

## Increase Chapter Visibility To Increase Market Reach

Marketing success depends upon repetition and persistence. Actively promote SCORE within your community throughout the year to get the attention of busy entrepreneurs. By increasing your visibility in news articles, at chamber and small business events and through targeted direct mail, you can make SCORE more visible locally.

Here are five key ways to attract new clients and volunteers and gain publicity for your chapter:

### Target and Distribute to the Right People

Generally, SCORE targets entrepreneurs and retiring business executives. Think about how these audiences live, where they go, and what they are most likely to look at, listen to or read. Review and refine your chapter mailing list on an ongoing basis and seek out new resources, including chamber of commerce membership rosters, yellow pages, lists of county or state new business license holders, professional entrepreneurial education course rosters and SBA and SBDC client lists.

Decide up front how you will use and distribute promotional materials. Budget-minded chapters develop creative and low-cost marketing plans. For example, a dual-purpose brochure that unfolds with a poster on one side attracts viewers and can be hung at community centers and conference booths.

### Assign Responsibility and Keep People Updated and Involved

Determine who will take responsibility for ensuring that plans are accomplished. Make sure everyone—not just key individuals—are aware of your marketing efforts. This creates additional support and often leads to unexpected ideas and helpful connections.

### Use SCORE Tools To Support Outreach

SCORE has created a variety of tools to support outreach and convey SCORE's image and message. Check out the [SCORE Store](#) to order free resources for your chapter. For your convenience, [customizable chapter materials](#) are also available.

Designed for the media, the SCORE media kit contains background information on SCORE. The kit is helpful when you're pitching success stories to the local press.

### Pick the Right Mix of Techniques

Even if you have targeted your audience well, people have different learning styles and respond best to different approaches. Chapters should attract clients and volunteers and maintain their interest using traditional channels

such as direct mail, paid advertisements and news releases. At the same time, efforts should be backed up with follow-up calls, letters to the editor or PowerPoint presentations at public forums.

## **Make the Right Impression**

Always keep in mind the value of personal contact between those associated with your chapter and the public. It may be "the information age," but there is still no substitute for the trust, respect and cooperation that can be built on a one-to-one basis.

Consider updating your chapter's phone greeting to ensure that every customer has a consistent and positive initial experience with SCORE. Review materials on updating your chapter phone messages for better customer service in the *SCORE Chapter Marketing Guide*.

Seasoned chapter marketers know that stepped-up promotion and outreach activities take an effective combination of planning, effort and perseverance. If your chapter's goals are realistic and promotion is well conceived, you should be able to garner the response you want over time.