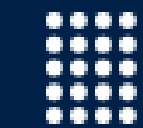


PATHWAYS TO GROWTH & EXPANSION



Powered by Prince George's County
Economic Development Corporation

Sponsored By:

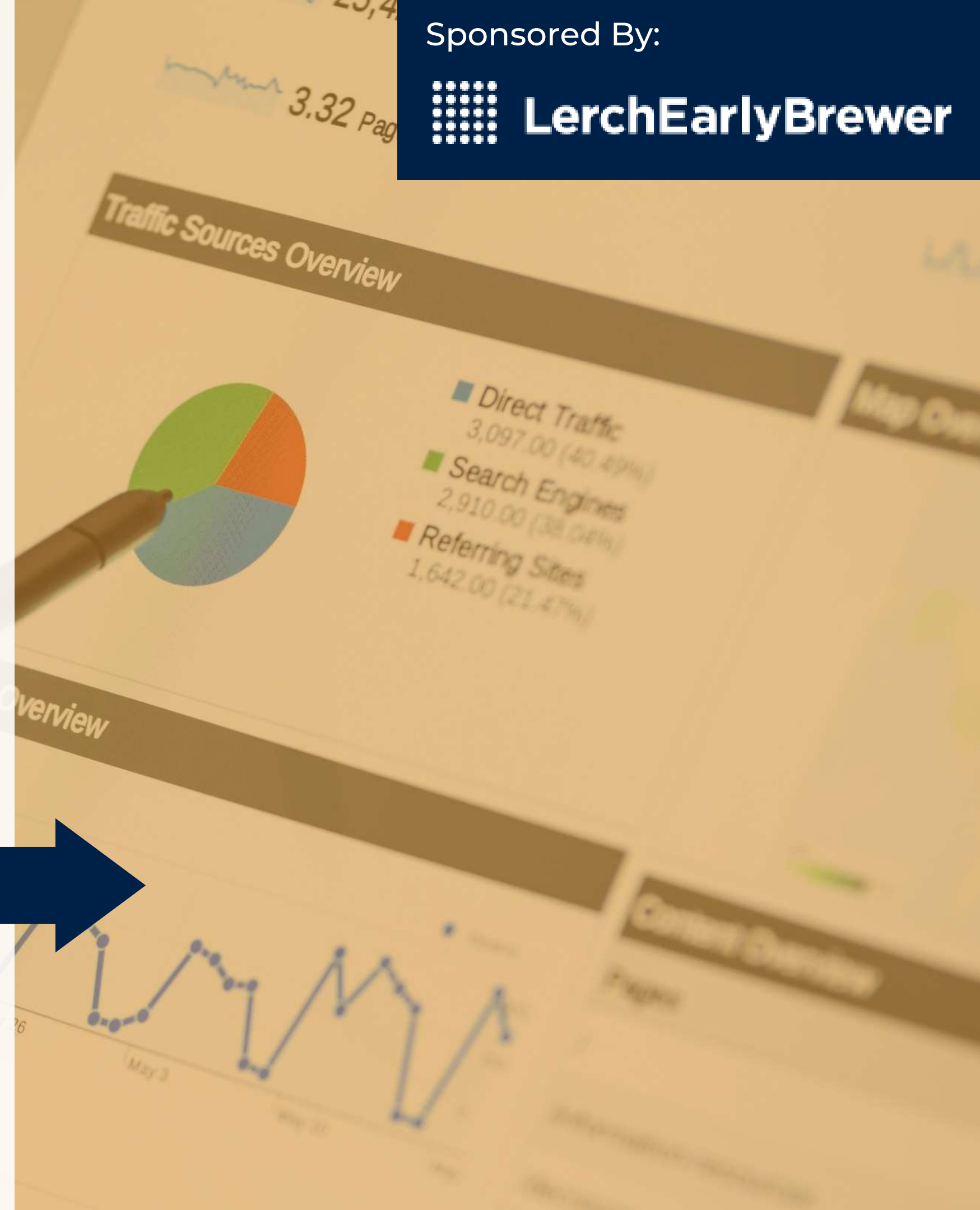


LerchEarlyBrewer

THE POWER AND ROLE OF COMMUNICATIONS IN BUSINESS GROWTH & EXPANSION

APRIL 7TH | 9:30AM

Presentation by:





Alicia Moran

Manager of Small Business Services



Amoran@co.pg.md.us

301.583.4604

PATHWAYS



There are many pathways to growing a successful business. The Prince George's County Economic Development Corporation (PGCEDC) is proud to present our own Pathways - a dynamic series of programs that take a deep dive into important economic development and business topics dedicated to growing our local business eco-system.

Our goal is to educate, inform and prepare local business owners to be at the top of their game when it comes to business expansion, management, financing, company finances and how to secure top level contracts. Together, with industry experts, we are Prince George's Proud to be your resource partners for business growth.

For Past Progaming Visit: www.PGCEDC.com/Pathways

PGCEDC PROGRAMS



CREANDO EXITOS

"Creating Success" to connect Spanish speaking County Businesses with information and resources to help them thrive.



TAKE OUT TUESDAY

Calling all County foodies and beyond! Explore all there is to eat in the County and where you can #DinePrinceGeorges!



BUSINESS SPOTLIGHT

Showcasing local businesses making a difference in Prince George's County



BUY PRINCE GEORGE'S

Connecting and promoting local businesses with County residents shopping for goods and services through an online registry.
#BuyPrinceGeorges



C-SUITE ACCELERATOR X LEVEL UP

Designed for CEO's of small, minority and women-owned businesses. Bring your challenges and allow our experts to provide you with immediate insights during the C-Suite Advisor or Coaching Session.



STEP FORWARD INITIATIVE

The Step Forward Initiative is a six-month program designed to serve the needs and challenges of established women-owned businesses; helping them gain key business skills to grow their businesses in Prince George's County.

