Heralding a New Initiative

February 7 marked the first BEST seminar, the first in many to come. The three-part event took place at Essex County College. “It’s a very exciting project,” says Dennis Newnham.

In This Issue:
What’s new ......................... 2
The launch of BEST ............... 4
Five Steps to a Presence Online ....... 6

John Tully presented on Marketing Strategies and Tactics, with an emphasis on adapting traditional marketing to building a branded presence online. The presentation “encourages one to do more research,” one participant remarked.
Recent Members Welcomed

We are pleased to announce the following recent members to the SCORE, Chapter 15, team:

- Dennis Burbridge  
  Specialty: Accounting
- Courtney Terrence Jackson  
  Specialty: General
- Barry Marks  
  Specialty: Market research and analytics
- Ferdinand Schoppig  
  Specialty: General

The three PowerPoint presentations made for the February 7 event at Essex County College reflect the alliance. The story begins on page 4.

EXECUTIVE COMMITTEE

SCHEDULE OF MEETINGS:

April 8  
May 13  
June 10  
July 8  
August 12  
September 9

Dennis Newnham, Chapter Chair  
Susan Melamud, Team Leader, Membership  
Richard Berek, Team Leader, Marketing  
Emil Hartleb, Team Leader, Library Seminars  
Kenn Bosland, Team Leader, Spanish Outreach  
Mitch Layne, Team Leader, Technical Matters  
Pau Lzera, Treasurer  
David Cortese, Corresponding Secretary  
Don Rogers, Recording Secretary  
Peter Fleischmann, Government Liaison Point Person

Upon the agreement of the Executive Committee, each SCORE, Chapter 15, member has been requested to take on one additional significant responsibility for the first half of 2015.

GENERAL MEMBERSHIP

SCHEDULE OF MEETINGS:

Wed., May 27  
Wed., July 22  
Thurs., September 24

Staring at 9:30 a.m., at our Newark headquarters

All members are strongly encouraged to attend.

If you are unable to attend a meeting, please arrange to participate via a phone conference.

Topics to be announced

QUOTES WORTH QUOTING

I have not failed. I have just found 10,000 ways that won't work.

Thomas Alva Edison

There exist limitless opportunities in every industry. Where there is an open mind, there will always be a frontier.

Charles Kettering
Chapter 15 at its B E S T

What is B E S T?

• Business Education SCORE: Together is a new and already well-received initiative, which includes a target audience of the following:
  • College and university business students and faculty members
  • Business managers and personnel in the neighboring community
  • Persons interested in starting a new business—in other words, entrepreneurs
  • Business and governmental organizations.

What is the intended purpose of B E S T?

• For business students and faculty, BEST provides an opportunity to interrelate with SCORE veterans, who have in-depth “field” experience.

• For the faculty and our membership, we have an opportunity to expand our business knowledge and skills.

• For SCORE, Chapter 15, we benefit our mentoring responsibilities from a wide audience that includes academic experts and municipal and government personnel.

• For all the above, we envisage projects and activities of potential interest and, thereby, enhancing our reputation of being informed and relevant as the prime business resource.

What are some of the logistical arrangements to be in place?

• All activities should include a campus presence.

• The availability of mentors, as agreed. This includes venue and SCORE mentors assigned to a particular university or college.

• So far, the following SCORE members have agreed to be responsible for each university or college, as follows, with more to follow in the future:
  Roger Elliott: Seton Hall
  Emil Hartleb: Rutgers, New Brunswick
  Richard Berek: Rutgers Business School

• All point persons will operate under B E S T procedures mutually set and agreed upon.

• B E S T will be publicized throughout the academic setting and the community at large.

...Where Do We Start?

Where Do We Start?

Actually, we have already started! In the past, we have cooperated with a few academic institutions and have extended services to colleges and universities, namely Seton Hall and—more recently—Rutgers, New Brunswick.

In the last four months, we have developed B E S T, with the best intention of offering an ongoing relationship to approximately 20 institutions throughout the geographic orbit of SCORE, Chapter 15. The overall target is the many private and public institutions, including the three county colleges. The student and faculty populations involved are sizeable.

A significant start at Essex County College has just been completed successfully, at Essex County College, West Campus...

On February 7, some 29 college and community members attended a half-day BEST program, and we will shortly initiate a campus mentoring service. Seminar particulars include the following:

• Introduction of BEST by Patricia Alelov, Director of Continuing Education and Campus Services.

