



## Marketing Techniques to Help You Grow Your Business

Follow these steps to get your business noticed

One of the top challenges businesses face is how to market themselves on a limited budget or limited time. The number one goal may be to increase sales, but consider investing in the time to get to know your customer, advertise where they go, and provide education and content in addition to your sales pitch.

### MARKETING TECHNIQUES

#### 1. Always begin with a plan!

A realistic marketing plan can help you identify the best opportunities to promote your business.

- **Identify your target audience and find out where they are.** If your customers are millennials you can expect them to spend a large percentage of time online and on their phone. Is your Facebook and Twitter presence active and regularly updated?
- **Develop a consistent message to describe your products or services.** [Brand consistency](#) is important to help your company stand apart from the crowd and to create recognition
- **Include your annual marketing budget.** Typically this is 3% to 5% of annual sales

To start your marketing plan, visit the [Small Business Administration](#) (SBA)

#### 2. Be active on 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. Have a presence on [Pinterest](#), [LinkedIn](#), [Facebook](#), [Instagram](#) and [Twitter](#).

*"One of the [best features social media marketing](#) has for businesses today is its low barrier to entry. Gone are the days where a business is required to spend thousands of dollars on advertising to reach its prospect. You can now reach your audience spending as little as five dollars per week!"*

Justin Sachs, The Huffington Post



- [10 Things You Need to Do When Getting Started on Pinterest](#) from Constant Contact
- [Social Media - Where to Begin](#) from AMEX Open Forum

#### 3. 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.

#### 4. New Online Trends to Get Traffic

Before you can market your business you need to generate traffic to your website and keep people interested.

##### Video, Podcasts and Webinars

Provide training or give a Powerpoint presentation about the product or service you know best or give a tour of your facility or creation process. Video and podcasts are low cost or no cost techniques to produce content to attract customers and can be used across social media and on your website later.

- [GotoWebinar](#) and [Adobe Connect](#) are two services where you can set up your own broadcast
- For hosting live events [Google Hangouts](#) and [Facebook](#) are free services
- To create your own podcast start a free trial at [CAST](#) or [Soundcloud](#)

Source: [Gene Marks](#), SCORE, columnist, author, and owner of Marks Group PC

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# LAEDC Success Story

## Coffee Roasters, Altadena



**Unincorporated Coffee Roasters** was established in 2013 to serve the local coffee community and local business owners of Los Angeles.

They have served LA communities in Downtown, Brentwood, Santa Monica, Culver City, Mid City, Glendale, Pasadena, Costa Mesa and Sherman Oaks. They understand their community's demand for high quality and ethically sourced food/drinks, their refined and tested menu reflects that. Unincorporated Coffee only supplies the freshest and highest quality Arabica coffee in the world and sources with farms that pay farmers double the minimum wages that fair trade organic requires. Their roasting philosophy is to roast each individual coffee to highlight their unique flavors and assure each coffee is smooth and delicious. Unincorporated Coffee always carries a full range of roast levels and flavors available in the market. They roast whole bean coffee and brew cold brew concentrates weekly on a Small Batch Roaster to assure control on quality and maintain great tasting coffee.

**The Challenge.** The owners decided to make a move from only operating at the local farmers markets into their own brick and mortar storefront. They were interested in site selection services, access to capital, permitting assistance, cost segregation, labor supply and employee training once operational.

### 3 Jobs Saved in Altadena

**The LAEDC BAP team and Daina Moore, District Manager, provided integral assistance and direct referrals:**

- LAEDC introduction and connection to resources; reviewed 2017 business programs and incentives, conducted a needs assessment and developed and action plan based on company's directives
- Site selection services
- Assisted business with expedited and no cost permitting services at [L.A. County Public Works offices](#)
- Introduced to [L.A. County Small Business Services](#)

#### The Results:

The resources and referrals introduced by the LAEDC and partner organizations provided the company valuable information they otherwise did not have. The newfound awareness of programs, services and ability to connect with local entities served the company well and was part of management decision to continue with opening their storefront in Altadena. Although this project is still in progress and set to open in the spring of 2018, LAEDC will continue to provide additional services once they have opened their doors. As a result, 3 jobs have been saved.

"Thanks to Daina at the LAEDC, our company has been able to navigate the rigorous demands of the Los Angeles County permitting department. With her enormous help, we got into contact with County offices that were essential to setting up our business for success. Her dedication and passion to support our micro business has reignited our faith in what is possible in the unincorporated communities of Los Angeles. Without her immense support and savvy in the community, we would have been lost in County departments and codes that challenge us at every step of opening. We only have gratitude to have her as a foundation of support."

Alan Janoyan & Arthur Sohrabian, Co-Owners, Unincorporated Coffee Roasters, Altadena, CA

**ALL OF THESE SERVICES WERE PROVIDED AT NO COST.**

## 5. Google Search and Advertising

Are your customers finding you in online searches?

Some tips:

1. Update your business listing in [Google](#), [Bing](#) and [Yahoo](#). This [free search at moz.com](#) will show you if your business is listed.
2. Consider [Google AdWords](#) to get your business displayed at the time customers search.
3. Make sure your website is optimized for mobile devices through a free website site builder or by hiring a professional web designer.

For those just starting out, or businesses without a business plan, the County of Los Angeles Department of Consumer and Business Affairs offers the small business concierge for L.A. County. Visit [The DCBA](#) for more information.

## The LAEDC Business Assistance Program (BAP) RED Team is here to assist you.

The award-winning LAEDC BAP RED Team can help connect your business to human resources and other enterprise-related support services. [Offered at no cost, this is in addition to other valuable services](#) such as permit assistance and access to financing.



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## The LA COUNTY Workforce Development Board (WDB) and the Los Angeles County Economic Development Corporation (LAEDC)

*Partnering for business.*

Welcome to our twenty-ninth issue of *LA County Business Connect*. Our newsletter is a service offered by the LA County WDB 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 [www.laedc.org/our-services/business-assistance-layoff-aversion/](http://www.laedc.org/our-services/business-assistance-layoff-aversion/) or call **888-4-LAEDC-1**

## CONNECT WITH US!

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

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

