

## NYS/SBDC Marketing Strategy Blueprint

Identify Customers  
Objectives to Achieve  
Implementation Plan  
Measuring Achievements

**Customer:** Small Business and Entrepreneurial Community

**Objective:** Create wealth for entrepreneurs -- and their families

**Unique Selling Propositions:**

1. SBDC provides a customized **mentoring** and **coaching** experience
2. Customers achieve a greater **self-reliance** from SBDC **how-to** resources
3. Via the SBDC, customers have **access** to third party expertise and decision makers
4. **Confidential pro-bono** advisement
5. **Preserve** personal capital, validate whether investment is prudent
6. Promote **life-long learning** and direct clients to those learning experiences
7. Cutting edge research available **exclusively** to SBDC customers
8. Produce a consistent, **quality** service
9. Help find **new customers**

**Value to the SBDC from this Customer Relationship:** Affirmation that we are needed and that we make a difference.

**Customer:** Host Institutions

**Objective:** Position the school as a leader in stimulating the region's economic growth

**Unique Selling Propositions:**

1. Reputation for having a favorable, professional **image** in the community
2. Increased **enrollment** opportunities in traditional and continuing education
3. SBDC customers may **contribute** time and resources to the institution
4. **Bridge** education and real life experiences for students
5. Students have **access** to business research not readily available at the campus level
6. SBDC staff represent the campus through **community service**

**Value to the SBDC from the Customer Relationship:** Institutions of higher education create opportunities for professional growth (such as access to the latest technology).

**Customer:** Politicians

**Objective:** Create the economy of the future

**Unique Selling Propositions:**

1. SBDC customers create **jobs and invest** in their communities
2. SBDCs assist **emerging** industries and entrepreneurs
3. Support **legislative initiatives** that make easier and more profitable to conduct business in New York
4. Advocate ways for New York to be more **business friendly**
5. Favorable **ROI** from tax dollar support

**Value to the SBDC from the Customer Relationship:** Continuously increasing funding support.

**Customer:** Partners and Shareholders

**Objective:** Establish mutually beneficial relationships that achieve shared goals

**Unique Selling Propositions:**

1. Shareholders and partners are arranging for a **quality** service to be delivered to their constituents
2. Services are **reliable** and on-going
3. Services are **responsive**
4. SBDCs are **access** points to local university services and resources
5. SBDCs are situated in major centers of commerce and are **integrated** in their communities
6. The networked SBDC configuration leads to **shared expertise**
7. Opportunities exist for **joint research** that would not otherwise occur
8. Availability of **state-of-the-art** campus facilities for training, conferences and meetings

**Value to the SBDC from the Customer Relationship:** New relationships improve what we do and how we do it.

**Customer:** The Media

**Objective:** Increase the Awareness and Image of the SBDC

**Unique Selling Propositions:**

1. Program **personnel are authorities** in issues impacting entrepreneurs
2. The SBDC has **access** to research and other experts
3. The program is a **source for stories**
4. The SBDC has a **direct impact** on the regions and state
5. The work we do has built in **human interest**

**Value to the SBDC from the Customer Relationship:** The media can sell the SBDC to the other customers.

## Component III – Implementation Plan

Approaches and tools to improve public perception of the SBDC

**Customer:** Small Business and Entrepreneurial Community

**Public Relations Plan:**

1. Showcase successful clients in various media to increase visibility in the marketplace and generate new customers
2. Establish business – to – business trading and mentoring relationships (ie. Trade “personal” ads, e-commerce communities, an alumni association)
3. Designate a “Customer Service Representative” at each regional center, empower them to meet regularly to make recommendations to program leaders on how the SBDC can best serve it’s customers. and designate a central staff person as statewide Customer Service Coordinator (ombudsman like)
4. Establish and adopt “Customer Service Principles” that visibly foster positive adviser-client relationships
5. Identify non-traditional organizations (non business) to determine if they have access to markets that we wish to serve – particularly under served markets
6. Design published materials to look and feel more entrepreneurial in nature.
7. Improving branding and create sense of exclusivity – establish incentive program for clients that refer ‘preferred’ clients (however defined) to the program
8. Interview focus groups to determine most effective ways to reach new markets and core markets

