

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 – Promo Items

1. **Pens** – how often do you bring home a pen from the bank? They are useful right? Why not purchase pens with your business name on them. These are not expensive if you select a standard color and style of pen. Sure, if you get fancy you will pay a lot. A simple Bick-style pen will be good enough – you want something people will use (pen or pencil!). Even if you do not have a counter or check-in area to place them for guests/clients to take, be sure they are in guests rooms. Let your servers/waitstaff use them with diners and so when people sign their credit card slip encourage them to keep the pen. Pens travel and migrate and so will your business name and connection. Try www.4Imprint.com for options.
2. **T-shirts, Sweatshirts, Jackets, Umbrellas, Hats** – whether you wish to have these available for employees, guests/clients, or for sale in your office/shop, letting other people advertise for you is a good thing. Wherever they go, so goes your business logo/name and thus a connection. In the mid-coast area we have clothing printers and embroiderers in Liberty, Searsport, Camden, and Belfast. Also, business outfitters divisions of LLBean and Lands End will generate logowear.
3. **Wrapped candy with logo** – did you know M&Ms come with company logos or names? Visit www.Hersheys.com for more info.
4. **Personalized welcome or shopping bags** – people recycle more these days so bags for use when grocery shopping are becoming more and more popular – people do not throw these away. So with every trip to the store your business name goes with the shopper! See www.4Imprint.com
5. **Bumper Stickers** for your business or an event you are sponsoring. Make it funny and non-offensive and people will want one!
6. Bonus: **Thank you notes and cards** – the thank you note is not dead. Don't think for a minute that an email thank you is the same as a personal note sent to a client, customer, or guest thanking them for their business. Host a large party at your restaurant or business? Thank them for coming with a handwritten note! You will get repeat business.
7. Bonus: **Dog Treats for your customer's pets!** When you work at the home of a customer with pets – bring along a treat! If you have a pet-friendly business, have a bowl of treats! If you are a pet-friendly hotel, have some treats for the guest to give their pets. This simple act goes a long way with dog owners. Buy locally made Loyal Biscuits and support our Mid-coast area!

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.