

## **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.

## **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 to attract “organic” (free) traffic from search engines
    - Know what key words people use when searching for their services.

- Example: “How to start a business in Arkansas” or “How to apply for a small business loan.”
  - Because tools like Google ad words to find keywords people are using.
  - Write articles using the keywords and phrases ASBTDC customers/target market are using to search for information that is relevant to their site.
- **Get others to link to their web sites**
  - Example: someone has a blog about how to start a small business in Arkansas. They put a link to the ASBTDC site. This is called “back link” search engines like this get you listed higher on the page for your keywords.
- **Video Marketing**
  - Youtube.com is one of the biggest search engines out there.
  - You can easily post videos to the website using simple codes
  - Link your You Tube video to your face book or twitter page
  - You can offer tips and useful information
- **Content Marketing**
  - Submit articles to eZineArticles.com for free they are optimized for specific keywords. Gives ASBTDC exposure and increases presence with search engines.
  - This will create incoming links to the website and improve your ranking and visibility on search engines.
- **Marquee**
- **Sporting events**
  - Advertise about ASBTDC and what they have to offer before the game, during the game and at half time on the jumbo screen.

- **Radio/PSA**

- Using local radio stations in the beginning 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 for free. YES! It’s free. Don’t miss out on this opportunity folks, make the call. 479-968-RICH.

- **Face book/Twitter**

- Advertise about all the seminars coming up

- **Survey**

- Generate a list of all local business in the river valley area. Then have ATU business students take a survey to the businesses.
- The questions in the survey will be if they would ever seek additional help that is free of charge.
- This will generate a great social network, because getting their contact information at the end of the survey will enable you to generate a monthly newsletter you can personalize and email to each business that had taken part in the survey.

## **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.

## **Executive Summary**

The mission of the Arkansas Small Business and Technology Development Center is to achieve a significant positive economic impact by providing quality service to assist businesses and nascent entrepreneurs to operate profitable ventures. As an accredited member of a national program, the ASBTDC is a statewide delivery network that pursues its mission in partnership with the U.S. Small Business Administration, the University of Arkansas at Little Rock, other institutions of higher education, and additional key strategic alliances.

The ASBTDC is an organization that provides a multitude of services that are available to small business owners in Conway, Pope, Johnson, Franklin, Crawford, Sebastian, Scott, Logan, and Yell. They provide free consulting services to small business owners. The ASBTDC also offers services such as seminars, which are available for low cost, market research and training services.

The target of our plan includes but is not limited to small business owners, banks, lawyers, accountants and college students. We definitely need to target the small business owners because they are the focus of the ASBTDC. Alternatively we have to Target banks, lawyers, accountants and anyone other group who would be the first to know when a business is danger of going under. You also want to target college students because they will be going out and starting businesses of their own and it doesn't hurt to be placed in their mind.

The way to effectively spread the word will be to take advantage of every available resource. The free social networking sites Facebook, MySpace and twitter to name a few. Also there are very low cost web hosting services, web.com and godaddy.com. Also there is a meeting at the Chamber of Commerce monthly to meet the local small business owners.

There is relatively no competition in the market. Being Locally Located is a big advantage. ASBTDC needs to become intertwined in the community so that everyone knows about you. Sponsorships during football games, Booths at the county fair and so on will make an imprint on the community.