

# ASBDTC

# Advertising Plan

Presented by :

Abdullah Alhussaini

Holli lee

Jacob Richard

# Objectives

- To reach out to small business owners in the river valley and beyond to provide free consulting services for their business.
- To raise awareness to the organization with the use of as little funds as possible.
- Reaching out to businesses through the internet or social networks.
- Establishing a personal relationship between business and consulting services.

# ASBTDC TARGET MARKET

- Small business owners
  - Businesses that employ more than 6 employees
- Entrepreneurs
  - People looking to start a business
- ATU community
  - Current students
  - Teachers

# Weaknesses

- Not very well known
- The advertising budget is low/non-existent

# Marketing Strategy

- **Internet**

- **Optimize ASBTDC website by attracting organic free search engines.**

- **Get others to link to their web sites**

- **Have people that blog about small businesses on the net attach the ASBTDC link at the bottom of their blog.**

- **Video Marketing**

- **Youtube.com**

# Marketing strategy

- Radio/PSA
  - Using local radio now until the funds are available to expand.
  - Example of radio commercial.
    - “Is your business operating at its full potential?” “Are you sick of breaking even every month?” You need answers and we’ve got them. Contact Jim Reser today at the ASBTDC for his free consultation on how to improve your business, begin your business, all services for free. YES! It’s free. Don’t miss out on this opportunity folks, make the call. Dial today 479-968-RICH.

# Marketing Strategy

- **Content Marketing**
  - **Submit articles to eZinearticles.com**
    - No fee
    - Increase presence with search engines
- **Sporting events**
- **Facebook/Twitter**
- **Survey**

# Marketing strategy

- **Facebook/Twitter**- Take advantage of the free social networking sites. Update you status frequently with information relevant to Arkansas Small Businesses
- **Survey**- Design a survey to raise awareness about ASBTDC. Have the ATU Management/Marketing go to local businesses and get them to take it.
- **Chamber of Commerce**- Design a flyer that you can post in the chamber of commerce
- **Information Seminar**- Target Lawyers, Accountants and Small Business Owners.

# Conclusion

The advertising plan we have developed for the ASBTDC is a guaranteed way to increase your overall social network. Our Marketing strategy covers all the effective ways to reaching your target market. Not only will this strategy generate a larger audience and bring attention to the services the ASBDTC have to offer, it will generate income from the seminars and give ASBTDC the ability to grow and reach out to an even greater target market.