**Top 10 Marketing Questions Asked by SBDCs**

**1. How do I change my center/state's contact information?**
Reach out to your state's lead center to have them update your listing. If they do not have their username and password on-hand they can contact the America's SBDC office at (703) 764-9850.

**2. How do I access the new branding guidelines, logos and graphics?**

Simply login into the *Members Only* area of the AmericasSBDC.org website and go to the *Marketing* Resource area. The branding guidelines, logo files, templates, videos, the Marketing Toolkit and more are available to you. If you are having a technical or login issues contact America's SBDC at (703) 764-9850 or marketing@americassbdc.org.

**3. How can I share my center/state's success stories and news with the network?**

SBDC news stories are shared weekly on the America's SBDC website in our blog and posted on our Social Media Channels. Typically news stories are shared right away but success stories are shared on a first-come first-serve basis. There is a new format for Success Stories, please email us for more information, marketing@americassbdc.org.

**4. How does the Association market the SBDC network?**

The Association markets the SBDC Network using a variety of mediums. Some media is placed around key events, ongoing promotion with large channel partners, heavy participation in social media, distribution of press releases, tradeshow participation and coverage in nationally recognized blog.

The Association works with the America's SBDC Marketing Committee to develop messaging for marketing the national network. All messaging includes a simple and direct call-to-action, "Find your local SBDC today!"

**5. How can I get involved with the national marketing of the SBDC network?**

Join the Marketing & Communications Committee who works along with the Association staff and Board to accomplish goals agreed upon at the beginning of each year. If you really want to get your hands dirty, join one of the Marketing Subcommittees. Email Committee Chair, Jacqueline Taylor at jtaylor@uh.edu for more info.

**6. I am having problems with the new national brand, who do I talk to?**

If you are having implementation issues or you have a questions please contact the America's SBDC at marketing@americassbdc.org and Jacqueline Taylor jtaylor@uh.edu. The staff and committee will work together to respond to your inquiry as soon as possible.

**7. How does communication flow in the SBDC network?**

The staff and committee will work together on a variety of projects and may reach out to the network for feedback. Once a project is completed and approved by the Board, the State Directors are then notified. It is then up to the State Directors to share the information with their networks. All committee info and brand info is available in the *Members Only* area of the America's SBDC website.

**8. What networking opportunities are available at conference to meet other SBDC Marketing professionals?**

Joining the Marketing & Communications Committee is a great way to network with other active SBDC Marketing professionals throughout the year. You can also participate at the annual *Marketing Meet-Up* that takes place at the America's SBDC Conference every September. Information on the meet-up will be posted in the America's SBDC Newsletter.

**9. How can I learn what other SBDCs are doing to market their centers/states?**

Not only can you join the committee but you can also join social media channels like Twitter and Facebook to follow other members and stay in touch all year long. The committee works to keep its "Marketing Toolkit" updated yearly on the America's SBDC website.

**10. What happens if my center/state is not compliant with the new branding guidelines?**

Currently the new national brand is optional for all SBDCs to use. If a state decides to incorporate the new brand into their marketing they must be compliant with the branding guidelines that accompany them. If a state alters the logo or uses the new brand in a way that is not compliant the State Director will be notified in writing by the America's SBDC.