

building a business image through community involvement

by Julie Olthoff, President, VIA Marketing, Inc.

You and your staff probably already devote time and energy to community organizations: little league, religious and service organizations, business groups. Have you considered promoting a positive image of your business by letting the public know about your commitment?

By making friends and contacts through these organizations, you are expanding your network for potential new clients, as well as new hires.

Every time you can get your company name mentioned in connection with a cause, you're building a reputation as a business dedicated to the betterment of your community. This reputation will build teamwork and morale among existing employees.

Take the team concept a step further by participating as a company in a Habitat for Humanity project, by organizing a neighborhood cleanup, or even by putting together a company softball or bowling team. The team approach gives employees the chance to get to know one another outside of work and to develop a better sense of camaraderie.

As you promote your business through civic work, don't forget to promote company events and accomplishments. Did an employee win a volunteer award? Did you celebrate a company anniversary? Did your business buy a larger facility or expand operations? Get the word out with press releases and accompanying quality photos.

And, don't forget the feature stories, stories that take up a large portion of a page and usually include color photos. Lobby the editor with a unique hook. And don't do it just once a year. Be persistent. Send those releases and ideas on a regular basis, building relationships with the local and business editors.

For more ideas or help with building your business's reputation, call us at VIA or visit our website at www.viamarketing.net.



we know how because we know why

219.769.2299 • 888.842.6275 • www.viamarketing.net