EDC CORE SERVICES

- Business Community Proponent
- Strategic Plan Update
- Site Selection
- Economic and Demographic Data
- Leasing and For-Sale contact information
- Permit Assistance
- Targeted Attraction and Retention
- Pre-submission meetings with multiple agencies
- Expedited Services
- Problem Solving and Intervention
- Identification of appropriate incentives
- Marketing, Promotion and Communication
- Networking and Connections

PATHWAYS



POWERED BY PRINCE GEORGE'S COUNTY
ECONOMIC DEVELOPMENT CORPORATION



BUSINESS DEVELOPMENT TEAM

SMALL BUSINESS SERVICES

- Business Development Trainings & Workshops
- Access to Financing
- Connections with resource partners
 - SCORE, SBDC, PTAC, MWBC, TEDCO
- Connections to other Business Incubators
- Site Selection
- Innovation Station Business Incubator Co-working and Virtual Space
- Procurement support and Certification support
- Access to coaches, counselors and mentors



Business Resource Partners



LERCH, EARLY, BREWER

This is an Innovation Station sponsored series. Legal topics presented by LEB in partnership with PGCEDC.

- Legal Aspects of Buying and Selling a Business
- The Legal Elements of Company Formation
- Employment Law
- Contract Law

www.pgcedc.com

The logo for First Friday Coaching Session, featuring the words "FIRST FRIDAY" in large, bold, orange letters, with "Coaching Session" in smaller, orange letters below it, all enclosed in a purple rectangular border.

**FIRST
FRIDAY**
Coaching
Session

FIRST FRIDAY COACHING

In partnership with the University of Maryland Global Campus, Innovation Station hosts a monthly business coaching program to help guide companies through turbulent times and opportunities.

www.pgcedc.com/events



MARYLAND BUSINESS: REBOOT

Free programs to Maryland residents and business owners presented by professors at the Robert H. Smith School of Business and focus on finance, marketing, business operations and more.

www.Rhsmith.umd.edu



GLOBAL ENTREPRENEURSHIP

November 8-14, workshops, programs, pitch competitions, and networking events will be held throughout Prince George's County and the world to connect entrepreneurs to resources and opportunities.

www.genglobal.org

For More
Information
Regarding
Pathways and
EDC Services

www.PGCEDC.com/pathways

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THE POWER AND ROLE OF COMMUNICATIONS IN BUSINESS GROWTH & EXPANSION

APRIL 7, 2022



Introductions

Karen Killian, President, LMD

- 35+ years experience in strategic communications, branding, and business leadership.
- Drives growth for the agency and our clients.
- Expanded LMD from a local design shop to a full-service marketing and branding firm with national accounts, including six federal agencies.
- Increased revenue by 300%.
- Positioned the company for acquisition and led the recent sale of LMD to MarCom Group.

Kristen Newton, Director of Insights & Strategy, LMD

- 25+ years experience in marketing management, brand strategy, and market research.
- Leads research initiatives, strategic plan development, and campaign strategy.
- Expert in primary qualitative and quantitative research and secondary research methods.
- Creates brand, positioning, marketing, and content strategies.
- Leads LMD's editorial operations and is a SME in digital marketing and UX.

LMD

We are a Change Agency.

A communications firm focused on helping clients realize change, LMD combines the power of data and behavioral science to influence the way people think and act. We see the bigger picture, dig deeper, and think smarter to develop strategies that make your marketing dollars work harder. And then we unleash the creatives to tell your story in big, bold ways that connect with people and motivate them to take action.

Woman-owned small business • 46 years in business • 57 talented communications experts

DATA-DRIVEN • FULL SERVICE • INTEGRATED



DISCOVERY



STRATEGY & CONSULTING



BRANDING



DESIGN



CONTENT



DIGITAL



MEDIA & OUTREACH



WEB

COMPANY WE KEEP

Government • Private Sector • Non-profit



U.S. Small Business Administration



Agenda

- Introductions
- 10 Communication Power Tools & Tips
- Case Studies
- Resources
- Q&A



Introductions

1. Your name
2. Business type
3. What's your biggest marketing challenge?



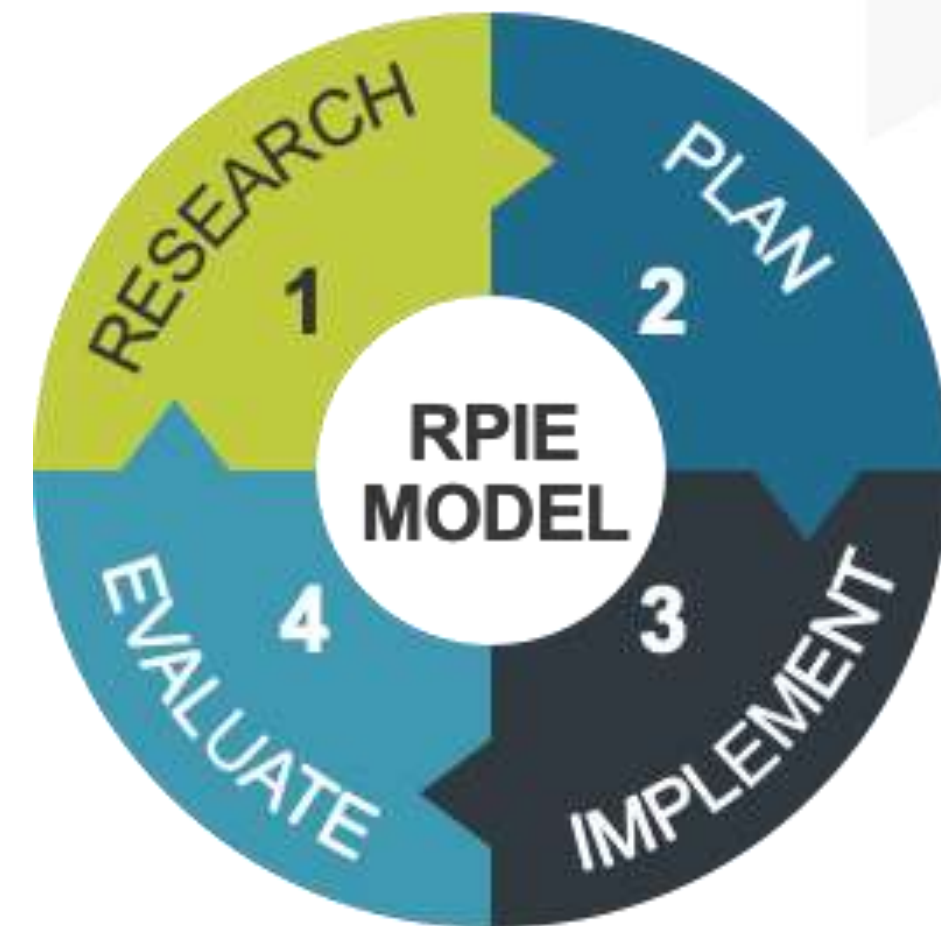
10 COMMUNICATION POWER TOOLS & TIPS

1. Strategic Approach

Determining your strategic approach involves stepping away from your organization so that you can view it in a way that helps you understand your current priorities and goals, and what you need to do to set your business and brand up for future success.

