3 Steps to a Winning Small Business Marketing Strategy

One of the biggest challenges of small business ownership is letting people know about your products and services. What's the best way to go about it? Whether you are promoting professional financial services in Philadelphia, or a line of funky t-shirts in shops across the U.S., these three basic marketing principles apply:

1. Identify Your Market
The best way to find your market is to create a profile of your ideal customers. Why do they use your product? Do they tend to live in one place? Are they in a certain income bracket, of a certain age, background, or gender? All these factors will help you determine where to find them with your advertising, and – crucially – what to say and how to say it.

2. Grab Attention
Advertise on social media and via email, direct mail, website ads, TV, radio, and magazines. Don’t forget in-store advertising! Selling to current customers is much easier than finding new ones. Some tips to keep in mind:
• Keep your message short and snappy.
• Make your business, products, and services front and center.
• Use artwork like a great photo to capture interest.
• Make special announcements about discounts, new products, and major changes in your business.

3. Make Your Pitch
The key ideas to convey about your business are what makes it good, what makes it better than the competition, and how your products and services can make your customers' lives better.

Need help with your marketing strategy? Elite has helped many small businesses find their marketing groove! Call 215-491-0400 to schedule a free consultation.

Supporting Small Businesses in Bucks and Montgomery Counties

Between Friends Outreach, Inc. is a non-profit dedicated to helping veterans, domestic violence victims, the homeless, and low-income residents in Bucks County. Volunteers donate time and resources to provide necessities, help prevent homelessness, and assist clients transitioning out of crisis situations. The nonprofit also stocks a food pantry with hours on Tuesdays and Thursdays. To schedule an appointment for the pantry, or to volunteer, donate, or make a referral, please call 267-424-2161.

Between Friends Outreach  |  800 W State Street, Suite 303, Doylestown, PA 18901  |  bfoutreach.net
Tranquility Brewing Company - One giant leap for premium craft beer and great food!

Warminster's newest gathering spot officially opened its doors on April 23rd. Located at The Fuge, Bucks County's most unique entertainment venue, Tranquility Brewing Company offers premium craft beer brewed on the premises, pub-style food, and live entertainment.

The establishment is named for the Sea of Tranquility, the site where Apollo 11 Commander Neil Armstrong made history by becoming the first human to walk on the surface of the moon on July 20, 1969. Armstrong and his fellow astronauts trained for their mission right at The Fuge, which is home to the world's largest human centrifuge used to help prepare America's early astronauts for the lift-off and reentry phases of their space flights.

Elite Office Solutions' marketing team helped “launch” the new venue by updating The Fuge website and adding a Live Events Calendar. “I highly recommend Elite Office Solutions for all of your marketing needs,” says owner Sam Cravero. “Elite’s marketing team has been very supportive of all our endeavors at The Fuge.”

Tranquility Brewing Company
780 Falcon Circle, Warminster, PA 18974
Hours: Thursday Noon-9 PM
Friday & Saturday Noon – Midnight
Sunday Noon-7 PM.

For more information, visit rentthefuge.com/brewpub or call 215-642-2791.

6 Cybersecurity Best Practices for Small Businesses

Implement these cybersecurity basics recommended by the U.S. Federal Trade Commission to help protect your business from a cyber-attack:

1. **Update software.** Set updates to happen automatically.
2. **Secure files.** Back up important files offline, on an external hard drive, or in the cloud.
3. **Use strong passwords.** A strong password is at least 12 characters that are a mix of numbers, symbols, and capital and lowercase letters. Limit the number of unsuccessful log-in attempts to prevent password-guessing attacks.
4. **Require multi-factor authentication to access areas of your network with sensitive information.** This requires additional steps beyond logging in with a password -- like a temporary code on a smartphone.
5. **Secure your router.** Change the default name and password, turn off remote management, and log out as the administrator once the router is set up. Make sure your router offers WPA2 or WPA3 encryption, and that it's turned on. Encryption protects information sent over your network so it can’t be read by outsiders.
6. **Be prepared.** Have a plan for saving data, running the business, and notifying customers if you experience a breach.

For more information, review the cybersecurity fact sheets at FTC.gov/SmallBusiness.
5 Ways to Foster Wellness in the Workplace

With more and more people making wellness a priority in their everyday lives, it’s become increasingly important for employers to make it a priority in the workplace as well. Help your team boost their wellbeing and create a healthy workplace vibe with these cost-effective tips:

1. **Encourage movement.** Prolonged sitting isn’t good for anyone. Encourage staff to stretch for a few minutes every hour and to take meetings while standing up or walking when possible. If your budget permits, consider investing in adjustable desks that offer a sit to stand combination.

2. **Host team building activities.** Popular activities to build camaraderie and destress include escape room challenges (see coupon code below), virtual happy hours, board games, and volunteering for a cause.

3. **Practice yoga.** Consider hiring a yoga instructor to teach a lunchtime session in your conference room or virtually.

4. **Raise awareness.** Ask wellness-minded employees to share strategies and resources for healthy living over lunch or during a team meeting.

5. **Offer flexible work hours.** Give employees permission to alter their schedules to create a healthy work-life balance.

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**Marketing Matters**

**Make the Most of the Summer Slowdown**

The quiet summer months are the ideal time to work on your business and fine tune your marketing strategy for fall. Here are a few ideas to get the ball rolling.

- **Attend community events.** Hand out coupons, free samples, or water bottles with your logo on them at local fairs and craft shows to nurture leads and encourage people to visit your business or website.

- **Introduce new products ahead of the fall rush.** Summer is the perfect time to test a new product out with a smaller audience to gauge interest. Follow up with a bigger push in the fall.

- **Optimize your website to perform on all types of devices.** More and more consumers access the web through their phones.

- **Set yourself up for success.** If you have extra time on your hands, research industry trends and update your marketing content accordingly. Plan ahead for meetings with key clients in the fall.

For help updating your website or to order business promotional items, contact Elite Marketing + Promotions at 215-491-0400.

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**Wellness at Work**

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**Escape room challenges are the ultimate team building activity!**

Visit escapethefuge.com to book your event and get $5 off per person with code: NLJ22.
Virtual Assistance
Our virtual assistants offer administrative and office support. We're always available when you need us.

- Copyediting and proofreading
- Research
- Data entry
- File management
- Brochures, flyers, articles, letters
- Newsletters
- Sourcing products and services

Marketing & Promotional Services
Our marketing specialists can help you expand your business, increase brand recognition, and reach new customers.

- Marketing plan creation
- Graphic design and copywriting
- Website updating
- Email marketing
- Print and promotional products
- Logo design and branding
- Social media marketing

Documentation & Transcription
We offer medical, legal and corporate transcription, including:

- Independent medical examinations
- Workers’ compensation
- Interrogations
- Business letters
- Conferences and meetings
- Earnings calls
- Podcasts and webcasts
- Focus and research groups
- Interviews