**Customer:** Host Institutions

**Public Relations Plan:**

1. Identify and educate a SUNY campus president who will champion the SBDC and communicate the value of the program to SUNY administrators and college presidents on a continuous basis. Similar arrangement at CUNY
2. Nominate worthy local SBDC initiatives for national honors
3. Devise a process for the SBDC to be integrated in SUNY wide and campus strategic planning and printed plans
4. Random acts of kindness, kudos for the deserved
5. Establish a chancellor's awards program, "Enterprises of Distinction" that recognize SUNY graduates who have stayed in NY and give something back to their community and/or alma mater
6. Appoint a SUNY and CUNY president to the statewide advisory board

**Customer:** Politicians

**Public Relations Plan:**

1. Establish a focus group of legislative aids who are friendly to the SBDC, ask them to candidly evaluate SBDC materials and to recommend ways for the SBDC to more effectively communicate its success – and needs
2. Devise a more coordinated, on-going process to compile grass roots testimonials and client endorsements
3. Coordinate public hearings (or other gathering) for business people to express their views on how government can help small business
4. Maintain more regular contact with legislators or staff person to refresh their awareness of the SBDC
5. Implement a select number of well chosen pet projects for key legislators
6. Re-institute 3<sup>rd</sup> party evaluations of SBDC operations
7. Attempt to calculate a cumulative federal and state tax impact over a multi-year period and calculate the comparative value of this impact. For instance...
  - Did you know that new tax revenues from SBDC clients contributes to:*
    - 8,000 students to attending college
    - 450,000 meals on wheels for the elderly
    - so on and so forth...
8. Advise legislators of proposals submitted by the SBDC for government funding so that they can advocate on our behalf

**Customer:** Partners and Shareholders

**Public Relations Plan:**

1. Increased recognition of SBA and other partners in publications and other forms of public relations
2. Establish new or identify existing partners and designate them as “authorized” or “certified” outlets for SBDC business information (managed through the Research Network)
3. Pursue joint research and publication opportunities
4. Invite participation in SBDC professional development activities
5. Establish partner/shareholder specific certificate programs

**Customer:** The Media

**Public Relations Plan:**

1. Create, circulate and update regularly a ready reference document on the state of NY small business
2. Feed the media press releases more frequently
3. Inventory advisory board expertise and identify appropriate members as experts that can respond to media inquiries
4. Include media as cosponsors in program events
5. Invite media to SBDC for an orientation
6. Recruit SBDC representatives and “friends” to work on behalf of the program to respond to specific media requests (speakers bureau type network)

## **Component IV – Output Measures**

**Customer:** Small Business and Entrepreneurial Community

**Objective:** Create wealth for entrepreneurs -- and their families

**Output to Achieve:** Help clients

1. find new customers
2. increase sales
3. increase profits
4. access to credit

**Customer:** Host Institutions

**Objective:** Position the school as a leader in stimulating the region's economic growth

**Output to Achieve:** Increase

1. financial and in-kind support for SBDCs
2. participation of faculty and staff in casework and training situations
3. institution enrollment by SBDC clients and family members
4. host schools retention in the SBDC network
5. student intern usage

**Customer:** Politicians

**Objective:** Create the economy of the future

**Output to Achieve:** Improve

1. ROI of in the form of new tax revenues to the federal and state gov'ts
2. public support for SBDCs
3. New York's share of federal dollars targeted toward small business
4. Intra-state business exchange

**Customer:** Partners and Shareholders

**Objective:** Establish mutually beneficial relationships that achieve shared goals

**Output to Achieve:** Stimulate

1. diversified SBDC funding support
2. client numbers in under served markets
3. greater workshop co-sponsorship
4. secondary resource utilization in client case work

**Customer:** The Media

**Objective:** Increase the Awareness and Image of the SBDC

**Output to Achieve:** Increase the

1. number of favorable articles about the SBDC
2. number of media representatives known on a first name basis
3. volume of materials issued to the media on an unsolicited basis
4. number of inquiries to the SBDC on current trends and news