RPIE (research, planning, implementation, and evaluation) is a trusted best-practice strategic communications model endorsed by the Public Relations Society of America.

This systematic approach can be scaled for all business and communications initiatives.



TIP: Be disciplined, methodical, and focused about growth and expansion.

2. Data

- Use it to make informed decisions and maximize your marketing dollars.
- Learn about your audience and what matters to them.
- Identify your competitors and how to position your business against them.

Informative Research

- **AUDIENCE:** Opinions gathered through surveys, interviews, social listening, focus groups, etc.
- **MARKET:** Competitive and market intel gathered through secondary research.
- **CLIENT (YOU):** Past successes and failures, sales data, marketing and communications metrics.



TIP: Some information is better than none. You don't have to do formal research to get valuable information.

3. Plan

- Make a business plan first to document your goals.
- Align your marketing plan with your business plan.
- Set SMART goals (specific, measurable, achievable, realistic, time-bound).
- Your plan doesn't need to be lengthy, but it does need need to cover the nine elements outlined at right.

Marketing Plan

1. **Business Goal**
2. **Communication Objectives**
3. **Audience(s)**
4. **Key Messages**
5. **Strategies**
6. **Tactics**
7. **Metrics**
8. **Timing**
9. **Budget**

TIP: Failure to plan is a plan to fail. A documented plan will clarify your objectives and get your team on the same page, working toward the same goal.

4. Your Why

The neuroscience behind the Golden Circle theory is that humans respond best when messages communicate with the limbic brain, which controls emotions, behavior, and decision making.

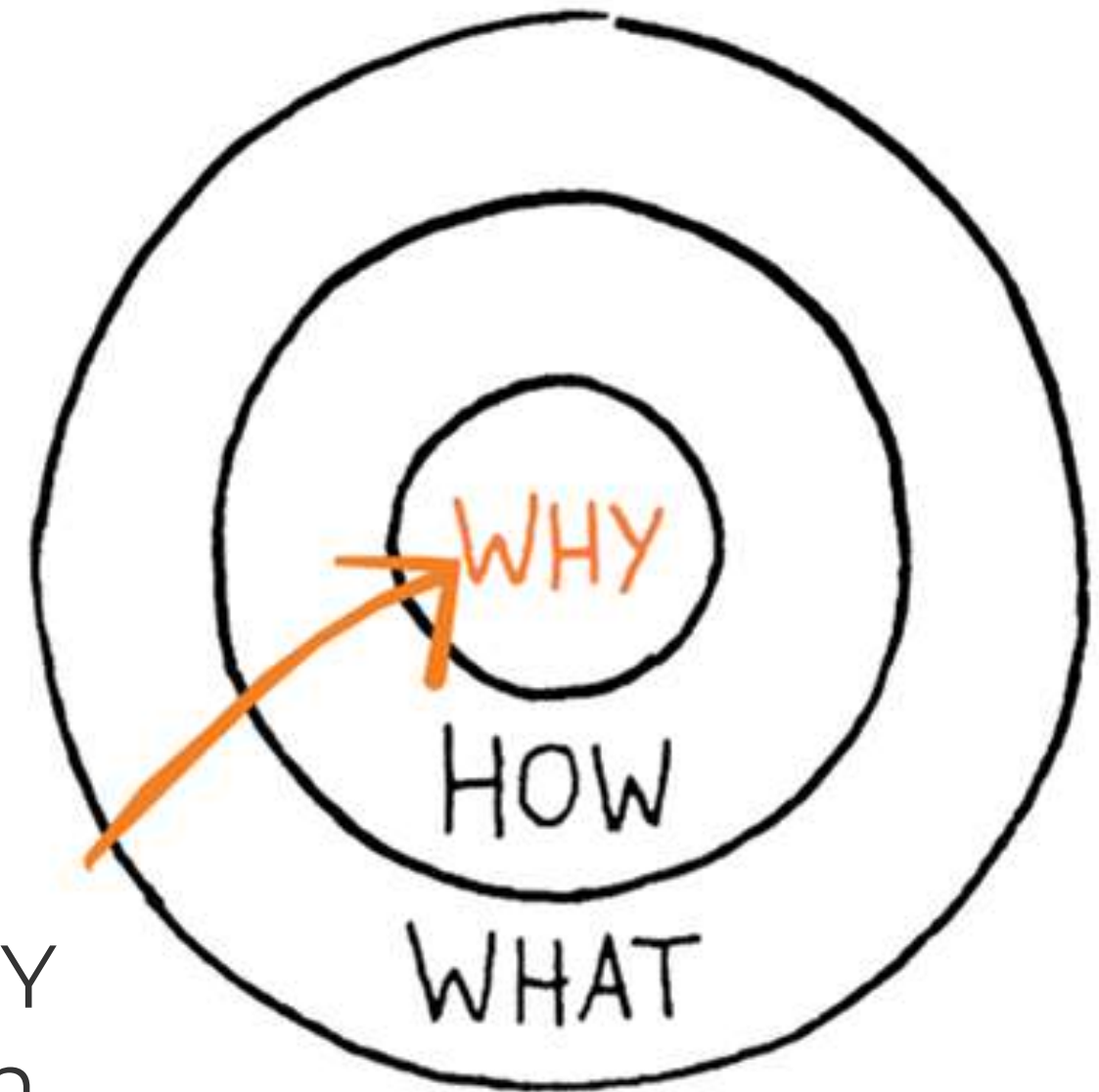
Your WHY informs and differentiates your value prop.

“People don’t buy what you do, they buy WHY you do it.”

