



smallbizlady:	Tonight on #SmallBizChat 9/8 8-9pm ET @kindracotton talks about How to Write a Marketing Plan http://is.gd/f1uCh #smallbizchat
WriterChanelle:	Hello hello! to all at #smallbizchat Slow computer had to restart.
smallbizlady:	How to participate in #SmallBizChat: http://bit.ly/S797e ; try our prepared @Tweetgrid to participate: http://is.gd/f1uCh #smallbizchat
smallbizlady:	Welcome to #SmallBizChat, a weekly conversation where emerging small business owners can get answers to their questions. #smallbizchat
coachtrudy:	I'm getting real-time search results at TweetGrid http://tweetgrid.com/ #SmallBizChat
smallbizlady:	Welcome to my co-host & social media PR pal @CathyWebSavvyPR & our virtual assistant @SoniaSchenker #smallbizchat
SoniaSchenker:	@BlogLuvr29 Welcome to the chat. Glad you can join us tonight! #SmallBizChat
smallbizlady:	Q: What's the focus of #Smallbizchat? A: To end small business failure by helping you succeed as your own boss #smallbizchat
smallbizlady:	We put out a link to the transcript on @SmallBizChat tonight after the show; so don't worry if you miss a tweet or two. #smallbizchat
smallbizlady:	The Last 5 minutes of the chat will be available for pitches or your 140 character commercials. So be ready. #smallbizchat
smallbizlady:	A more detailed Q & A with our guest comes out on Thursdays on @Smallbizlady's blog: http://bit.ly/3x5Gm2 #smallbizchat
BlogLuvr29:	@SoniaSchenker Than you very much. I am glad to be here. #smallbizchat
TaraGeissinger:	Hi everyone! Saw the topic and wanted to join. :) Sorry I'm a bit late! #smallbizchat
WriterChanelle:	@TaraGeissinger Hello there #smallbizchat
SoniaSchenker:	@TaraGeissinger You're right on time. Thnx for joining #SmallBizChat
txconflictcoach:	RT @SmallBizLady: Welcome to #SmallBizChat, a weekly conversation where emerging small business owners can get answers to their questions.
smallbizlady:	Our guest @kindracotton owns a marketing consulting firm http://sss4success.com/ (She?s the Small Business Survivalist) #smallbizchat
smallbizchat:	NOW! #smallbizchat 8p ET 9/8 -@kindracotton Writing an effective marketing plan. Join us: http://is.gd/f1uCh
freelancemomcom:	Hi everyone :) #smallbizchat
CathyWebSavvyPR:	@smallbizlady thanks MElinda - it's always good to be here creating our Smalbiz community #SmallBizChat
TaraGeissinger:	Thanks @SoniaSchenker & @WriterChanelle. Glad to be here! :) #smallbizchat
smallbizlady:	Q1: HOW DO YOU GET STARTED WITH A MARKETING PLAN FOR A SMALL BUSINESS? #smallbizchat
SoniaSchenker:	@freelancemomcom Welcome to #SmallBizChat
JDEbberly:	@BlogLuvr29 Welcome to SmallBizChat, BlogLuvr!! :) #SmallBizChat

CathyWebSavvyPR:	Welcoem to the chat @TaraGeissinger @coachtrudy @WriterChanelle @zerovacancygal @RisingStarIdeas: #SmallBizChat
JDEbberly:	RT @smallbizlady: Q1: HOW DO YOU GET STARTED WITH A MARKETING PLAN FOR A SMALL BUSINESS? #SmallBizChat
smallbizlady:	FYI Twitter is acting up a bit tonight. #smallbizchat
CathyWebSavvyPR:	@txconflictcoach welcome to the chat! #SmallBizChat
smallbizlady:	@CathyWebSavvyPR phone home #smallbizchat
kindracotton:	Getting started w a marketing plan? 1st, know your audience or ?target market? and understand their needs. #SmallBizChat
CathyWebSavvyPR:	If you want to use Tweetgrid - we have one set up for you: http://is.gd/f1uCh put yr @username in top of rt column #SmallBizChat
kindracotton:	2nd, position yourself to meet those needs with a solution-oriented marketing plan. #SmallBizChat
JDEbberly:	RT @kindracotton Getting started w a mrktg plan? 1st, know audience or ?target market? and understand their needs #SmallBizChat
lhkellett:	Hi everyone - sorry I'm late. it's been a while, but happy to jump in tonight #smallbizchat
kindracotton:	Decide on how you'll connect to customers and begin developing your brand. #SmallBizChat
CathyWebSavvyPR:	RT @smallbizlady: Q1: HOW DO YOU GET STARTED WITH A MARKETING PLAN FOR A SMALL BUSINESS? #SmallBizChat
smallbizlady:	@kindracotton is also the creator of http://www.minimarketingsurvey.com/ #smallbizchat
txconflictcoach:	@CathyWebSavvyPR Thanks. This is my first #smallbizchat on Twitter
SoniaSchenker:	@lhkellett Happy you're here on #SmallBizChat
JDEbberly:	RT @kindracotton: 2nd, position yourself to meet those needs with a solution-oriented marketing plan #SmallBizChat
lhkellett:	A1 Step 1 is to define your target market and your value proposition #smallbizchat
JDEbberly:	RT @kindracotton: Decide on how you'll connect to customers and begin developing your brand #SmallBizChat
WriterChanelle:	@CathyWebSavvyPR Thank you! #SmallBizChat
SoniaSchenker:	@txconflictcoach It's a friendly + smart group. Feel free to chime in when you have answer to share. Use Q or A # as ref. #SmallBizChat
JDEbberly:	@txconflictcoach Welcome to SmallBizChat! :) #SmallBizChat
JDEbberly:	RT @lhkellett: A1 Step 1 is to define your target market and your value proposition #SmallBizChat
TaraGeissinger:	Establish your goals. How will you define success? Work backwards from there. #smallbizchat
JDEbberly:	RT @smallbizlady: @kindracotton is also the creator of http://www.minimarketingsurvey.com/ #SmallBizChat
AfricaHannibal:	Internet just let me back on let join in on #smallbizchat with @SmallBizLady and@kindracotton
JDEbberly:	RT @TaraGeissinger: Establish your goals. How will you define success? Work backwards from there #SmallBizChat

