

Distributing Marketing Materials Around Town

By Arnold Sandness, Dayton, Ohio

Repetition is a key factor in the effectiveness of advertising. The same holds true for SCORE marketing materials. Therefore, a basic objective for your marketing materials should be to get them distributed in as many places as possible and as consistently as possible.

Develop a Plan for Material Distribution

Each chapter should have an individual or a committee charged with the responsibility of timely delivery of the materials to designated spots. Those places will usually be Chambers of Commerce, banks, libraries, and anywhere that people gather (such as senior centers, recreation centers, shopping malls, churches, etc.) and are likely to pick up brochures. Don't forget the economic development agencies of state, county and city. Along with the small business loan sections of the banks, those contacts have the advantage of keeping key reference people reminded that SCORE has a presence in their city.

Consider Brochure Display

Format of marketing information is important. Expense can be minimized by using a tri-fold of the standard 8.5 x 11" chapter information sheet. If appropriate for the location, you could obtain clear plastic holders available for tri-fold brochures. These holders are also large enough to also hold the 4 x 9" "Make SCORE Your First Choice in Volunteerism" or "Make SCORE Your Best Business Decision" brochures. These brochures can be ordered from the SCORE office. Chapters can add a label with the chapters contact information to this brochure.

Develop Relationships in Key Locations

Finally, the importance of personal relationships should not be overlooked. Finding and meeting the person in each location that can maintain or distribute your product is essential. For example, a central library community relations person will often agree to distribute your literature to all the city library branch locations. It is always an advantage to keep an updated file of the key people.

Post posters

There are other ways to distribute SCORE information. Ask if you can put up a SCORE poster near the information display. Posters are accepted in some locations, but do not forget to schedule frequent checks to make sure they are current. Order several 11 x 14" SCORE advertising placard from the SCORE Association. Mailing the tri-folds to a carefully targeted mailing list can boost attendance for your workshops. Use SCORE billboards to recruit new members and new clients.