~ Simon Sinek

TIP: Have everyone in your company watch Sinek’s TEDTalk on the Golden Circle.

<https://www.youtube.com/watch?v=-fdJzvpX60>



The power of WHY is not opinion. It’s biology.

© 2015 Simon Sinek, Inc. / Start With Why

5. Brand

- Your most powerful marketing tool
- Your most valuable asset—invest in it and protect it
- More than your logo
- Not a product
- Sum total of all interactions with your product/organization
- A person’s gut feeling about your product/service/company



TIP: “Your brand is what other people say about you when you’re not in the room.”

Jeff Bezos, Founder & CEO of Amazon

6. Third-party Credibility

Reviews, testimonials, and client quotes can help your business in three key ways:

- **Drive purchasing decisions.** According to research from Northwestern University's Medill School of Journalism, 95% of consumers read online reviews before making a purchase.
- **Raise brand awareness.** Just one review on a high-profile site can boost website traffic by 20%.
- **Increase customer trust.** The more positive reviews and testimonials you have, the more likely prospective customers are to choose your business over other options.

Popular Review Sites

- Yelp
- Google Reviews
- Facebook Reviews
- Angi (home improvement)
- Glassdoor (employers)
- Tripadvisor (hospitality, entertainment & travel)
- Better Business Bureau

TIP: How do you get reviews, testimonials, and quotes? By asking for them!

7. Integrated Outreach

- Consistent
- Branded across all customer touchpoints

IN PRINT	ONLINE/DIGITAL	IN PERSON
<ul style="list-style-type: none">• Brochures• Print ads• Direct mail/ mail inserts• Signage• Point-of-purchase	<ul style="list-style-type: none">• Website• Social media• Digital ads• Videos• Radio & TV• Emails and your email signature• E-commerce	<ul style="list-style-type: none">• Event materials• Talking points• Giveaway items

TIP: People need to experience your message a minimum of 7 times/7 ways.

8. Video

Because people remember:



20%

20% of what they hear



30%

30% of what they see



70%

An amazing 70% of what they see & hear!

Every day, people watch over **a billion hours** of video content on YouTube.

With 74% of adult users, **YouTube is the most popular online platform** in the U.S.

TIP: You don't have to spend a lot of money to create a powerful, authentic video.

9. Social Media

Social media can be overwhelming. There are so many platforms, and trends are constantly changing. How can you stay focused?

- **Have a strategy.** Include social media as a component of your overall marketing plan.
- **Go where your customers are.** Choose your channel(s) based on your customer research.
- **Create a content calendar** that includes the when (date), what (content or topic), where (channels), and who (author).
- **Stay engaged.** Social media is a two-way conversation. Monitor and respond to conversations.

In 2022, active social media users totaled **4.55 billion**.

The average daily usage of social media is **2 hours 27 minutes**.

Facebook is the most popular social network globally.

TIP: Don't spread yourself too thin. Choose one (or at most two) social media channels and do them consistently and well.

10. Training: Brand and Sales

	WHO	WHAT
BRAND	<ul style="list-style-type: none"> Your entire company Stakeholders Any partners who represent your product/service/ company 	Identity (logo, font, colors) usage, messaging/talking points, expectations around culture/behaviors
SALES	<ul style="list-style-type: none"> Sales teams (inside and outside) Customer service team Any staff member who interacts with your customers/clients 	<ul style="list-style-type: none"> Relationship marketing: How to establish a relationship with customers Marketing plan How to sell benefits vs. feature of your product/service/company Start with your “why” Understand your customers’ pain points and how your product can make their lives better How to respond to objections

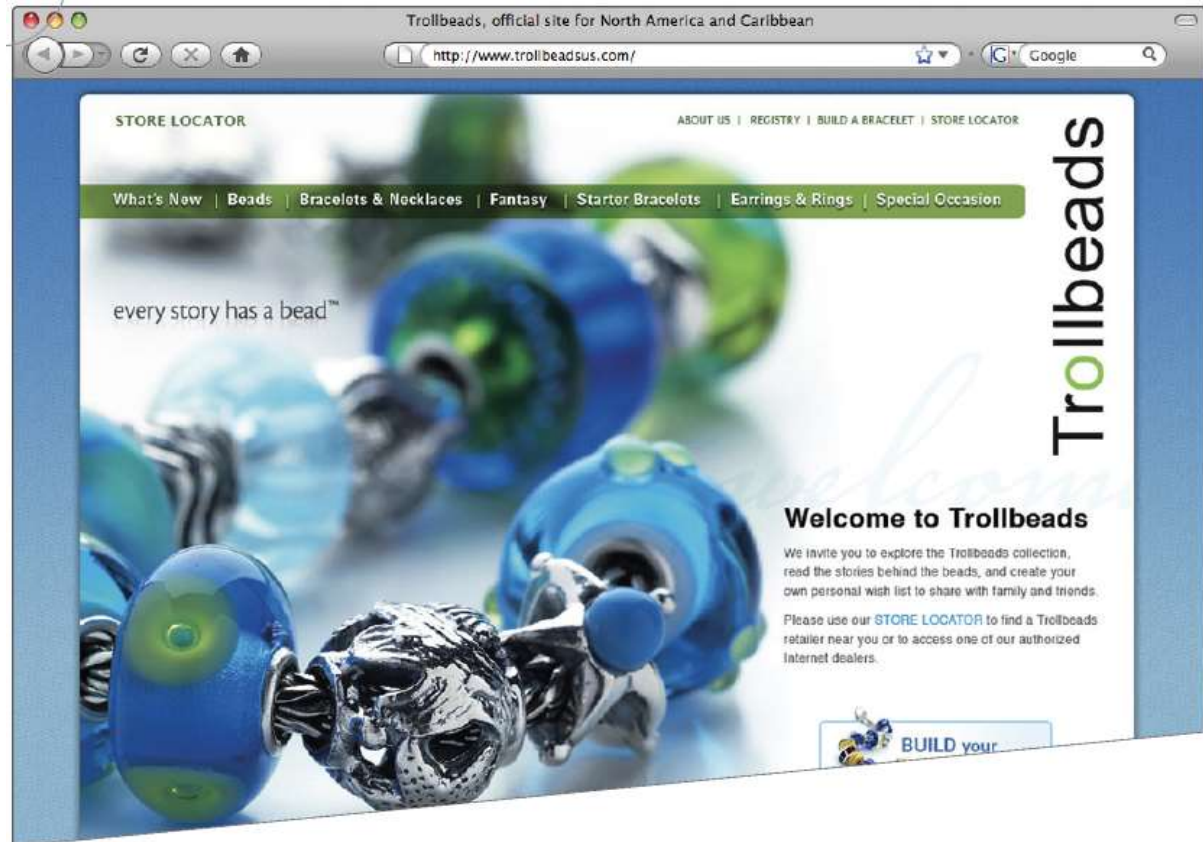
TIPS: Brand from the inside-out, focus on benefits, and start with WHY.