SoniaSchenker:	@twitter, dude - how can you be over capacity? #SmallBizChat
econwriter5:	RT @CathyWebSavvyPR: If you want to use Tweetgrid - we have one set up for you: http://is.gd/f1uCh put yr @username in top of rt column #SmallBizChat
lhkellett:	To Market well - why is your product better or different? Market around that. Focus on why people should buy from u #smallbizchat
txconflictcoach:	@lhkellett Q What does it mean "your value proposition?" #smallbizchat
smallbizlady:	Q2: WHAT IS THE BEST WAY TO LEARN YOUR AUDIENCE OR ?TARGET MARKET?? #smallbizchat
JDEbberly:	@SoniaSchenker I am seeing a lot of 'Twitter over capacity' messages tonight #SmallBizChat
kindracotton:	@AfricaHannibal Thanks to the Internet for letting you get back! #SmallBizChat
kindracotton:	A2: You must conduct market research: both primary and secondary research. #SmallBizChat
kindracotton:	A2b: Primary research is research you do yourself & it's a good way to learn more about your specific market. #SmallBizChat
JDEbberly:	RT @lhkellett: To Market well - why is your product better or different? Market around that. Focus on why ppl shld buy from u #SmallBizChat
JDEbberly:	RT @smallbizlady: Q2: WHAT IS THE BEST WAY TO LEARN YOUR AUDIENCE OR ?TARGET MARKET?? #SmallBizChat
smallbizlady:	RT Exactly!! @JDEbberly: @SoniaSchenker I am seeing a lot of Twitter over capacity messages tonight #smallbizchat
CathyWebSavvyPR:	twitter seems to be giving the fail whale - so have some patience #SmallBizChat
JDEbberly:	RT @kindracotton: A2: You must conduct market research: both primary and secondary research #SmallBizChat
SoniaSchenker:	@JDEbberly Must be the big crowd on #SmallBizChat
JDEbberly:	RT @kindracotton: A2b: Primary research is research you do yourself & it's a good way to learn more about your specific market #SmallBizChat
kindracotton:	A2c: Secondary research is statistics & info from other sources like libraries, Chambers of Commerce, government publications. #SmallBizChat
MediaCollective:	RT @JDEbberly: RT @smallbizlady: Q2: WHAT IS THE BEST WAY TO LEARN YOUR AUDIENCE OR ?TARGET MARKET?? #SmallBizChat
JDEbberly:	@CathyWebSavvyPR I find I am having to tweet some msgs TWICE #SmallBizChat
kindracotton:	A2d: Secondary is best for getting a general overall view of your market or industry. #SmallBizChat
JDEbberly:	RT @kindracotton: A2c: Secondary research is stats & info from other sources like libraries, Chambers of Commerce, govt pubs #SmallBizChat
TaraGeissinger:	A2 - Look for common trends among your existing client base. Expand out from there. #smallbizchat
JDEbberly:	RT @kindracotton: A2d: Secondary is best for getting a general overall view of your market or industry #SmallBizChat
smallbizlady:	Q3: WHAT IS THE BEST WAY TO CONDUCT MARKET RESEARCH? #smallbizchat

Ihkellett:	@txconflictcoach Value proposition is what makes u better than ur competitors - price, availability, features, service... #smallbizchat
MediaCollective:	@CathyWebSavvyPR fail whale was not liking tweetgrid at all #SmallBizChat
JDEbberly:	RT @smallbizlady: Q3: WHAT IS THE BEST WAY TO CONDUCT MARKET RESEARCH? #SmallBizChat
kindracotton:	A3: You can conduct primary research by reaching out to current/former customers, as well as potential ones. #SmallBizChat
smallbizlady:	For even more great content join the #Smallbizchat Linkedin group! http://bit.ly/smallbizchatonlinkedin #smallbizchat
kindracotton:	A3b: Asking customers relevant questions about their needs via surveys, focus groups, or in-person interviews. #SmallBizChat
JDEbberly:	RT @Ihkellett: @txconflictcoach Value proposition is what makes u better than ur competitors - price, avail, features, service #SmallBizChat
kindracotton:	A3c: If your budget allows, consider hiring a market research firm to conduct telephone polls and focus groups. #SmallBizChat
CathyWebSavvyPR:	@MediaCollective it's not likeing tweetgrid either #SmallBizChat
JDEbberly:	RT @TaraGeissing: A2 - Look for common trends among your existing client base. Expand out from there #SmallBizChat
kindracotton:	A4d: Secondary research (the least expensive kind) can be conducted by visiting libraries & doing internet searches. #SmallBizChat
JDEbberly:	RT @kindracotton: A3: You can conduct primary research by reaching out to current/former customers, as well as potential ones #SmallBizChat
SoniaSchenker:	tweetchat.com is slightly better RT @MediaCollective: @CathyWebSavvyPR fail whale was not liking tweetgrid at all #SmallBizChat
kindracotton:	A4e: Search sites of the Census, Dept. of Commerce, Bureau of Labor Statistics, SBA, Chambers of Commerce & local governments. #SmallBizChat
JDEbberly:	RT @kindracotton: A3b: Asking custs relevant questions about their needs via surveys, focus groups, or in-person interviews #SmallBizChat
smallbizlady:	How to participate in #SmallBizChat http://bit.ly/S797e #smallbizchat
JDEbberly:	RT @kindracotton: A3c: If your budget allows, consider hiring a market research firm to conduct telephone polls& focus groups #SmallBizChat
CathyWebSavvyPR:	A2: audeince demographics from @forrester @neilsen @Marketingsherpa - survey yr audience, focus groups etc #SmallBizChat
kindracotton:	The fail-whale likes me so much that he showed up to my #smallbizchat show! I feel special! LOL.
JDEbberly:	RT @kindracotton A4d: Secondary research (the least expensive kind) is conducted by visiting libraries/doing internet searches #SmallBizChat

RedBaronUSA:	RT @smallbizlady: How to participate in #SmallBizChat http://bit.ly/S797e #smallbizchat
smallbizlady:	NOW on #SmallBizChat 8pm ET @kindracotton Topic: How to Write a Marketing Plan. Join us: http://is.gd/f1uCh #smallbizchat
JDEbberly:	RT @lhkellett: I would hope u know who ur target market is before you start ur biz. If no audience, then no sales #SmallBizChat
smallbizlady:	Q4: ONCE A BIZ OWNER KNOWS THEIR TARGET MARKET, AND HOW 2 MEET THEIR NEEDS, WHAT?S THE NEXT STEP IN DEVELOPING A PLAN? #smallbizchat
acmontgomery:	RT @JDEbberly: RT @kindracotton: A3c: If your budget allows, consider hiring a market research firm to conduct telephone polls& focus groups #SmallBizChat
JDEbberly:	RT @smallbizlady: My latest blog post: How Do You Make Business Decisions? http://bit.ly/cMyq2m #SmallBizChat
CathyWebSavvyPR:	RT @JDEbberly: I find I am having to tweet some msgs TWICE #SmallBizChat
JDEbberly:	RT @smallbizlady: Q4: ONCE A BIZ OWNER KNOWS THEIR TARGET MARKET, AND HOW 2 MEET THEIR NEEDS, WHAT?S NEXT STEP IN DEV A PLAN? #SmallBizChat
kindracotton:	A4: Defining your brand and tailoring your products and services to your target audience are the next steps. #SmallBizChat
JDEbberly:	RT @kindracotton: The fail-whale likes me so much that he showed up to my #smallbizchat show! I feel special! LOL #SmallBizChat
lhkellett:	Market research is dependent on type of biz and product /service you sell. Talk to friends, find industry groups, read! #smallbizchat
JDEbberly:	RT @kindracotton A4 Defining ur brand & tailoring your products & services to your target audience are the next steps #SmallBizChat
TaraGeissinger:	RT @kindracotton: A4: Defining your brand and tailoring your products and services to your target audience are the next steps. #smallbizchat
JDEbberly:	RT @lhkellett: Market research dependent on type of biz and product /service you sell. Talk to friends, industry groups, read! #SmallBizChat
kindracotton:	A4b: This includes developing your brand?s vision, mission & company message in ways that are meaningful to your core audience #SmallBizChat
AMnotsoaverage:	#smallbizchat
JDEbberly:	RT @kindracotton A4b This incl dev your brand?s vision, mission & company message in ways meaningful to your core audience #SmallBizChat
kindracotton:	A4c: It also includes branding your company?s insignia on logos, websites, etc. #SmallBizChat
lhkellett:	Don't forget about branding. When marketing, get logo, colors and look set. Make sure everything u do looks like u. #smallbizchat
AMnotsoaverage:	This is my first #smallbizchat

