

Marketing 101

Making Your Best Business Impression

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Overview

- Your company Voice Mail, Business Card, Capabilities Statement, Email, Website and Social Media sites often provide the first impression for your company
- Make sure that your FIRST impression is a GOOD impression
- Professional messages and representation are important to the success of your business
- We would like to provide some tips to help you show the world that you are ready for success!

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Phone and Voice Mail Message Best Practices

- If you use your phone for business and personal, always be prepared to speak with a potential client when you answer a call. Identify your company name and your name when you answer the phone.
- On your voicemail message, identify your company name and your name first. Ask the caller to please leave a message and to include their preferred method for call back.
- Thank the caller for their interest in your firm.
- Be sure to return all phone calls asap – no later than 24 hours.

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Business Cards

- If you do not have a business card, you should order them asap! Cards are a professional way to introduce yourself and share your contact information. A quick google search will help you to find many low cost options.
- Your business card should include your business name and logo (if you have one), your name and title, address, phone number and email address. List your trade and any licenses and certifications that you have (MWBE/DBE etc.)
- Carry your business cards with you everywhere. You never know when you will meet your next client!

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One Page Capabilities Statement

- When you attend marketing events, you should bring a capabilities statement to share with potential clients so they can learn about your work and remember you.
- Your “one-pager” should be printed out on nice quality paper.
- Include key information: Firm name and contact info, NAISC codes/trade, size of largest project performed, past client names, testimonials from happy clients. Are you bonded? Are you a certified as an MWSDBE?

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One Page Capabilities Statement

Sample Instructions and Template:

- <http://www.dot.state.oh.us/Divisions/ODI/Outreach/TipsAndTricks/HowtoWritePowerfulCapabilityStatementForGovernmentContractors.pdf>
- <http://www.sbt dc.org/events/marketplace/2011/ppt/CapabilityStatement-GoodSample1-TemplateTargetGov.pdf>

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Email Address

- Does your email address represent you properly as the CEO of a company? Or does it look like a personal address?
- If you answered no, then your email address is not making a strong first impression.
- Consider purchasing a domain with your company's name and using it for your email address.

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Securing a Domain Name for a Website and Email Address

To create a company web address, you will need to buy a Domain. This is easy to do and affordable.

Website hosting will cost around \$15.00 dollar per month

Domain name registration cost \$14.99 per year

It will include basic email with domain name for example:

DGonzales@DinaGonzales.com

If you are brand new to this, you may want to try:

www.wix.com

www.web.com

www.weebly.com

These sites have domain and email registration options.



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Creating a Basic Website

- Does your company have a website, even 1 page, where potential clients can learn about your capabilities?
- Many free services allow you to create basic pages.
<https://smallbiztrends.com/2016/05/free-website-builders.html>

Make sure to include testimonials, your capabilities statement and photos that are accurate representations of your work.

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Social Media – It's Free and Effective

- Is your company on Social Media?
 - There are many ways to spread the word about your firm and services. Word of mouth is very important on many levels. Using social media for business can streamline the process.
- With social media, you can create your business profile and make it public. When someone searches for your business, they see your business how YOU want it to be seen.
- Using Social media is a great way to stay engaged and connected with your current customers and help potential customers make their decision on choosing you for their needs.

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Social Media

- There are many different options and sites to use. We know that getting started can be overwhelming.
- The most popular Social media sites for Business are: FaceBook, LinkedIn, Yelp, Twitter, YouTube, Pinterest, Instagram, and MeetUp.
- We all know you are very busy. Posting on social media is probably the last thing on your mind. You may want to consider a Social Media Management system.

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Social Media

- Social Media Management systems, are great for saving time and still staying connected.
- These tools provide a management and engagement platform for social media business pages.
- A single streaming box makes sure you never miss a message. Tools allow seamless posting across sites. You can preschedule messages for posting on Twitter, Facebook, LinkedIn and more simultaneously.
- <https://www.forbes.com/sites/forbesagencycouncil/2017/05/15/15-social-media-management-tools-that-can-help-your-business-thrive/>

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Find Help!

- If you are overwhelmed, consider reaching out to a local college or high school to find an intern who can help get you started.
- Students often need to build their resumes, and they can word very affordably.
- A student may be able to help you with use the necessary tools to create a free webpage, one page marketing flier and social media for business sites very quickly.

THANK YOU

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