CASE STUDIES

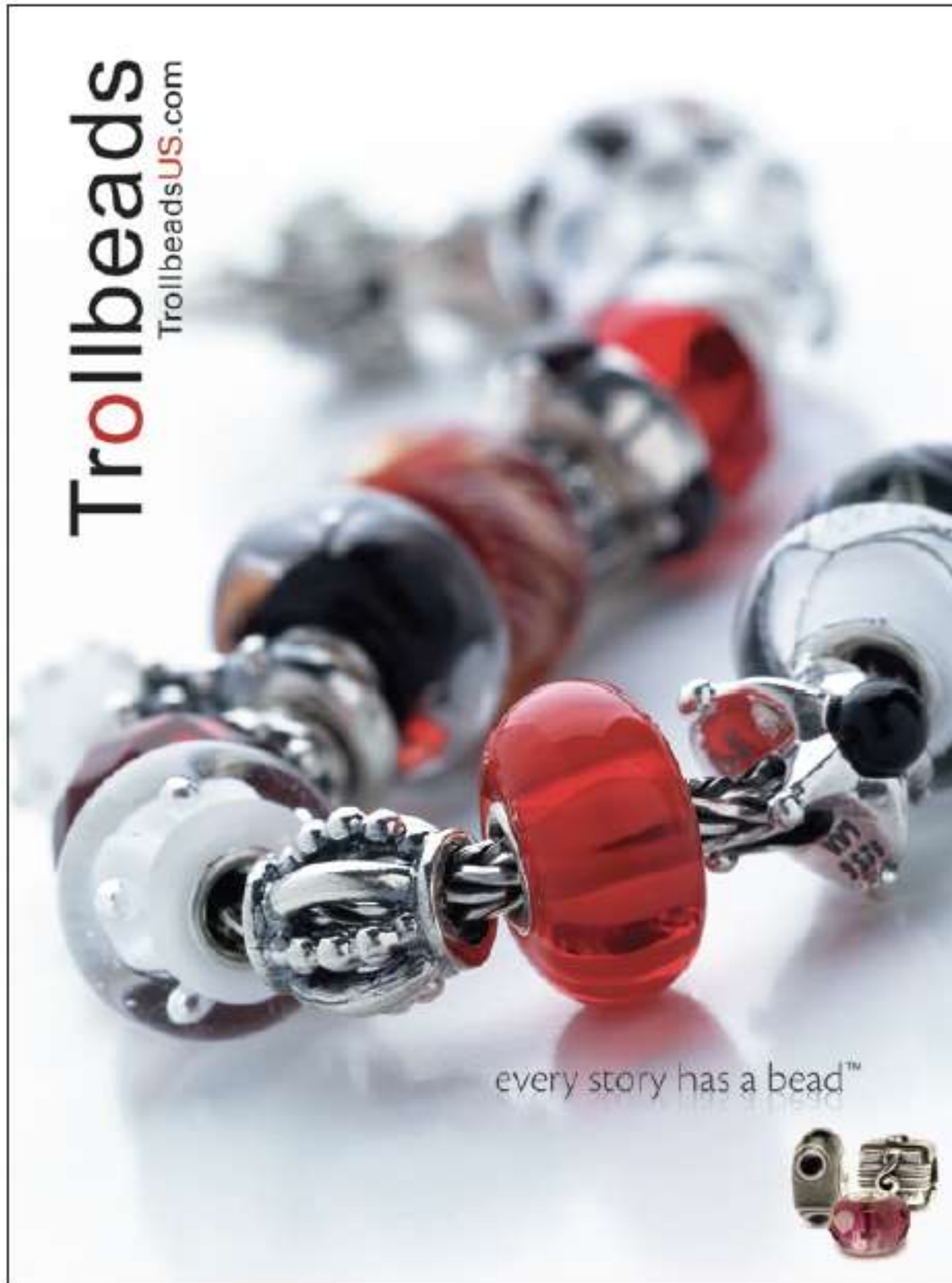


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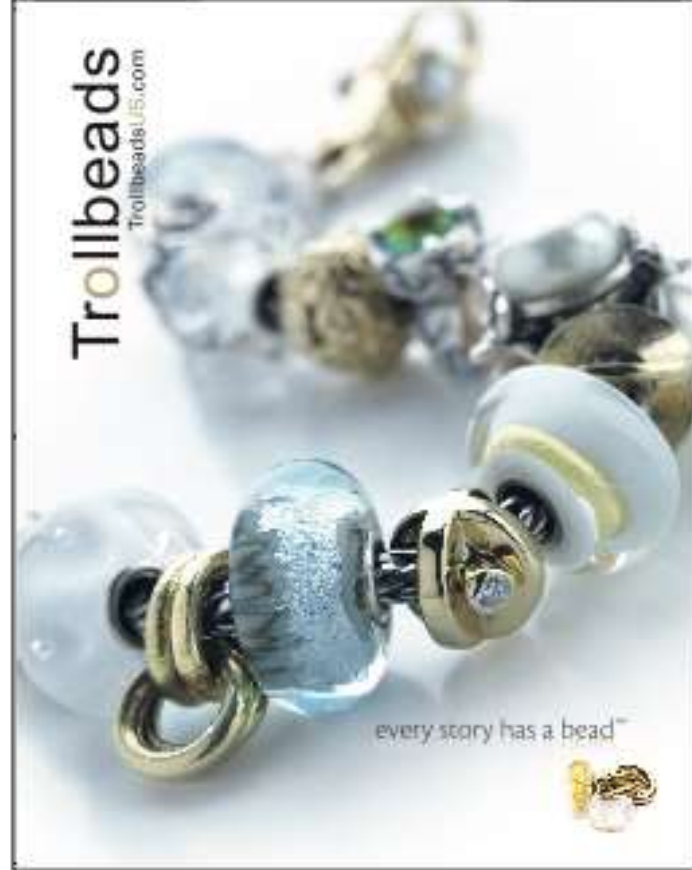
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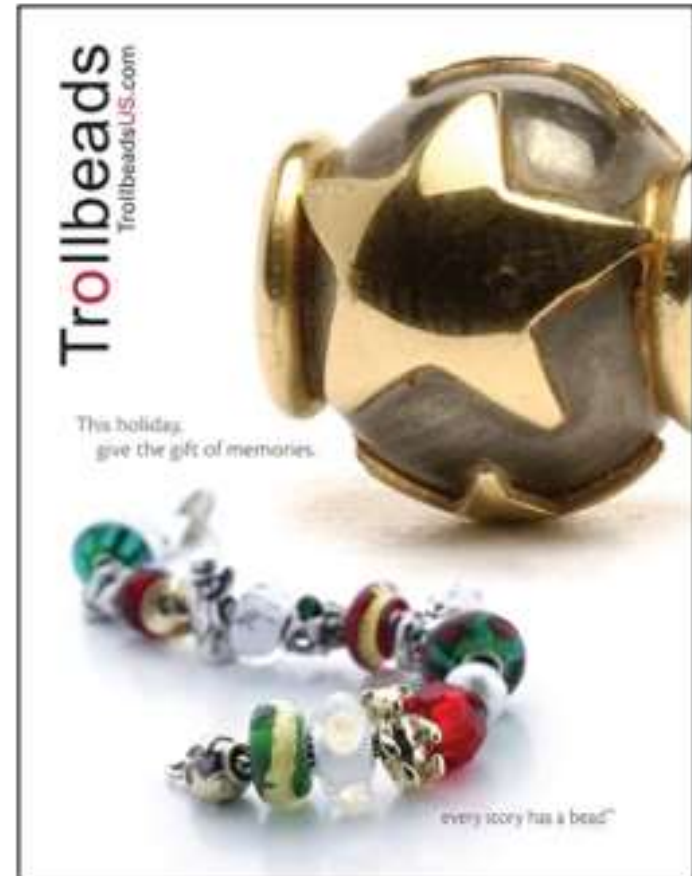
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Passion

— IN EVERY PIECE —

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HANDMADE IN THE USA

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“Bella” means beautiful in Italian. You see the beauty in everyone and everything.