JDEbberly:	RT @kindracotton: A4c: It also includes branding your company?s insignia on logos, websites, etc #SmallBizChat
SoniaSchenker:	Despite twitter gremlins, there's great chat now on writing a marketing plan for small biz with @kindracotton on #SmallBizChat
JDEbberly:	RT @lhkellett Don't forget about branding. When marketing, get logo, colors & look set. Make sure everything u do looks like u #SmallBizChat
CathyWebSavvyPR:	A1: initial Marketing plans should be created while you are creating the biz plan - & be adapted periodically #SmallBizChat
SoniaSchenker:	@AMnotsoaverage glad you got here. Despite twitter #fail, chat must go on! #SmallBizChat
JDEbberly:	@AMnotsoaverage Welcome to SmallBizChat! Glad to have you here tonight! :) #SmallBizChat
CathyWebSavvyPR:	RT @lhkellett Market research is dependent on type of biz & product /service U sell. Talk 2 friends, find indstry groups, read #SmallBizChat
JDEbberly:	RT @CathyWebSavvyPR A1 initial Marketing plans should be created while you create the biz plan - & be adapted periodically #SmallBizChat
smallbizlady:	Q5: WITH A DEFINED BRAND, TARGETED MARKET, AND PRODUCTS/SERVICES READY 2 SELL, HOW DO I CREATE MARKETING PLAN ACTION STEPS? #SmallBizChat
kindracotton:	A4d: Take what U learned from your market research, tailor your product & service offerings catalog to meet your target market #SmallBizChat
kindracotton:	A5: Start by clearly stating your goals (e.g. attracting new customers, retaining old customers, encouraging repeat business) #SmallBizChat
lhkellett:	A1 - Initial Mktg plan and marekting strategy can be different. Short term vs. longer term #smallbizchat
JDEbberly:	RT @smallbizlady Q5 WITH DEF BRAND, TARGETED MRKT, & PRODUCTS/SERVICES READY 2 SELL, HOW DO I CREATE MRKTG PLAN ACTION STEPS? #SmallBizChat
kindracotton:	A5b: Prioritize long and short-term goals (set time limits and stick to them). #SmallBizChat
smallbizlady:	RT @kindracotton A4d Secondary research (least expensive) can be conducted by visiting libraries & doing internet searches. #SmallBizChat
kindracotton:	A5c: Describing how you plan to achieve your goals & be specific. #SmallBizChat
kindracotton:	A5d: Break it down by activity (branding, promotion and sales strategy, email marketing, affiliate marketing, networking, etc) #SmallBizChat
JDEbberly:	RT @kindracotton A4d Take what U learned from ur mrkt resrch, tailor ur product& srvc offerings catalog to meet ur target mrkt #SmallBizChat
kindracotton:	A5e: Create monthly and weekly sales goals and activities 2 execute your strategic marketing plan & achieve your revenue goals #SmallBizChat
CathyWebSavvyPR:	RT @smallbizlady Q5 W/ DEFINED BRAND, TRGTED MRKT, & PRODUCTS/SERVICES READY 2 SELL, HOW DO I CREATE MKTING PLAN ACTION STEPS? #SmallBizChat

JDEbberly:	RT @kindracotton: A5: Start by clearly stating your goals (e.g attracting new custs, retain old custs, encouraging repeat biz) #SmallBizChat
JDEbberly:	RT @kindracotton: A5b: Prioritize long and short-term goals (set time limits and stick to them) #SmallBizChat
JDEbberly:	RT @kindracotton: A5c: Describing how you plan to achieve your goals & be specific. #SmallBizChat
CathyWebSavvyPR:	RT @Kinda A5c: Describing how you plan to achieve your goals & be specific. #SmallBizChat
kindracotton:	@SoniaSchenker @AMnotsoaverage I'm glad you were both able to join us. #SmallBizChat
JDEbberly:	RT @kindracotton: A5d: Break it down by activity (branding, promotion and sales strategy, email mktg, affil mrktg, networking) #SmallBizChat
lhkellett:	A5 Prioritize the pieces. Good website copy - check. SEO - check. Social media plan - ads if applicable - PR - make ur list. #smallbizchat
StrategicGen:	Good marketing info by @kindracotton on #SmallBizChat
brandcoachkelly:	Be realistic & specific with goals, but go past your comfort zone! #smallBizChat My first one!
JDEbberly:	RT @kindracotton A5e Create monthly& weekly sales goals & activities 2 execute your strat mktg plan & achieve ur revenue goals #SmallBizChat
nakeva:	Made to tonights chat. Now to catch up! #SmallBizChat
JDEbberly:	RT @lhkellett A5 Prioritize pieces. Good website copy - check. SEO - check. Socmedia plan - ads if applic - PR - make ur list #SmallBizChat
kindracotton:	@nakeva Welcome, we're glad you could make it! :) #SmallBizChat
SoniaSchenker:	Well done! RT @brandcoachkelly: Be realistic & specific with goals, but go past your comfort zone! #smallBizChat My first one! #SmallBizChat
lhkellett:	Get another set of eyes on ur written work - especially site copy. Does it read well? Navigate well? what is 1st impression? #smallbizchat
WriterChanelle:	Geeeeez...finally. This fail whale is no joke tonight. #smallbizchat
SoniaSchenker:	@nakeva Don't worry about catching up. We'll tweet a transcript later. #SmallBizChat
smallbizlady:	RT @brandcoachkelly: Be realistic & specific with goals, but go past your comfort zone! #SmallBizChat
smallbizlady:	Q6: WHAT IS THE BEST WAY TO EXECUTE MY ACTION PLAN? #SmallBizChat
nakeva:	@kindracotton Thanks! Glad you could spare some time and knowledge. cc@smallbizlady #SmallBizChat
CathyWebSavvyPR:	RT @smallbizlady: Q6: WHAT IS THE BEST WAY TO EXECUTE MY ACTION PLAN? #SmallBizChat
JDEbberly:	RT @lhkellett Get xtra set eyes on ur written work - espec site copy. Does it read well? Navigate well? whats 1st impression? #SmallBizChat
nakeva:	@SoniaSchenker Good idea! Reading some of the recent posts. TweetGrid is fast! #SmallBizChat
JDEbberly:	RT @smallbizlady: Q6: WHAT IS THE BEST WAY TO EXECUTE MY ACTION PLAN? #SmallBizChat

nakeva:	RT @smallbizlady: Q6: WHAT IS THE BEST WAY TO EXECUTE MY ACTION PLAN? #SmallBizChat
kindracotton:	@WriterChanelle The fail whale wanted to participate in the chat. How can we deny him! :) #SmallBizChat
kindracotton:	A6 Start by reviewing your priorities and the timelines you've set, and address each priority in order of importance. #SmallBizChat
lhkellett:	A6 Schedule time for marketing like you do for meetings. Make it part of your weekly agenda #smallbizchat
MediaCollective:	RT @smallbizlady: Q6: WHAT IS THE BEST WAY TO EXECUTE MY ACTION PLAN? #SmallBizChat
JDEbberly:	RT @kindracotton: @WriterChanelle The fail whale wanted to participate in the chat. How can we deny him! :) LOL LOL!! #SmallBizChat
CathyWebSavvyPR:	A5 once initial market research is done - craft plan to start where yr market is strongest...build from there #SmallBizChat
JDEbberly:	RT @kindracotton: A6 Start by reviewing your priorities and the timelines you've set, address each priority in order of import #SmallBizChat
JDEbberly:	RT @lhkellett: A6 Schedule time for marketing like you do for meetings. Make it part of your weekly agenda #SmallBizChat
brandcoachkelly:	RT @lhkellett: A6 Schedule time for marketing like you do for meetings. Make it part of your weekly agenda #smallbizchat
CathyWebSavvyPR:	A6 Marketing is an ongoing process, don't fallintothe "If I build it they will come trap." U got 2 work it! #SmallBizChat
smallbizlady:	RT @kindracotton A6 Start by reviewing yr priorities & the timelines you've set & address each priority by importance. #SmallBizChat
AfricaHannibal:	my biggest issue is constant changes to my plan how do I solidify it esp w/ changes in my industry #smallbizchat @kindracotton @smallbizlady
mentormarketing:	A6: Our Marketing Plan is summed up by five powerful words - Discover, Explore, Develop, Analyze and Implement. #smallbizchat
kindracotton:	@DryerBuzz You need to be participating in #smallbizchat :)
CathyWebSavvyPR:	RT @WriterChanelle The fail whale wanted to participate in the chat. How can we deny him! :) LOL LOL!! #SmallBizChat
nakeva:	RT @kindracotton: A6 Start by reviewing your priorities and the timelines you've set, and address each priority in order of importance. #SmallBizChat
JDEbberly:	RT @CathyWebSavvyPR: A5 once initial market research is done - craft plan to start where yr mrkt strongest...build from there #SmallBizChat
MediaCollective:	Thats easy, take action, the first step and take it with purpose and intent, 1st is from your mktg plan research #SmallBizChat
WriterChanelle:	RT @CathyWebSavvyPR: RT @smallbizlady: Q6: WHAT IS THE BEST WAY TO EXECUTE MY ACTION PLAN? #SmallBizChat
smallbizlady:	Q7: HOW CAN I IMPLEMENT A SMALL BUSINESS MARKETING PLAN ON A LIMITED BUDGET? #SmallBizChat

