

ELECTRONIC AND SOCIAL MEDIA MARKETING

Is your business using the best marketing tools to reach your target audience?

How will it work: Once accepted into the program:

- The SBTDC will analyze the business target markets and assess the business' marketing efforts.
- Next we will identify the areas of targeted assistance needed to improve the effectiveness of marketing efforts and develop a tactical plan to move the business ahead in those areas.
- The SBTDC will coordinate the implementation of projects and assure that all services are evaluated for quality and impact.

Applications are required: Must be a Delaware business which has been in existence at least one year and filed a tax return for that period. Businesses will need to complete an application and explain how they feel the program will benefit their business. Financial statements or tax returns must be provided as part of the process.

For More info or to apply: DSBTDC.ORG or call 302-831-0782

Potential Projects:

Review current customer base and help identify additional opportunities.

Assess potential marketing tools and recommend options.

Work with business to develop social and electronic media strategy. Assist with set up of Facebook, Twitter , email marketing and other platforms.

Train business owner and staff on tools and processes needed to implement strategy.

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