— Boho —

You're free-spirited, curious, and unconventional—truly one of a kind.





“ Doing business in your community. ”

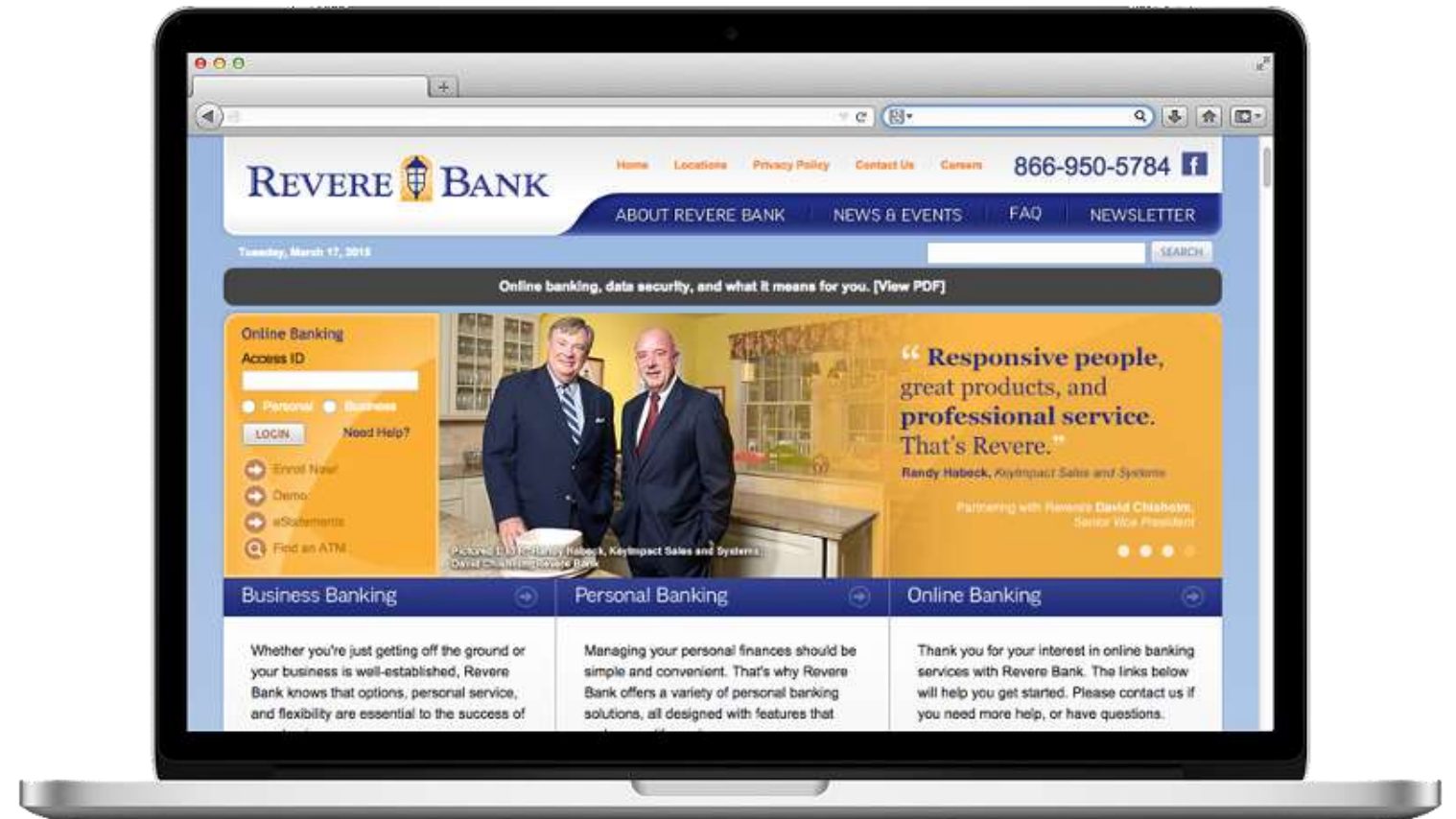
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ABOUT REVERE BANK NEWS & EVENTS FAQ NEWSLETTER

Tuesday, March 17, 2015

Online banking, data security, and what it means for you. [View PDF]

Online Banking
Access ID
Personal Business
LOGIN Need Help?

