

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

Check out [www.nocasobe.com](http://www.nocasobe.com) website – it is now live! Questions? [info@nocasobe.com](mailto:info@nocasobe.com)

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

## 5 Marketing Tips – Advertising

1. **Newspaper** – to get the most from newspaper advertising, people need to see your ad at least three times. That can be costly. So, select places to advertise where you can have a series of ads, classified ads which cost less than display ads, or ads that relate to a special program or feature so that people will “save” that section of the paper. Consider that nowadays many people read the newspaper online so ads may be more effective for your target audience in online versions of the newspaper versus print ads. And, try to find newspapers that will list your ad on BOTH for the one price.

A complete listing of NOCASOBE area news organizations (print and media) is provided on the website (see NEWS). This will be a place to start to get your ad listed. Remember, salespersons are paid on commission and therefore you CAN negotiate ad rates. You can even try to barter trade – could be the newspaper needs your help too!

2. **Join business groups** like the Penbay Chamber (Penobscot Regional Chamber of Commerce serving from Thomaston to Lincolnville), the Belfast Area Chamber (serving from Stockton Springs to Lincolnville), and the Lincolnville Business Group (serving Lincolnville, Islesboro, Northport). Each has a membership fee and each prepares a directory listing business members. These directories are widely distributed and could help to bring you business. There are listings, ads, online listings, reservation availability charts, etc. And, don't forget, you can be listed online at NOCASOBE for free or have a paid ad. And, you will be listed in the printed Almanac at no cost and the ebook version of the NOCASOBE Almanac.
3. **Create an event** to help advertise your business. How about a hot-dog roast for your clients/customers? Round everyone up for an inexpensive lunch on a weekday! Announce your event on the radio or use the Cable TV station to advertise – very cost effective!
4. **Donate to good causes** then take photos and send PR stories to your website, your Facebook Page, and local area newspapers. Create an event to support a charity in need. Non-profit events receive free advertising in local newspapers. It is a win-win! Your cause is recognized but so is your business!
5. **Online** – use online tools like Yelp, Trip Advisor, Angie's List, Urban Spoon, 4Square, Living Social, Groupon, etc. To create a promo, positive customer reviews, or special features. Social Media is so prevalent today that you will be surprised what people are saying about you unless you monitor these channels regularly. If you are not familiar with these, pick one that serves your business sector and start there. Hotels and Restaurants have little choice but to be engaged with Trip Advisor, Contractors need to be on Angie's List, any business can offer coupon “deals” on Groupon or Living Social. In recent years the area Chambers of Commerce have had seminars for members (usually \$5 per person to

attend) to help businesses learn more about these. If you have any questions, don't hesitate to ask!

Email [info@nocasobe.com](mailto:info@nocasobe.com)

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.