



## Free Marketing and Communication Tools and Ideas for SBDC's

### Google Alerts

By creating a *Google Alert*, you can get email notifications any time *Google* finds new results on a topic that interests you. For example, set up Alerts for America's SBDC, SBDC, SBDC's, Small Business Development Center, or any other key words that pertain to your program. You will then receive press releases, articles, and stories that other SBDC's publish right to your inbox. This helps spark ideas and to know what is going on in the SBDC network. *It is important to set up alerts for a variety of ways the SBDC acronym is used because it only grabs articles that exactly match your alert.* Example:

### Google Alerts




## SBDC

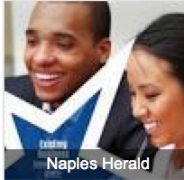
Daily update · July 31, 2015

NEWS




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[Register now for Florida SBDC's Annual Access to Capital Fair](#)  
Naples Herald  
naples-herald-dot-logo-20x20 (1) If you've ever wanted to learn more about financial options for your business, a Florida Gulf Coast University ...

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[SBDC webinars feature employee development, banking relationship](#)  
UWGB  
The Wisconsin **Small Business Development Center (SBDC)** at the University of Wisconsin-Green Bay is offering two no-cost webinars for small ...

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[Small business webinars in August, September](#)  
Green Bay Press Gazette  
The Wisconsin **Small Business Development Center** at the University of Wisconsin-Green Bay will offer two free online seminars for small business ...

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[CJ Seitz has been hired to direct Western Washington University's Small Business Development ...](#)  
The Bellingham Business Journal (blog)  
"We're excited to hire C.J. to lead the **SBDC**," said Steve Swan, Western's vice president for University Relations and Community Development in the ...



## SBDC in the News and SBDC Clients in the News

On your website, create two pages – one to house all stories published about your program or the network and another to place all stories published about your clients. If you are posting about your clients, have them provide a testimonial about working with you along with the story. Here's an example: <http://ctsbdc.com/olde37/>

## Canva Advisor Campaign

Create social media campaigns that help inspire and support the mission of your program. You may find Canva is a great tool for other types of campaigns, too. Examples:



## **Media Release About Advisors**

We write success stories about our clients, why not about our advisors? Focus on overall economic impact of each advisor, what they bring to their community, what tools they use when working with clients. Not only does this shine the spotlight on your program's successes and the advisors who work with entrepreneurs, but it also helps to communicate what your program can offer other clients.

This story should also be placed on your website's In the News section and on social media.

## **Social Media**

- Follow and Like all the SBDC's you can find bringing strength and exposure to our network.
- Retweet and post what is relevant
- Use Hootsuite or other planning tool to preplan posts/tweets but also stay active by posting timely news and announcements

## **Program Flyer**

If you print program flyers, always put another message on the back. Ideas include locations, a link to something relevant on your website. It's another attempt to get them to your website and hopefully gain a new client.

## **Advisor Toolbox**

Create an online (or through your host organization) database where your advisors can access all necessary documents from flyers, program materials, PowerPoint presentations, forms, policies and procedures, event information, client assessment tools and more. This eliminates the need for them to create one-offs and maintains brand integrity.

## **SBDC Marketing List Serv (aka group email list)**

ASBDC is creating a list serve that will account for all who contribute to the creating of marketing materials and campaigns at SBDCs across the country. This will be an easy way to stay in touch to share ideas, troubleshoot challenges and create innovative campaigns while reinforcing the national brand, strengthening the network.