lhkellett:	RT @CathyWebSavvyPR: Marketing is an ongoing process, don't fall in the "If I build it they will come trap." U got 2 work it! #SmallBizChat
JDEbberly:	RT @mentormarketing A6 Our Mrktg Plan is summed up by five powerful words - Discover, Explore, Develop, Analyze and Implement #SmallBizChat
laurengray:	RT @lhkellett: Schedule time for marketing like you do for meetings. Make it part of your weekly agenda #SmallBizChat #imcchat
RTmarketing:	RT @JDEbberly rt @lhkellett: a6 schedule time for marketing like you do for meetings. make it part of your weekly agenda #smallbizchat
JDEbberly:	RT @smallbizlady: Q7: HOW CAN I IMPLEMENT A SMALL BUSINESS MARKETING PLAN ON A LIMITED BUDGET? #SmallBizChat
MediaCollective:	RT @mentormarketing A6 Our Mrktg Plan is summed up by five powerful words - Discover, Explore, Develop, Analyze and Implement #SmallBizChat
CathyWebSavvyPR:	RT @kindracotton: A6 Start by reviewing your priorities n timelines you've set, address each priority in order of importance #SmallBizChat
smallbizlady:	Ready to Reinvent Yr Biz? Join @SmallBizLady in Philly Nov 12/13 for http://www.byob2011.com/ #SmallBizChat
CathyWebSavvyPR:	RT @smallbizlady: Q7: HOW CAN I IMPLEMENT A SMALL BUSINESS MARKETING PLAN ON A LIMITED BUDGET? #SmallBizChat
kindracotton:	A7: Maximize your dollars spent and look for creative ways to implement marketing steps that don't cost money. #SmallBizChat
MediaCollective:	RT @smallbizlady: Q7: HOW CAN I IMPLEMENT A SMALL BUSINESS MARKETING PLAN ON A LIMITED BUDGET? #SmallBizChat
JDEbberly:	RT @smallbizlady: Ready to Reinvent Yr Biz? Join @SmallBizLady in Philly Nov 12/13 for http://www.byob2011.com/ #SmallBizChat
smallbizlady:	If you know a small biz owner who could use some advice tell them to follow @SmallBizChat and join us on Wed 8-9 ET #SmallBizChat
kindracotton:	A7b: Use social media, Search Engine Optimization (SEO), blogging, podcasting, video blogging to your advantage #SmallBizChat
TaraGeissinger:	Break your marketing plan into actionable bits. Tackle weekly and monthly goals. #smallbizchat
kindracotton:	A7c: When hiring someone for marketing help, use your hourly rate & time saved as a guide to what you can afford #SmallBizChat
smallbizlady:	Do you like #Smallbizchat? Like us today on Facebook: http://facebook.com/smallbizchat . Follow @SmallBizChat on Twitter too! #SmallBizChat
CathyWebSavvyPR:	A7 Marketing plans can be done DIY; if U spend time researching & learning. Or hire a PR/Mktg coach 2 help #SmallBizChat

JDEbberly:	RT @kindracotton: A7: Maximize ur dollars spent & look for creative ways to implement mrktg steps that don?t cost money #SmallBizChat
kindracotton:	A7d: If you charge \$100/Hour & you estimate it would take about 10 hours for you to do the work, find some1 to do it for \$1000 #SmallBizChat
CathyWebSavvyPR:	RT @TaraGeissinger: Break your marketing plan into actionable bits. Tackle weekly and monthly goals #SmallBizChat
nakeva:	@lhkellett Thats true. I added milestones and weekly tasks to my cal for marketing time. #SmallBizChat
JDEbberly:	RT @kindracotton A7b Use soc media, Search Engine Optimization (SEO), blogging, podcasting, video blogging to your advantage #SmallBizChat
kindracotton:	A7e: This frees up your time & you can continue running your business and servicing your customers. #SmallBizChat
nakeva:	RT @kindracotton: A7: Maximize your dollars spent and look for creative ways to implement marketing steps that don?t cost money. #SmallBizChat
mentormarketing:	A7: Try bartering for marketing plan expenses. #smallbizchat
JDEbberly:	RT @kindracotton A7c When hiring someone for marketing help, use your hourly rate & time saved as guide to what you can afford #SmallBizChat
CathyWebSavvyPR:	RT @kindracotton: A7: Maximize ur dollars spent & look for creative ways to implement mrktg steps that don?t cost money #SmallBizChat
danperezfilms:	RT @CathyWebSavvyPR: Marketing is an ongoing process, don't fallintothe "If I build it they will come trap." U got 2 work it! #SmallBizChat
chrisyates11:	B different but make sure your great at it RT @lhkellett: To Market well - why is your product better or different? #smallbizchat
WriterChanelle:	RT @AfricaHannibal: my biggest issue is constant changes to my plan how do I solidify it esp w/ changes in my industry #smallbizchat
TaraGeissinger:	Yes! RT @kindracotton: A7: Maximize ur dollars spent & look for creative ways to implement mrktg steps that don?t cost money #smallbizchat
JDEbberly:	RT @kindracotton A7d If u charge \$100/Hour & u est it would take abt 10 hrs for u to do the work, find some1 do it for \$1000 #SmallBizChat
acmontgomery:	I didnt know about #SmallBizChat before but I am digging it
smallbizlady:	A7 I believe you should measure your marketing plan activities every 30 days. Quarterly & annual revenue goals allow excuses #SmallBizChat
JDEbberly:	RT @kindracotton: A7e: This FREES up your time & you can continue running your business and servicing your customers #SmallBizChat
CathyWebSavvyPR:	RT @kindracotton A7b Use soc media, Search Engine Optimization (SEO), blogging, podcasting, video blogging 2 yr advantage #SmallBizChat