Enroll Now
Demo
eStatements
Find an ATM

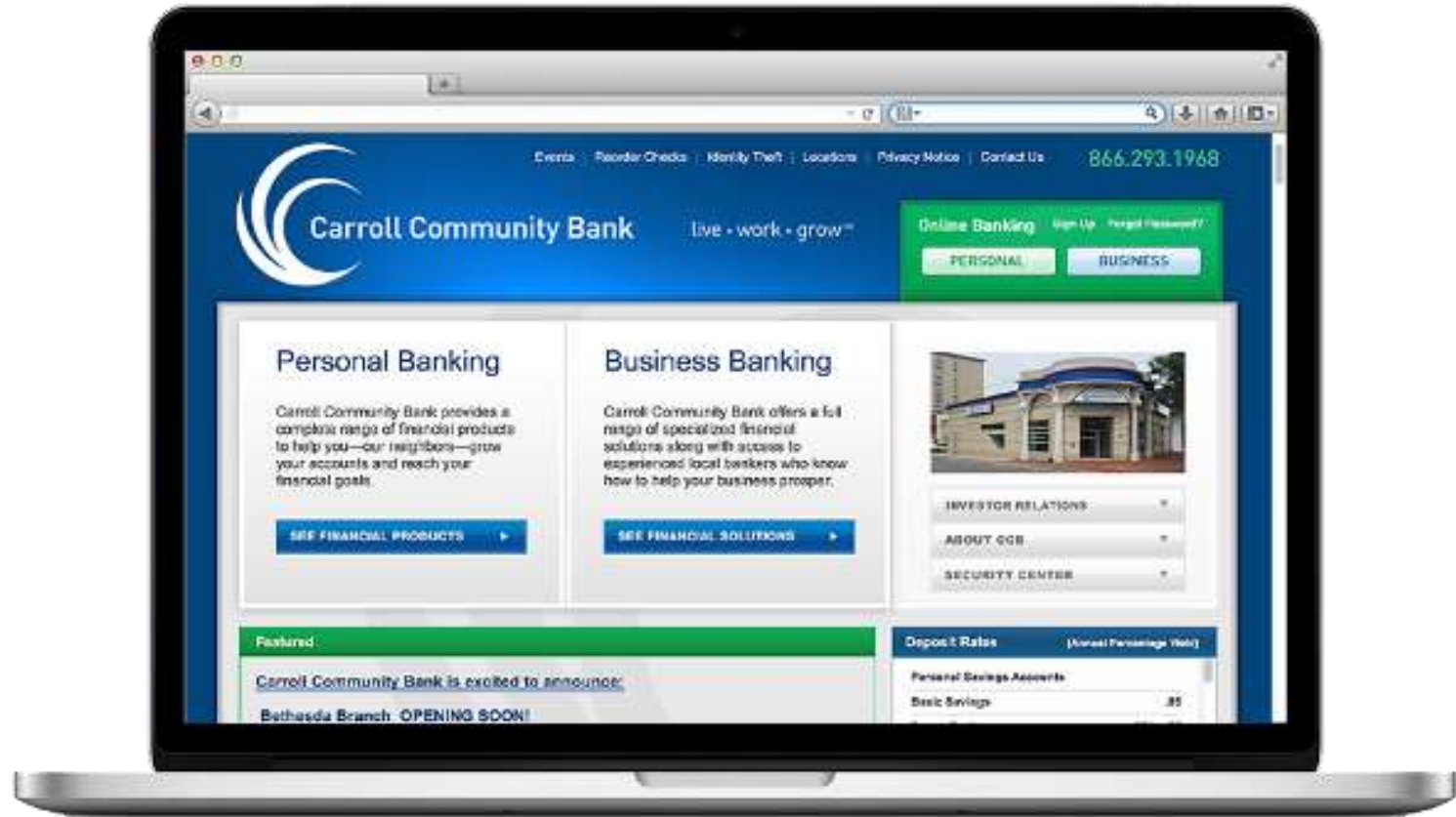
“ Responsive people, great products, and professional service. That’s Revere. ”
Randy Hobeck, KeyImpact Sales and Systems
Partnering with Revere David Chisholm, Senior Vice President

Business Banking Personal Banking Online Banking

Whether you’re just getting off the ground or your business is well-established, Revere Bank knows that options, personal service, and flexibility are essential to the success of

Managing your personal finances should be simple and convenient. That’s why Revere Bank offers a variety of personal banking solutions, all designed with features that

Thank you for your interest in online banking services with Revere Bank. The links below will help you get started. Please contact us if you need more help, or have questions.



Sykesville Federal Savings Association/
Carroll Community Bank **FAQs**

Sykesville Federal Savings Association
ANNOUNCES A NEW CHAPTER IN OUR HISTORY

To better serve the community
and our valued customers,
we're changing our name to
Carroll Community Bank

Watch for your opportunity to vote on...

...g?
...roll Community Bank because we are changing from a federal bank to a state bank and
...d community-based orientation. We believe that the name Carroll Community Bank is
...tter reflects the markets and communities that our clients live in, and where they do
...e in Mt. Airy, Hampstead, and Westminster, as well as other areas of Carroll County.

...ll also be adopting a state charter, which more closely reflects our mission as a
...stitution. Our move from a federal bank to a state bank better reflects the board
...to serving our community as a countywide bank.

