this. Or, hire a web professional to assist you. No matter how you accomplish it

4. **Facebook Business Page** – there are personal Facebook pages and business Facebook Pages. If you started your Facebook Page some time ago, you may need to migrate your business's info from a personal style page to a business page. If you don't have a Facebook Page you need one. Go to www.facebook.com and sign up for a new business account. From there you can enter your business

information, contact info, photos, and start posting and gaining your “friends”. This is a great way to communicate with customers/clients and even friend future guests. You can run ads (or not). You can view analytics letting you know how your site is being viewed. Facebook Pages today are as important to business as a normal website. Social Media – that’s the future!

5. **Business Yellow Pages** – in addition to the telephone book listing for your business (in white or yellow pages), you need to be listed in the online yellowpages, whitepages and other directory sites. While it appears that these are services you have to pay for, in reality they are ALL FREE! They will try to sell you a listing for an annual fee but if you look at the very bottom of each of their pages online, you will discover that the basic listing is FREE. There are dozens upon dozens of these online directories. So to save time, you might sign up for NEXT (www.next.com) which is a service that will make sure your business is listed on the directories and will update it or add it to new directories as they come online. The annual cost varies by how many online directories you wish to be listed in. Basic fees are about \$49 and for around \$100 you can get all the major listings. It is time consuming to do these one by one for yourself but if you do one a day or take 10 min a week, it won’t be long before you have dozens of them completed. For 2-3 years I did them myself until now when there are so many options, I just pay NEXT as it’s a better use of my time and is not a huge expense. In this way, EVERY TIME someone enters my business name into the search engine I can be guaranteed my business information will come up at the top of the list.

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.