nakeva:	@kindracotton Amazing how much time it takes to fin creative marketing ideas. Suggest one. #SmallBizChat
MediaCollective:	marketing plan need not be small, break into sm chunks, take adv of , google,bing, yelp & twitter & otr. no/low cost tools #SmallBizChat
JDEbberly:	RT @mentormarketing: A7: Try bartering for marketing plan expenses. #SmallBizChat
smallbizlady:	For tips on #smallbiz success subscribe to Melinda Emerson?s blog at http://bit.ly/3x5Gm2 http://www.succeedasyourownboss.com/ #SmallBizChat
CathyWebSavvyP R:	RT @WriterChanelle: Are there different guidelines 4 a marketing plan based on how much time you have to execute? #SmallBizChat
nakeva:	RT @kindracotton: A7b: Use social media, Search Engine Optimization (SEO), blogging, podcasting, video blogging to your advantage #SmallBizChat
lhkellett:	A7 so much easier than it used to be! Use LinkedIn to connect and call people to stay connected. It's who u know. #smallbizchat
JDEbberly:	@acmontgomery Welcome to SmallBizChat - We're delighted you've joined us tonight!!! :) #SmallBizChat
kindracotton:	@WriterChanelle Yes, you have to tailor your plan based on the time available. #SmallBizChat
smallbizlady:	@WriterChanelle Sure, you need a plan that reflects your timeline and your budget. #SmallBizChat
JDEbberly:	RT @kindracotton: @WriterChanelle Yes, you have to tailor your plan based on the time available #SmallBizChat
kindracotton:	@WriterChanelle A7: Be realistic & plan out as much as possible in advance. #SmallBizChat
CathyWebSavvyP R:	@WriterChanelle A7.5 sure -marketing is a lanceing act - don't try & do it all at once - start where yr audience is strongest #SmallBizChat
SoniaSchenker:	@acmontgomery Cool. We're here every Weds. at 8pm et. Find us on fb http://www.facebook.com/smallbizchat #SmallBizChat
smallbizlady:	Q8: IF MY NUMBER #1 PRIORITY IS GETTING NEW CUSTOMERS, HOW CAN I DO THAT? #SmallBizChat
JDEbberly:	RT @smallbizlady: @WriterChanelle Sure, you need a plan that reflects your timeline and your budget #SmallBizChat
CathyWebSavvyP R:	@acmontgomery wcoem to the chat - folow @smallbizchat 4 weekly guests/topics - #SmallBizChat
JDEbberly:	RT @kindracotton: @WriterChanelle A7: Be realistic & plan out as much as possible in advance #SmallBizChat
JDEbberly:	RT @smallbizlady: Q8: IF MY NUMBER #1 PRIORITY IS GETTING NEW CUSTOMERS, HOW CAN I DO THAT? #SmallBizChat
WriterChanelle:	@SmallBizLady Based on advice already given, does the plan change w/ having less time? Are elements taken out? Steps skipped? #SmallBizChat
CathyWebSavvyP R:	RT @MediaCollective: mkting plan need not be small, break into chunks, Use google,bing, yelp/ twitter & otr. low \$ tool #SmallBizChat
kindracotton:	A8: To attract new customers, you could offer an incentive or free giveaway for them to sign-up for your newsletter. #SmallBizChat

nakeva:	RT @kindracotton: A7d: If you charge \$100/Hour & you estimate it would take about 10 hours for you to do the work, find some1 to do it for \$1000 #SmallBizChat
JDEbberly:	RT @MediaCollective: mkting plan need not be small, break into chunks, Use google,bing, yelp/ twitter & otr. low \$ tool #SmallBizChat
kindracotton:	A8b: Try 10% off first purchase, special report, free sample, or free e-book. #SmallBizChat
marketing4moms:	RT @CathyWebSavvyPR: RT @WriterChanelle: Are there different guidelines 4 a marketing plan based on how much time you have to execute? #SmallBizChat
CathyWebSavvyPR:	welcome @acmontgomery @nakeva @TaraGeissinger @chrisyates11 #SmallBizChat
TaraGeissinger:	A8 - Build your list & connect with existing customers. Create RAVING FANS who will convert others. #smallbizchat
MediaCollective:	A8 find where your audience is via, search ex "forum keyword" or twitter with search see who's talking using your "key phase" #SmallBizChat
chrisyates11:	Dont b afraid 2 fail its best plan of action sometimes because its a step RT @smallbizlady BEST WAY 2 EXECUTE ACTION PLAN? #SmallBizChat
JDEbberly:	RT @kindracotton: A8: To attract new customers, you could offer incentive/free giveaway for 'em to sign-up for ur newsletter #SmallBizChat
kindracotton:	A8c: Then use the newsletter to keep in touch by providing helpful info & giving news on new products & services. #SmallBizChat
CathyWebSavvyPR:	Welcome back @WriterChanelle @danperezfilms @JDEbberly @lhkellett: #SmallBizChat
kindracotton:	A8d: Use a blog and/podcast series with topics of interest to your core audience. #SmallBizChat
JDEbberly:	RT @kindracotton: A8b: Try 10% off first purchase, special report, free sample, or free e-book #SmallBizChat
brandcoachkelly:	RT @MediaCollective: A8 find where your audience is via, search ex "forum keyword" or twitter with search see who's talking using your "key phase" #SmallBizChat
nakeva:	@CathyWebSavvyPR Thanks Cathy. busy chat! love it. #SmallBizChat
chrisyates11:	Yes!! RT @lhkellett: A6 Schedule time for marketing like you do for meetings. Make it part of your weekly agenda #smallbizchat
CathyWebSavvyPR:	RT @smallbizlady: Q8: IF MY NUMBER #1 PRIORITY IS GETTING NEW CUSTOMERS, HOW CAN I DO THAT? #SmallBizChat
JDEbberly:	A8 Bloggers use the free ebook angle to attract new customers to their offerings #SmallBizChat
lhkellett:	A8 Talk to current customers to get new. Tell people you are looking for customers, e-mail friends... #smallbizchat
JDEbberly:	RT @kindracotton: A8c: Then use the newsletter to keep in touch by providing helpful info & giving news on new prods & srvcis #SmallBizChat

smallbizlady:	RT @kindracotton A8 To attract new customers, u could offer an incentive or free giveaway 4 them to sign-up 4 yr newsletter. #SmallBizChat
brandcoachkelly:	RT @TaraGeissinger: A8 - Build your list & connect with existing customers. Create RAVING FANS who will convert others. #smallbizchat
TaraGeissinger:	A8 Use your FaceBook page to engage w/ customers. Host contests, coupons, etc... Create a following. #smallbizchat
kindracotton:	A8e: Begin an affiliate marketing program w/a complimentary business that refers business in exchange 4 a commission of sales #SmallBizChat
CathyWebSavvyPR:	RT @WriterChanelle: Based on advice already given, does plan change w/ less time? Are elements taken out? Steps skipped? #SmallBizChat
nakeva:	RT @lhkellest: A8 Talk to current customers to get new. Tell people you are looking for customers, e-mail friends... #SmallBizChat
JDEbberly:	RT @kindracotton: A8d: Use a blog and/podcast series with topics of interest to your core audience #SmallBizChat
dvinMsM:	RT @smallbizlady: RT @kindracotton A8 To attract new customers, u could offer an incentive or free giveaway 4 them to sign-up 4 yr newsletter. #SmallBizChat
MediaCollective:	@chrisyates11 I agree failure is a learning tool, like a toddler if you fell over and never got up, you would not be walking #SmallBizChat
kindracotton:	@WriterChanelle You have to decide what's truly important & will have the best payoff. #SmallBizChat
danperezfilms:	@nakeva Creative marketing ideas? Spend an hour or two on twitter - where marketing "geniuses" run amok. OY! #SmallBizChat
laurenkgray:	A8: to get new customers, fill their needs and wants and keep a quality, genuine product. don't be fake! #smallbizchat
JDEbberly:	RT @TaraGeissinger A8 Use ur FaceBook page to engage w/ customers. Host contests, coupons, etc... Create a following #SmallBizChat
WriterChanelle:	RT @CathyWebSavvyPR A7 Marketing plans can be done DIY; if U spend time researching & learning. Or hire a PR/Mktg coach 2 help #SmallBizChat
smallbizlady:	@WriterChanelle do what you can with what you have--so yes make a goal and pick 3 steps to achieve the goal. #SmallBizChat
SoniaSchenker:	<whispering> looks like twitter wrongs have righted themselves. Movin' along at steady pace. Whew. #SmallBizChat
nakeva:	@danperezfilms Agreed and where I get inspiration in the 1st place ;) #SmallBizChat
JDEbberly:	Okay Tweeting is improving - No need to tweet twice - Fail whale may be letting up just a bit #SmallBizChat
CathyWebSavvyPR:	@WriterChanelle Design a marketing plan around the time & \$ you have. Yes you may have to skip some items #SmallBizChat
StrategicGen:	can anyone recommend online marketing resources? #SmallBizChat
JDEbberly:	RT @kindracotton: @WriterChanelle You have to decide what's truly important & will have the best payoff #SmallBizChat

