

The 15-Minute SBEAP Marketing Expert

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It's All In the Marketing

- ✓ You have wonderful services to provide to clients
- ✓ You have to make them aware of your wonderful services and get them to use them.
- ✓ To do this, you come up with great ideas that use your resources in the most effective and efficient manner possible, and that produce RESULTS!



NO PROBLEM

You are an SBEAP Marketing Expert!

How to Be an SBEAP Marketing Expert

What You Have
SBEAP knowledge

What You Need
Client Empathy: who are your clients, what are their problems, what's important to them. *Wear Their Shoes!*

Examples:

Drycleaners

Problem: Perc Emissions

What's Important: Alternate Solvents

Autobody Shops

Problem: Paint Spray

What's Important: Approved Spraying Equipment



Language Skills: Speak their language so they will listen to you
A Road Map: Your Marketing Plan

A Marketing Plan

- Details your goals and objectives for providing your services
- Identifies who you provide them to
- Identifies how and when you do it
- Leads to results
- Let's all staff know what's going on
- Helps you use resources wisely and most effectively
- Is dynamic -- can be adjusted as time goes on



The Plan Process

1. Develop the Plan:

Analyze your target markets and their business environments; identify key opportunities to better meet their needs.

Include positioning statements that specify how your SBEAP fulfills client needs, benefits it offers, and how you can deliver them.

Identify and develop ways to achieve key opportunities: goals, objectives, actions.

Include budgets and timelines

2. Just Do It!

Analyze

Analysis helps determine goals

Your SBEAP Program

How effective is your SBEAP with each of your target markets?

Are you doing outreach to each of your target markets?

How many phone calls are you getting, request for on-site consultations?

What is the compliance rate?

The Regulatory Environment

Are there recent or upcoming regulatory changes that affect your target markets?

Have you communicated these changes: to whom and how?

Goals & Objectives

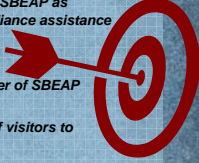
Know what your goals are (any challenges you will overcome)

Goal: Enhance awareness of SBEAP as a trustworthy source of compliance assistance

Know the objectives to reach the goal (how you'll do it):

Objective: Increase the number of SBEAP hotline calls

Objective: Increase number of visitors to the SBEAP website



Programs & Tactics

Specifies how you will carry out your objectives to reach your goal. This part makes up most of your plan

Examples

Objective: Increase the number of SBEAP hotline calls

Objective: Increase number of visitors to the SBEAP website

Tactic: Postcard mailing highlighting hotline number and website address

Tactic: Include hotline number and website address in large, bold type in all printed materials, website pages, presentations, business cards

Tactic: Ask target trade groups/publications to link to your SBEAP website

Measurement

- ✓ Track the number of hotline calls received after implementing an outreach program.
- ✓ Track the number of hits to your website
- ✓ Track compliance rates over long-term

Measurement helps you tweak the plan as you go along and know what works and what doesn't



Speaking Their Language

Your Tactics are about communicating with your target markets.

Communication with them should:

- be relevant to each target market
- convey that you are a specialist in *their* business
- convey that you can help them with their *specific* needs.
- show that you are totally focused on them and their business

It's the "All About Me and Forget Everybody Else" Factor

What's Your Message

What do you really want to tell them?

Ex. Do you want to tell them about a revised regulation or tell them how the revised regulation will affect their business?

Don't bury the message

What's the most important thing they should know? Tell them that first.

Do you really want to start off a newsletter article telling them all about the history of the SBEAP?

Make the message simple and clear

Avoid government & legal speak

Speak Their Language

*Use jargon, acronyms, technical terms used in **their** business, not yours.*



Why Bother?

- Greater effectiveness for the SBEAP
- Increased trust in the SBEAP
- Establishes you as an expert
- Makes you look good