• Session 1: Major Factors in Business Success: Recommended Flow and Content of the Business Plan

• Session 2: Small-Business Financial Planning and Execution
  Important considerations, including start-up cash needs, revenue forecasts, income statement (P & L), balance sheets, break-even analysis, cash flow, and funding resources.

• Session 3: “Marketing Strategies and Tactics (including Web site, e-mail)—marketing needs in 2015 and beyond, content marketing, inbound marketing, engagement marketing, Web site guidelines, e-mail considerations, digital marketing strategies.

…Successfully

After each of the three presentations (of 1 hour each), attendees were asked to complete a written questionnaire. To obtain genuine feedback, the attendees were asked not to sign their evaluations. The ratings were as follows:

(Continued on page 7)
Growing an Online Presence in Five Steps

For most businesses and organizations, a Web site is critical; according to John Tully, this is in importance second only to having the business itself.

The five steps in growing an online presence are establishing one's brand, engaging with prospective customers through content, attracting customers, marketing and monetizing, and preparing for the next step.

Establish the Brand

We all know about the importance of branding. Taking a business online extends this identity to a worldwide audience of potential customers. The first place to start is with the domain name, Web site address, which will become your online brand. This identity must be a well-thought-out to both reflect your business and keep it top of mind among prospective clients. Once it has been registered, this Web site address should be present on all promotional and correspondence material, both print and online.

Engage with Prospective Customers through Content

According to Joe Pulizzi, founder of the Content Marketing Institute (it’s at http://contentmarketinginstitute.com/, by the way) and a leading authority in this area of business and entrepreneurship, “Content marketing is a technique of creating and delivering valuable, relevant and consistent content to attract and acquire a clearly defined audience—with the objective of driving profitable customer action.”

What are the four most effective types of content marketing?

- E-newsletters, to which visitors to a Web site can subscribe, are the most effective form of content marketing. This is a form of e-mail marketing.
- Bloggers, both on a company Web site and YouTube, are becoming increasingly popular, as many people online prefer to receive news and information in this highly visual and dynamic format. In fact, after Google, YouTube is the second most used search engine. Since YouTube is owned by Google, search results there can lead users to your company Web site.
- The social media, when used well, are powerful channels of communicating your company’s brand and message. This is also an important avenue for building a reputation for credibility and authority.
- A blog is an important extension of the Web site. A blog is an ongoing series of articles covering an area in which the company or organization has expertise. The object of the blog is to install in the mind among prospective clients. Once it has been registered, this Web site address should be present on all promotional and correspondence material, both print and online.

Find Customers

Some 9 of 10 customers look for local goods and services online. Search engine marketing, e-mail marketing, and social media marketing are three effective ways of doing so.

(continued on page 8)
Growing an Online Presence (continued from page 4)

• Search engine marketing is paid advertising on search engines; Google AdWords is the most used (appearing on the Google site, as well as the company’s properties, most notably YouTube), though Bing and Facebook are also prominent. This new form of advertising is highly targeted, appearing only when someone enters specific keywords in a search engine. Additional advantages of this type of advertising are that one pays only when someone actually clicks on the ad, directing the searcher to company Web site (a model known as cost per click), the ad can appear at any time of day, and several versions of the ad can be tested simultaneously.

• E-mail marketing can be in the form of an e-newsletter or a targeted e-mail advertising campaign thought such services as Constant Contact and MailChimp.

• Social media marketing differs from the other two forms in that its purpose is to engage the potential customer without overt selling.

Market and Monetize

For e-commerce sites, online assets need to support a revenue plan. Selling—or even advertising—entails at the very least means for capturing and processing leads, taking orders, processing payments, and providing a means of communicating for support.

Prepare for the Next Step

A Web presence requires continued investment in time and money. A single Web site may require Web pages dedicated to specific functions or markets; in some cases, multiple domain names are the answer. Often based on brand names and trademark marketing phrases, these additional domain names (which can be on the same Web site) enhance the ranking of the site among search engines. Realtors use this tactic to great effect to feature specific homes they are selling. Visual and verbal content need to be kept up to date; the blog should feature new posts added consistently. The performance of the Web site and each of its components (along with relevant keywords) needs to be monitored to ensure they are performing optimally; services such as Google Analytics are extremely helpful in ensuring that one’s Web presence is serving the organization well and will continue to do so.