WriterChanelle:	@CathyWebSavvyPR Speaking of DIY plans, how accurate is this wikipedia description http://bit.ly/9SHQs6 #SmallBizChat
JDEbberly:	RT @laurenkgray: A8: to get new customers, fill their needs and wants and keep a quality, genuine product. don't be fake! #SmallBizChat
smallbizlady:	Q9 WHAT ARE SOME OTHER WAYS THAT I CAN CREATIVELY MARKET TO MY BUSINESS? #SmallBizChat
MediaCollective:	A8 also go offline to find audience, like local networking groups, chamber of commerce mtgs, they are all over the place #SmallBizChat
CathyWebSavvyPR:	RT @kindracotton: A8: To attract new customers, you could offer an incentive/ free giveaway 4 them to sign-up 4 yr newsletter #SmallBizChat
JDEbberly:	RT @smallbizlady: @WriterChanelle do what you can with what you have--so yes make a goal and pick 3 steps to achieve the goal #SmallBizChat
AngelaCurrent:	@CathyWebSavvyPR Taking care of existing clients and getting the referrals they send is best way to gain new clients. Q8 #SmallBizChat
nakeva:	@kindracotton Are there "templates" out there or suggested sites for those that dont usually write mktg plans? #SmallBizChat
kindracotton:	A9: Contact the media 2 pitch stories about your business or ur customers who have been successful using ur product/service #SmallBizChat
brandcoachkelly:	A8: To get new customers/ clients, listen to your current ones. Find out what's working & don't be afraid to adapt! #SmallBizChat
CathyWebSavvyPR:	A8: A blog is a powerful anchor of most small biz marketing pns - Done Well, linked 2 active social sites = clients #SmallBizChat
JDEbberly:	RT @kindracotton A8e Begin affil mrktg program w/a complimentary biz that refers business in exchange 4 a commission of sales #SmallBizChat
zerovacancygal:	great tips being shared on tonight's #SmallBizChat
CathyWebSavvyPR:	RT @AngelaCurrent: Taking care of existing clients and getting the referrals they send is best way to gain new clients. Q8 #SmallBizChat
kindracotton:	A9b: Offer to speak for free at local speaking events (e.g. Rotary Clubs, Chambers of Commerce, Women?s groups etc.) #SmallBizChat
JDEbberly:	RT @nakeva: RT @lhkellett: A8 Talk to current customers to get new. Tell people you are looking for customers, e-mail friends. #SmallBizChat
ycma:	how much should a start-up's mktg budget be? #smallbizchat
nakeva:	RT @AngelaCurrent: @CathyWebSavvyPR Taking care of existing clients and getting the referrals they send is best way to gain new clients. Q8 #SmallBizChat

danperezfilms:	A8: get out into the real world, do some face-to-face networking: Chambers of Commerce, BNI, volunteer with a NFP, etc. #SmallBizChat
kindracotton:	A9c: Start a community for your core customers on Facebook, LinkedIn or Twitter. #SmallBizChat
smallbizlady:	RT @AngelaCurrent: Taking care of existing clients and getting the referrals they send is best way to gain new clients. #SmallBizChat
JDEbberly:	RT @WriterChanelle: @CathyWebSavvyPR Speaking of DIY plans, how accurate is this wikipedia description http://bit.ly/9SHQs6 #SmallBizChat
CathyWebSavvyPR:	A8 Marketing objectives should support your business goals - just yr online activities should support both #SmallBizChat
JDEbberly:	RT @smallbizlady: Q9 WHAT ARE SOME OTHER WAYS THAT I CAN CREATIVELY MARKET TO MY BUSINESS? #SmallBizChat
nakeva:	RT @danperezfilms: A8: get out into the real world, do some face-to-face networking: Chambers of Commerce, BNI, volunteer with a NFP, etc. #SmallBizChat
StrategicGen:	A9 research specific ppl in your target market & email them personally. we've seen a high response rate for a new site launch #SmallBizChat
marketing4moms:	RT @smallbizlady: RT @AngelaCurrent: Taking care of existing clients and getting the referrals they send is best way to gain new clients. #SmallBizChat
danperezfilms:	@nakeva Beware, there's also alot of worthless information floating around -use your best judgement... #SmallBizChat
zerovacancygal:	RT @JDEbberly: RT @smallbizlady: Q9 WHAT ARE SOME OTHER WAYS THAT I CAN CREATIVELY MARKET TO MY BUSINESS? #SmallBizChat
JDEbberly:	RT @kindracotton A9 Contact media 2 pitch stories abt ur business or ur custrs who've been successful using ur product/srvce #SmallBizChat
nakeva:	@danperezfilms That's the real work and where I'm at. Going beyond the keyboard and phone. #SmallBizChat
AMnotsoaverage:	RT @smallbizlady: RT @AngelaCurrent: Taking care of existing clients and getting the referrals they send is best way to gain new clients. #SmallBizChat
CathyWebSavvyPR:	@WriterChanelle On a quick scan - wikipedia's marketing plan seems ok - but a bit old school...but gd foundation? more later? #SmallBizChat
JDEbberly:	RT @kindracotton: A9b: Offer to speak for free at local speaking events (Rotary Clubs, Chambers of Commerce, Women's groups) #SmallBizChat
AMnotsoaverage:	RT @JDEbberly: RT @smallbizlady: Q9 WHAT ARE SOME OTHER WAYS THAT I CAN CREATIVELY MARKET TO MY BUSINESS? #SmallBizChat
CathyWebSavvyPR:	RT @smallbizlady: Q9 WHAT ARE SOME OTHER WAYS THAT I CAN CREATIVELY MARKET TO MY BUSINESS? #SmallBizChat
JDEbberly:	RT @kindracotton: A9c: Start a community for your core customers on Facebook, LinkedIn or Twitter #SmallBizChat

