



# LA County Business Connect

Helping Business Thrive in LA County

## Low Cost Marketing Techniques to Help You Grow Your Business

One of the top challenges businesses face is how to raise revenues on a limited budget. No matter the size of your business, getting the word out about it can provide immediate results. The Los Angeles County Economic Development Corporation (LAEDC) layoff aversion team works closely with Small Business Development Centers (SBDC) throughout Los Angeles County to connect businesses with resources and targeted training opportunities. The SBDC can help your company development and implement low cost marketing techniques.

**Below is a list of five ideas, but there are many more!**

### 1. Create a Marketing Plan and Budget:

**Always begin with a plan!** A realistic marketing plan can help you identify the best opportunities to promote your business. Begin by identifying your target audience, and develop a consistent message to describe your products or services. The plan should also include your annual marketing budget; typically this is 3% to 5% of annual sales.

**To view sample marketing plans, visit [www.marketingplans.com](http://www.marketingplans.com)**

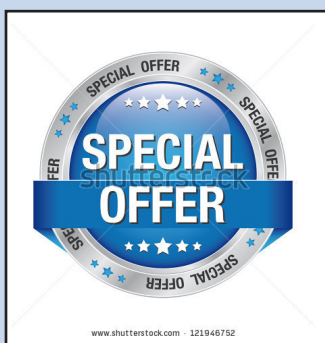
### 2. Social Media:

**Are you using Social Media to promote your business?** If not, you may be missing out on a simple and cost efficient way to generate sales. There are many options to choose from including: **Pinterest, LinkedIn, Facebook, and Twitter.**



### 3. Search Engine Optimization (SEO):

SEO is a key component to increasing your company's visibility by helping customers find your site, and specifically ranking the page so that **your company is at the top of the search engine results.** SEO is an ongoing process, and requires continuous testing and monitoring.



### 4. Reward Existing Customers:

An effective rewards program can go a long way in developing an ongoing relationship with your customers. The best type of rewards program will depend on the industry, but may include **discounts or special bonus gifts for loyal, long-term customers.** Redeeming rewards should be a simple process, and make sure you let your customers know they are appreciated.

### 5. Word of Mouth:

Put your existing customers first! If a customer reports a problem or concern with your product or service, make sure you devote the time to correct the situation. **Successfully solving customers' problems will lead to satisfied customers who will refer your business to others.** Satisfied customers turn into repeat, long-term customers.

You'll also find an informative **Webinar—Keys to Business Success: Market, Sell & Fund—at <http://laedc.org/2013/07/15/keys-to-business-success-market-sell-fund/>**

To learn more about cost effective ways to market your business, consider attending: **Marketing Basics for Your Business**  
<http://smallbizla.org/calendar/?cmonth=February&cyear=2014>



## The LA COUNTY WIB and the LAEDC

*Partnering for business.*

Welcome to our fifth issue of *LA County Business Connect*. Our newsletter is a service offered by the LA County Workforce Investment Board and the LAEDC to provide valuable tools to support and grow your business.

One call, one click, can put you in touch with people who know where and how to get things done.

Just a few ways we can help:

- Resources for hiring and training employees.
- Identify incentives and resources that can save you money.
- Assist with access to financing.
- Provide existing workers with new skills to help you compete.
- Best of all, LAEDC services are **FREE!**

**Call the LAEDC today, and let us connect you to resources to help your business thrive!**

Visit **[LAEDC.org/business-assistance](http://LAEDC.org/business-assistance)** or call **888-4-LAEDC-1**

**The LAEDC Better Business Webinar Series is a free-to-participate program** we have launched to inform the business community about new programs, resources, and opportunities to grow and improve operations in Los Angeles County. In addition to Health Care Reform, past topics have included:

- Alternatives to Layoffs
- Closing the Skills Gap for Manufacturers
- Keys to Business Success: Market, Sell & Fund
- Confronting Your Most Pressing Staffing Challenges
- Energy Efficiency

Recordings of past webinars, as well as **downloadable sets of slides are available on LAEDC's website.** Click here to learn more. [laedc.org/category/news/better-business-webinar-series/](http://laedc.org/category/news/better-business-webinar-series/)

## CONNECT WITH US!

Put the LA County WIB and the LAEDC to work for you!

Call **888-4-LAEDC-1** Or visit [LAEDC.org/busi](http://LAEDC.org/busi)