...a federal charter and a state charter?
...tory authority is the Office of the Comptroller of the Currency (OCC),
...governed by the state banking authority.
...nk are governed primarily by the National Bank Act of 1864. State banks
...s by the Federal Reserve Bank (if the bank is a member of the Federal
...eral Deposit Insurance Corpor...

...a state bank?
...s several distinct benefits,
...ate-chartered banks have a
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Carroll Community Bank

PERSONAL BANKING
for the way you
live • work • grow™

BUSINESS BANKING
for the way you
live • work • grow™



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CONTRACTING





GO TO MARKET STRATEGY
Positioning • Training • Marketing & Events

CompuDynamics
UPTIME IN NO TIME

Why take chances with your most critical infrastructure?

Some risks are not worth taking

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End-to-End
Data Center and
Colocation Solutions

- Deploy Quickly
- Design/Build/Maintain
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- Maximize Uptime
- Boost Performance
- Increase Efficiency
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- Reduce operational costs
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Compu Dynamics' Smart Hands service provides 24x7 monitoring and maintenance of your data center infrastructure. Our team of experts is always on hand to help you with any issues that arise, so you can focus on your business.

Compu Dynamics provides Smart Hands services in some of the largest colocation facilities in the world. Put our Smart Hands to work for you at your site.

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SECURED IT.

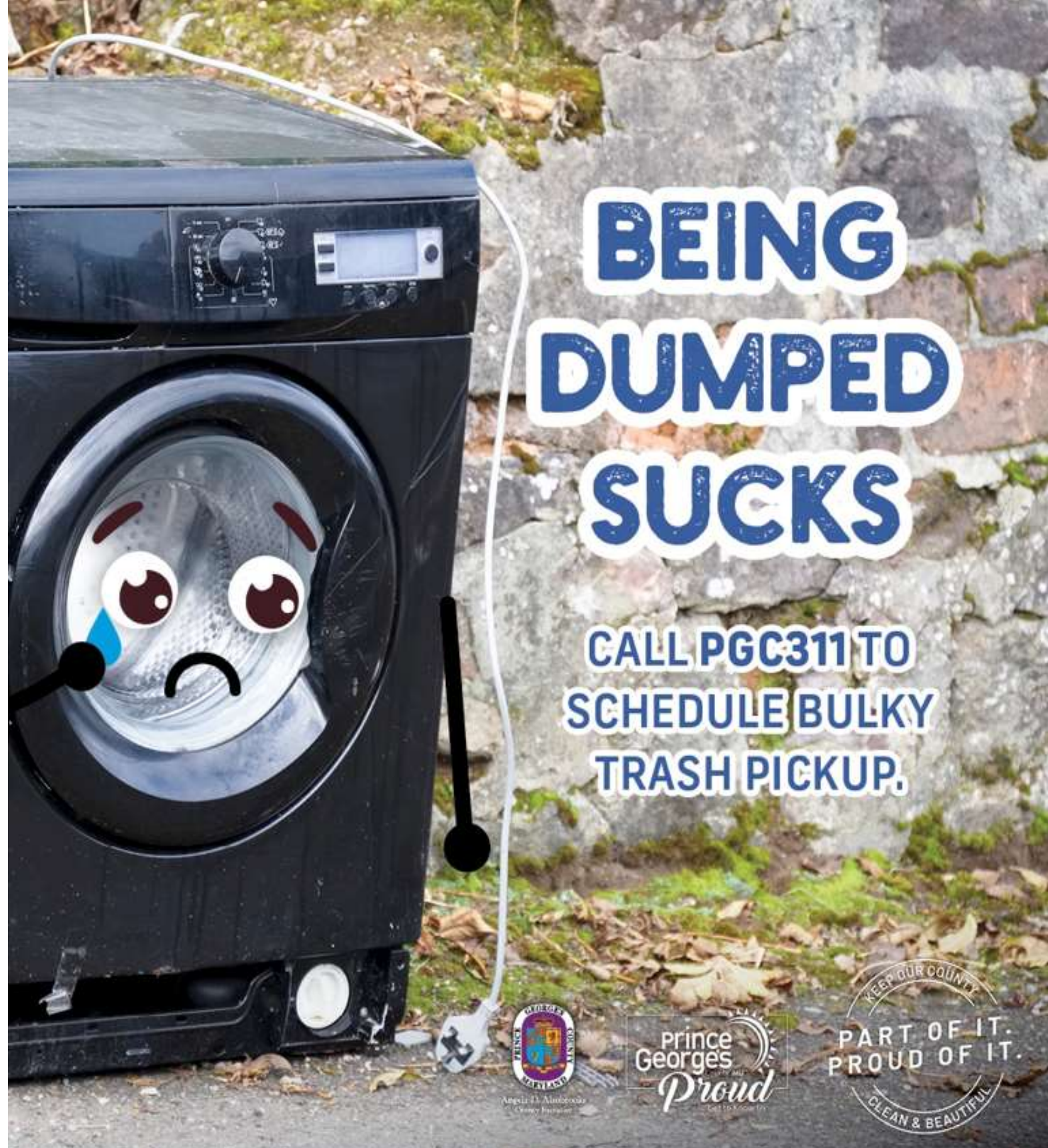
Government Agency. Mission Accomplished.

CLIENT: Help us with a fast-track consolidation of our data centers into a new, efficient space, under tight security, while minimizing downtime.

COMPU DYNAMICS: No problem. Mission accomplished.



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CAMPAIGN: ADDY
AWARD WINNER
AND JUDGE'S CHOICE
AWARD



RESOURCES

Resources for Small Businesses

- Ascent | “Elevate Your Business” A free learning platform for women entrepreneurs. <https://ascent.sba.gov/>
- TEDCO (for tech startups). <https://www.tedcomd.com/>
- University of Maryland Small Business Development Center. <https://innovate.umd.edu/>
- Bowie Business Innovation Center. <https://bowiebic.com>
- Maryland Entrepreneur Hub. <https://marylandentrepreneurhub.com>
- Prince George’s Economic Development Corporation. www.pgcedc.com
- Innovation Station. www.pgcedc.com/innovation-station

Q&A

Thank you!

LMD | 14409 Greenview Drive, Suite 200 | Laurel, MD 20708 | Imdagency.com | kkillian@Imdagency.com

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