

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 – Lifelong Learning

In order to “keep up” we need to know where to look to find information, training, and learning opportunities. We’re busy right? What if we “don’t know what we don’t know”? How do we get the training when we are busy? We need to access online learning. Online learning takes various forms from semester classes for college credit to 5 minute tutorials. There are videos online, professors teaching online, tutors accessible by email or phone, or you can Skype for help! Skype is a web-based live face to face phone call. These resources are not only good for YOU, they are good for your EMPLOYEES! Don’t have time to train someone on how to do something, learn a new technique or skill? Or, do you want to be sure your way is “up to snuff” – meets standards and codes? Go online and SEE for yourself!

1. **Kahn Academy** – Kahn Academy is supported by the Gates Foundation. www.kahnacademy.org
“Khan Academy is an organization on a mission. We're a not-for-profit with the goal of changing education for the better by providing a free world-class education for anyone anywhere. All of the site's resources are available to anyone. It doesn't matter if you are a student, teacher, home-schooler, principal, adult returning to the classroom after 20 years, or a friendly alien just trying to get a leg up in earthly biology. Khan Academy's materials and resources are available to you completely free of charge.”

What is available to help businesses? Basic skills for employees, Entrepreneurship, Finance, Economics, Computers and more! If you didn’t do well in Math or Science, this is a great way to improve skills and update knowledge.

2. **E-Learning** via professional associations you belong to. Are you a member of MTA? Maine Innkeepers? National Association of Home Builders? Maine Restaurant Association? Each professional organization specializes and offers online training programs for you and your employees. These are typically at reduced cost since they are a benefit of your membership with the organization. Check with the website for your membership organizations!
3. Technical Schools, Colleges and Universities offer **online classes** with real professors and real credit for taking the class. Typically these will be for a standard 12-16 week semester but you can take them any time and work online at your pace.

In Maine try: <https://usm.maine.edu/muskie/e-learning>

<http://www.techmaine.com/e-learning>

<http://www.maine-learning.com/>

4. **Chambers of Commerce** – membership in the area chamber of commerce provides the opportunity for seminars, workshops, classes, networking, and most of all HELP. If you need help, let them know as likely you are not the only one. Check out their schedule of programs. If you aren't finding what you need or want give them a call and ASK. Often they need to hear from businesses so they know what to offer, what is of prime need!

Penobscot Regional Chamber of Commerce – www.mainedreamvacation.com

Belfast Area Chamber of Commerce – www.belfastmaine.org

5. **You Tube** – You Tube is a website providing FREE videos of various subjects – anything and everything is out there on the internet. A lot of learning can take place using You Tube. www.youtube.com
6. Bonus: Some good options for courses and quick learning: www.udemy.com or www.ed2go.com
And, the best part is a lot of seminars, workshops, and topics are FREE!

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.