

**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 – Maximizing Online Sales

1. **Google Ad Words** – Google Ad Works is a “pay per click” advertising system whereby you only pay when people click on the link to your website. People searching online use key words related to what they are seeking – a restaurant, a contractor, a hotel, artisan, etc. Google’s paid ads and links will always appear “higher” on the page when using Google as the search engine. The same is true for Advertising with Yahoo, Bing, and other search engines. When people click on your ad, they’ll go to your website to learn more or buy. You can set such ads up by going to [www.google.com/adwords](http://www.google.com/adwords)
2. **Facebook Ads** – in Facebook you can set up ads directly from your business page/listing. You determine the type of Ad you want and your budget. You can have an ongoing ad or a pay per click ad. When you try this you will quickly see how fast the information gets out and the huge volume of people it reaches. Recently we offered an “Escape” with Living Social and they places a Facebook Ad about our Escape. Within hours there were 1,689,779 “Likes”. Can you believe it? So many people in such a short period of time learned about our property. It is a great way to build followers to your Facebook Page. Even if you can’t afford to spend a lot on advertising, try \$30 across one month and see what happens!
3. **Groupon, Living Social, Amazon Deals, Deal Chicken, WhoFish, and more!** There are now many online coupon/voucher systems that will sell a service, a product, an escape or getaway, dinner, etc. You decide what item, service, or travel package you wish to offer and its value. They will put together the promo for you and create, using photos you provide, a pleasing online ad. They will offer to its followers/members at a deep discount (between 30-50% so watch the fine print and negotiate a reasonable deal for you!). Based on the sale price, you will split the resulting income with the marketing group (Living Social, Groupon, Amazon Deals, etc.) and you will receive a check in the mail (or multiple checks) for approx.. 70% of what your vouchers sold for online. From experience I know that the best thing to do here is bundle and collaborate with other businesses in the area so the value of the package or service is high enough that once all the discounts are taken off the top and the money is split, you still have enough left to cover your costs. If it’s not a win-win for you and the agency you work with, there is no point. You WILL get lots of online “face” and people will link to your website (one reason why making sure your website is up to date). The first time we tried this method of promoting our lodging property we sold almost 300 vouchers and started the summer season with money in the bank to do renovations and repairs. It is a good way to promote for shoulder season income. Think about what you can provide or do on a large scale without much cost/effort because the volume can be great. Imagine you offer to power wash people’s houses or businesses or decks. You figure out the time it will typically take, the cost, and how much you really must get in order to break even or make some money. Maybe you decide you will powerwash for 3 hours but sell the voucher for the price of 2 hours. By the time you split the income you may end up with the income typical of 1-1.5 hours of work. Are you willing to do 3 hours worth of work for half of the income? If yes, perfect. If not, then you can walk away from this marketing effort. Let’s say you decide that yes, some money is better than no money! What happens if you sell 100 vouchers thus leaving you with 100 hours of pay for 300 hours of work? Will that still work for you? If yes, then go for it!

4. **Etsy** – On Etsy you set up your own online “shop” from which you can sell and collect money for your products or artwork. It is an extensive array of items offered and there’s something for everyone. If you would like to “move” more of your hand-made arts and crafts, this is the place. You set up shop, upload photos and descriptions, setup the payment system and start selling things to people all over the globe! This is not to be confused with Ebay where you can sell almost anything new or old. Etsy is for artisans and handmade crafts.
5. **Ebay** – Like Etsy with Ebay you set up a storefront from which you can display and sell via direct sales or auction your new and used items. It’s a great way to move inventory that may be sitting around season over season. Via online payment systems, you can readily collect money from customers and then you have the responsibility to promptly mail/ship the item(s) to the buyer. For those with retail or craft shops, this is a great way to sell year-round.
6. **Bonus: Amazon** – Amazon is an amazing company when it comes to the reach it has with products and services. If you happen to be an author, this is a great place to sell your books. If you are a shop you can join Amazon and distribute your products via their purchasing system. And, if you wish to advertise you products or services or business, Amazon is a good place to do so because of the high volume of people that it serves.

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.