smallbizlady:	Q10: WHAT ARE SOME OF THE BIG MISTAKES ENTREPRENEURS MAKE IN SMALL BUSINESS MARKETING #SmallBizChat
nakeva:	@danperezfilms Found a lot of that worthless info already. Carefully sifting. Good circle of peeps like this helps. thx! #SmallBizChat
JDEbberly:	RT @kindracotton: A10b: Make note of where customers learned about you and how they found you #SmallBizChat
marketing4moms:	Volunteer/plan outreach events RT @SmallBizLady: Q9 WHAT ARE SOME OTHER WAYS THAT I CAN CREATIVELY MARKET TO MY BUSINESS? #SmallBizChat
MediaCollective:	@ycma mktg budget is dep. on segment, & avail funding/credit/investors higher competition the higher the price, in time or \$ #SmallBizChat
danperezfilms:	A8: Biz gets done quicker & referrals come easier when you can look a person in the eye and shake their hand. #SmallBizChat
CathyWebSavvyPR:	A9 creatively mrket your biz by finding your customer's pain points & creating content that solves them #SmallBizChat
JDEbberly:	RT @smallbizlady: Q10: WHAT ARE SOME OF THE BIG MISTAKES ENTREPRENEURS MAKE IN SMALL BUSINESS MARKETING #SmallBizChat
kindracotton:	A10c: Conduct ongoing primary market research by asking for customer feedback. #SmallBizChat
SoniaSchenker:	So true RT @danperezfilms: @nakeva Beware, theres a lot of worthless information floating around -use your best judgement... #SmallBizChat
AMnotsoaverage:	RT @ycma: how much should a start-up's mktg budget be? #smallbizchat
CathyWebSavvyPR:	RT @TaraGeissinger: A9 SEO & PRs top my list. Determine keywords & start chipping away at rankings. Visibility = clients #SmallBizChat
JDEbberly:	RT @CathyWebSavvyPR: A9 creatively mrket your biz by finding your customer's pain points & creating content that solves them #SmallBizChat
smallbizlady:	RT @kindracotton: A10: Be sure to track marketing efforts. #SmallBizChat
zerovacancygal:	RT @smallbizlady: Q9 WHAT ARE SOME OTHER WAYS THAT I CAN CREATIVELY MARKET TO MY BUSINESS? #SmallBizChat
JDEbberly:	RT @kindracotton: A10c: Conduct ongoing primary market research by asking for customer feedback #SmallBizChat
kindracotton:	A10d: Use surveys as another marketing tool in your arsenal like The MiniMarketing Survey @mini_marketing #SmallBizChat
lhkellett:	I have said this in prior chats -don't be afraid to give away a little work in order to get work. This has worked for me. #smallbizchat
smallbizlady:	RT @kindracotton: A10b: Make note of where customers learned about you and how they found you. #SmallBizChat
CathyWebSavvyPR:	@TaraGeissinger yes - exactly - a well-written biz blog can balance SEO & content yr audeince wants = vivibility #SmallBizChat

JDEbberly:	856pm EDT ALREADY? You gotta be kiddin' me! #SmallBizChat
kindracotton:	A10e: Be sure to offer customers an incentive to complete surveys (e.g. Free item/service). #SmallBizChat
JDEbberly:	RT @kindracotton: A10d: Use surveys as another marketing tool in your arsenal like The MiniMarketing Survey @mini_marketing #SmallBizChat
CathyWebSavvyPR:	RT @lhkellett: I have said this in prior chats -don't be afraid to give away a little work in order to get work. #SmallBizChat
kindracotton:	A10f: Use feedback to help shape future marketing efforts. #SmallBizChat
TaraGeissinger:	Establish yourself as an authority -- publish solid, useful content. #smallbizchat
chrisyates11:	Content is the new marketing. Keep doing it. Even if only Mom is reading your stuff! She has friends #SmallBizChat #imcchat
smallbizlady:	If you have some expertise to share here?s how to be a guest on #Smallbizchat http://bit.ly/4r5KEZ #SmallBizChat
nakeva:	Good Q --> RT @AMnotsoaverage: RT @ycma: how much should a start-up's mktg budget be? #SmallBizChat
smallbizlady:	Q11: WHAT?S THE MOST IMPORTANT THING TO REMEMBER IN SMALL BUSINESS MARKETING? #SmallBizChat
WriterChanelle:	@CathyWebSavvyPR I was wondering. It seemed to have a long list of requirements. #SmallBizChat
JDEbberly:	Q 10 You can use SurveyMonkey http://www.surveymonkey.com/ #SmallBizChat
CathyWebSavvyPR:	@lhkellett I just got 2 reqs 4 bids from 2 free speaking gigs - prefer paid gigs, but right audience + content = a win #SmallBizChat
danperezfilms:	A10: Thinking they can market their business solely from behind a keyboard & computer. Got to get out there... #SmallBizChat
Edge4ABetterYou:	A9: Focusing on others can bring great returns! Volunteer, offer to help someone, be a guest speaker for free. #smallbizchat
nakeva:	RT @lhkellett: I have said this in prior chats -don't be afraid to give away a little work in order to get work. This has worked for me. #smallbizchat
TaraGeissinger:	RT @smallbizlady: If you have some expertise to share here?s how to be a guest on #Smallbizchat http://bit.ly/4r5KEZ #smallbizchat
JDEbberly:	RT @kindracotton: A10e: Be sure to offer customers an incentive to complete surveys (e.g. Free item/service) #SmallBizChat
T3Trinity:	RT @AngelaCurrent: Taking care of existing clients and getting the referrals they send is best way to gain new clients. #SmallBizChat
JDEbberly:	RT @kindracotton: A10f: Use feedback to help shape future marketing efforts. #SmallBizChat
smallbizlady:	RT @chrisyates11: Content is the new marketing. Keep doing it. Even if only Mom is reading your stuff! She has friends LOVE IT #SmallBizChat
JDEbberly:	RT @smallbizlady: Q11: WHAT?S THE MOST IMPORTANT THING TO REMEMBER IN SMALL BUSINESS MARKETING? #SmallBizChat

CathyWebSavvyP R:	@sitegurujii how to spammy - that is a poor use of keywords... #SmallBizChat
kindracotton:	A11: Be flexible and adaptive. #SmallBizChat
Jfavreau:	RT @chrisyates11: Content is the new marketing. Keep doing it. Even if only Mom is reading your stuff! She has friends #SmallBizChat #imcchat
kindracotton:	A11b: Continue to tweak your strategic marketing plan so that it stays responsive to your market and industry. #SmallBizChat
TaraGeissinger:	RT @Edge4ABetterYou: A9: Focusing on others can bring gr8 returns! Volunteer, help someone, be a guest speaker for free. #smallbizchat
nakeva:	I spend time tracking time spent on marketing planning, projects etc. Helps when I do the next one. #SmallBizChat
CathyWebSavvyP R:	RT @smallbizlady: Q10: WHAT ARE SOME OF THE BIG MISTAKES ENTREPRENEURS MAKE IN SMALL BUSINESS MARKETING #SmallBizChat
StrategicGen:	A11 Don't Spam & Try to sincerely Help instead of just closing a deal #SmallBizChat
smallbizlady:	Next week on #SmallBizChat 9/15 8-9p ET How to Hire the Right Employees for your Small Biz w/ @DrJanice Dr. Janice Presser
CathyWebSavvyP R:	RT @JDEbberly: Q 10 You can use SurveyMonkey http://www.surveymonkey.com/ #SmallBizChat
JDEbberly:	RT @lhkellett I have said this in prior chats don't be afraid give away little work in order to get work. This worked for me #SmallBizChat
JDEbberly:	RT @kindracotton: A11: Be flexible and adaptive. #SmallBizChat
smallbizlady:	Thanks to our guest @kindracotton for info on How to Write a Marketing Plan, more from Kindra: http://sss4success.com/ #SmallBizChat
CathyWebSavvyP R:	RT @smallbizlady: Q11: WHAT'S THE MOST IMPORTANT THING TO REMEMBER IN SMALL BUSINESS MARKETING? #SmallBizChat
nakeva:	Good one ;) RT @JDEbberly: Q 10 You can use SurveyMonkey http://www.surveymonkey.com/ #SmallBizChat
PhilPhoster:	RT @smallbizlady: RT @AngelaCurrent: Taking care of existing clients and getting the referrals they send is best way to gain new clients. #SmallBizChat
JDEbberly:	RT @StrategicGen: A11 Don't Spam & Try to sincerely Help instead of just closing a deal #SmallBizChat
smallbizlady:	Nov 12/13 @SmallBizLady holds2 events in Philly for entrepreneurs and current/future #smallbiz owners http://www.byob2011.com/ #SmallBizChat
CathyWebSavvyP R:	RT @kindracotton: A10e: Be sure to offer customers an incentive to complete surveys (e.g. Free item/service) #SmallBizChat
lhkellett:	A11 Stay current and listen - really listen. #smallbizchat

chrisyates11:	Marketing if no one knows what u do how can they buy from u? RT @smallbizlady #1 PRIORITY GETTING NEW CUSTOMERS, HOW DO THAT? #SmallBizChat
smallbizlady:	Roll call, who?s on @Smallbizchat tonight? Give me your best 140-character commercial. #SmallBizChat
FriendsOfJodi:	RT @Edge4ABetterYou: A9: Focusing on others can bring great returns! Volunteer, offer to help someone, be a guest speaker for free. #smallbizchat
taxgirl:	RT @smallbizlady: Nov 12/13 @SmallBizLady holds2 events in Philly for entrepreneurs and current/future #smallbiz owners http://www.byob2011.com/ #SmallBizChat
cpembleton:	RT @smallbizlady: Nov 12/13 @SmallBizLady holds2 events in Philly for entrepreneurs and current/future #smallbiz owners http://www.byob2011.com/ #SmallBizChat
smallbizlady:	Get a free chapter of @SmallBizlady's new book: Become Your Own Boss in 12 Months http://bit.ly/asEgeR #SmallBizChat
cpembleton:	RT @smallbizlady: Next week on #SmallBizChat 9/15 8-9p ET How to Hire the Right Employees for your Small Biz w/ @DrJanice Dr. Janice Presser
nakeva:	RT @smallbizlady: If you have some expertise to share here?s how to be a guest on #Smallbizchat http://bit.ly/4r5KEZ #SmallBizChat
JDEbberly:	RT @smallbizlady: Thx to our guest @kindracotton for info on How to Write Mrktg Plan, more from Kindra http://sss4success.com/ #SmallBizChat
smallbizlady:	If you found this interview helpful, join us on Wednesdays 8-9p ET follow @SmallBizChat on Twitter for info. #SmallBizChat
JDEbberly:	RT @smallbizlady: Roll call, who?s on @Smallbizchat tonight? Give me your best 140-character commercial #SmallBizChat
StrategicGen:	Great Job @kindracotton & good questions @smallbizlady #SmallBizChat
JDEbberly:	RT @smallbizlady: If you have some expertise to share here?s how to be a guest on #Smallbizchat http://bit.ly/4r5KEZ #SmallBizChat
Edge4ABetterYou:	A11 Your objective can't solely be the return. If people relate to what you do, they will support you. And others will 2 #smallbizchat
smallbizlady:	Thank you to @CathyWebSavvyPR our co-host and social media PR pal. #SmallBizChat
kindracotton:	Check out the Small Business Branding Tips Blog by @sss4success www.easybrandmarketing.com #SmallBizChat
CathyWebSavvyPR:	A11 Most imp't thing in marketing? keep yr audience/client/customer needs front & center. #SmallBizChat
smallbizlady:	Thank you to virtual assistant Sonia @YourJobMyOffice, she'll get a link to the transcript out shortly on @SmallBizChat #SmallBizChat
nakeva:	The marketing plan is like the business plan, a living document. Learned that real quick! #SmallBizChat
chrisyates11:	Glad 2 b here RT @CathyWebSavvyPR: welcome @acmontgomery @nakeva @TaraGeissinger @chrisyates11 #SmallBizChat
amvandenhurk:	@CathyWebSavvyPR @smallbizlady thinking they can do it all themselves. Get help. #smallbizchat

acmontgomery:	Tx for the #SmallBizChat Love.. @CathyWebSavvyPR @SoniaSchenker @JDEbberly
WriterChanelle:	Have to run and host #genychat! Thanks for the chatting all at #smallbizchat
SoniaSchenker:	#pitch Sonia, exec level virtual office assistant. Also @yourjobmyoffice + happy to serve as VA to #SmallBizChat
ycma:	@SmallBizLady interesting. so if i need to make 10k a mon, what % should be spent on mktg? #smallbizchat
MediaCollective:	test first & be willing to adjust or change depending on results & be patient, nothing quick n ez, do the work 2get returns #SmallBizChat
smallbizlady:	The focus on #Smallbizchat is to end small business failure by helping you succeed as your own boss. Transcript out soon... #SmallBizChat
JDEbberly:	RT @kindracotton: Check out the Small Business Branding Tips Blog by @sss4success www.easybrandmarketing.com #SmallBizChat
CathyWebSavvyPR:	RT @Edge4ABetterYou A11 Yr objective can't solely be the return. If people relate to what you do, they will support you. #SmallBizChat
lhkellett:	Consult with small businesses - marketing plans, product management and good biz practices. I can help your business improve. #smallbizchat
cpembleton:	RT @smallbizlady: The focus on #Smallbizchat is to end small business failure by helping you succeed as your own boss. Transcript out soon... #SmallBizChat
nakeva:	RT @smallbizlady: The focus on #Smallbizchat is to end small business failure by helping you succeed as your own boss. Transcript out soon... #SmallBizChat
JDEbberly:	RT @SoniaSchenker: #pitch Sonia, exec level virtual office assist. Also @yourjobmyoffice + happy serve as VA to #SmallBizChat
CathyWebSavvyPR:	@WriterChanelle is is all good info - but a bit over kill -I'll scare up some sources tomorrow - send me a reminder tweet #SmallBizChat
smallbizlady:	Next Wed. on #SmallBizChat 9/15 8-9p ET How to Hire the Right Employees for your Small Biz w/ @DrJanice Dr. Janice Presser
chrisyates11:	My best success comes from failure I love it & learn @MediaCollective #SmallBizChat
Edge4ABetterYou:	Present on #smallbizchat tonight! All about using entrepreneurial spirit to get that edge! Visit http://theafter5edge.com/ to find out more
CathyWebSavvyPR:	RT @smallbizlady Focus on #Smallbizchat is 2 end small biz failure by helping U succeed as yr own boss. Transcript out soon #SmallBizChat
nakeva:	@SmallBizLady Nakeva here on #SmallBizChat ! Artistic Entrepreneur. Building new media strategies with #PR #SocialMedia & #Photography.
cpembleton:	I meet the coolest people during the #Smallbizchat every Wednesday!
smallbizlady:	@ycma Okay so how much help/effort will it take you to generate 10K a month that's your budget. #SmallBizChat

CathyWebSavvyP R:	A11 biggest mktg mistake entrepreneurs. make: RT @amvandenhurk: thinking they can do it all themselves. Get help. #smallbizchat #SmallBizChat
CathyWebSavvyP R:	RT @smallbizlady: Next Wed. on #SmallBizChat 9/15 8-9p ET How to Hire the Right Employees for your Small Biz w/ @DrJanice Dr. Janice Presser
nakeva:	RT @kindracotton: Check out the Small Business Branding Tips Blog by @sss4success www.easybrandmarketing.com #SmallBizChat
JDEbberly:	#PITCH: Small Biz owners: SmallBizChat will transform your business! We meet every Wed nite 8pm to 9pm EDT! Join us! :) #SmallBizChat
AMnotsoaverage:	RT @kindracotton: Check out the Small Business Branding Tips Blog by @sss4success www.easybrandmarketing.com #SmallBizChat