

Georgia District Office

Mark D. Gibson

Public Affairs Officer



#SBACommStrat2014



Welcome to the Georgia District Office



On Behalf of...

Ms. Terri Denison

District Director - May 2002

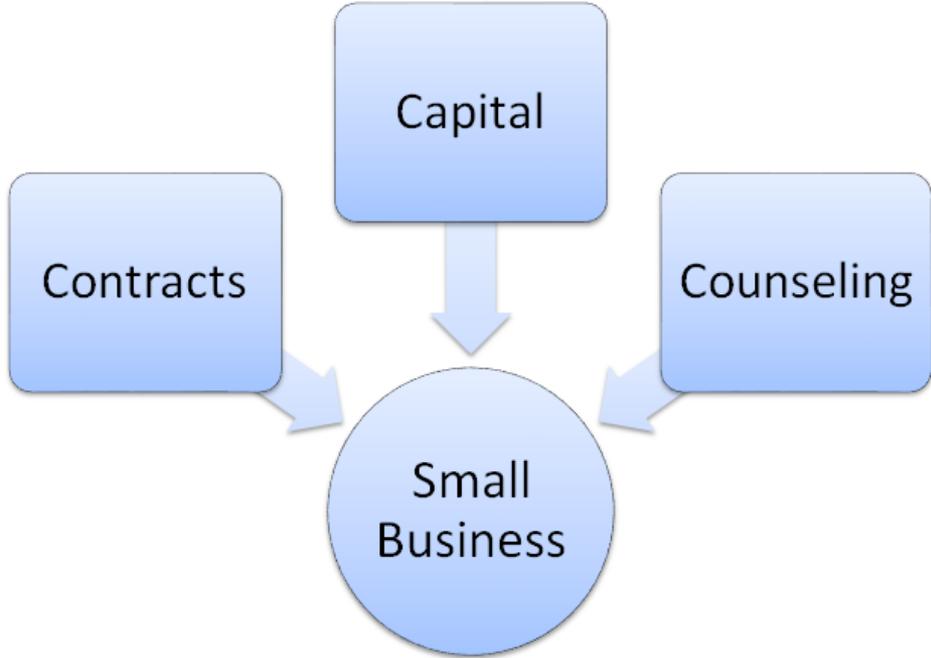
- SBA career began 1987 as a Presidential Management Intern at the Agency's Washington, D. C. District Office
- Leads the Georgia District Team of 19
- Responsible for delivery of programs & services across Georgia's 159 counties
 - FY 2013 Georgia one of the nation's top producers of SBA backed loans
 - 1575 Loans
 - Over \$1.1 Billion

Overview/Agenda

- SBA 101
 - Background/Local Office/Partners
- Communication Strategies
 - Comfort Break (15 Min)
- House Keeping

History

- The SBA was established July 30, 1953, by President Eisenhower with the signing of the Small Business Act
 - **MISSION: Maintain and strengthen** the nation's **economy** by enabling the establishment and viability of small businesses and by assisting in the **economic recovery of communities after disasters.**
- Primary activities are summarized as the “3 Cs” & “D”
 - **Capital, Contracts and Counseling**
 - **Disaster Assistance**



Disaster Assistance Relief

SBA in a Minute



Business Opportunity (8a)

- Promotes SBA programs & resources
- Learn how to do business with the fed gov.
- Connects government contracting with small businesses vendors

Lender Relations

- Outreach, recruitment, training and development, with day-to-day support to Lenders statewide

Economic Development

- Responsible for promoting SBA programs and resources
- Develop relationships with community, economic, and business development groups
 - Federal, State & Local Governments
 - Military Training
 - Women's Business Centers

Resource Partners

- SCORE (Service Corps of Retired Executives)
- The Georgia Small Business Development Center (SBDC) Network
- Women's Business Centers
 - (WEDA and The Edge Connection)

SCORE

- SCORE is a nonprofit organization dedicated to assisting small businesses start and grow
- Nationwide network of 12,000+ volunteers
 - Deliver services at **low** cost to **no** cost

Small Business Development Center

- University of Georgia SBDC
 - 18 Offices across the State
- Enhance economic well-being of Georgians Small Businesses through a wide range of services
 - Consulting
 - Continuing Education
 - Research

Women's Business Centers (WBCs)

- A national network of nearly 100 centers
 - Designed to assist women start/grow small businesses
- **Mission:** Aimed to *"level the playing field"* for women entrepreneurs, who still face unique obstacles in the world of business.

Get Plugged In – Stay Connected

Press Releases



- MARCH 8, 2013**
SBA and the Georgia Minority Supplier Development Council (GM/SDC) commit to small business growth.

www.sba.gov

[GET MORE PRESS RELEASES](#)

Get Email Updates



- JANUARY 07, 2014**
Free Webinar Surety Bond Training – Thursday, January 16th from 10:00 a.m. to 11:00 a.m.
- DECEMBER 31, 2013**
Communications Strategies for Business Growth
- DECEMBER 10, 2013**
SBA Region 4 News To Share

[READ MORE](#)

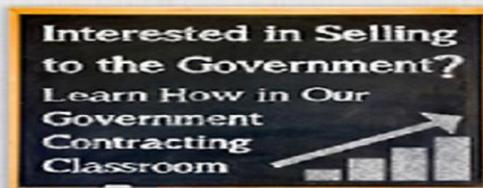
[GET EMAIL UPDATES](#)

Find Events and Workshops in Your Area

JANUARY 2014						
Sa	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

[CLICK HERE FOR LOCAL EVENTS](#)

Start Contracting with the Federal Government



[FIND A PROCUREMENT REPRESENTATIVE](#)

Find an SBA Lender Near You



SBA offers a variety of loan programs. While SBA does not make loans directly, it provides a guarantee for loans which are made by a lender.

Enter your zip code below to find an SBA Lender near you.

[SUBMIT](#)

Connect with Local Business Mentors and Counselors



SBA has resource partners, like SCORE, Small Business Development Centers and Women's Business Centers that provide additional business counseling and training.

Find your nearest resource partner by entering your zip code below.

[SUBMIT](#)

Learn about SBA Programs, Services and Local Partners in Our Resource Guide

[Georgia District Resource Guide](#)
[National Resource Guide \(Spanish\)](#)



Summary

- Background
- Local Office
- Resource Partners
- Get Plugged In -- Stay Connected

WWW.SBA.GOV/GA

Questions About The SBA?

Communication Strategies for Business Growth

- Background
- Seminar Objective
- Subject Matter Experts (SME's)

www.sba.gov

Today's Presenters

Cier Black

Cier B. Public Relations, LLC

info@cierpr.com

www.cierpr.com

Phone: (770) 558-7582



Building Bridges for Small Business, Founder

Find Us On Social Media Platforms: CierPR

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Mitch Leff

Leff & Associates, LLC

mitch@leffassociates.com

www.leffassociates.com

Phone: (404) 861-4769

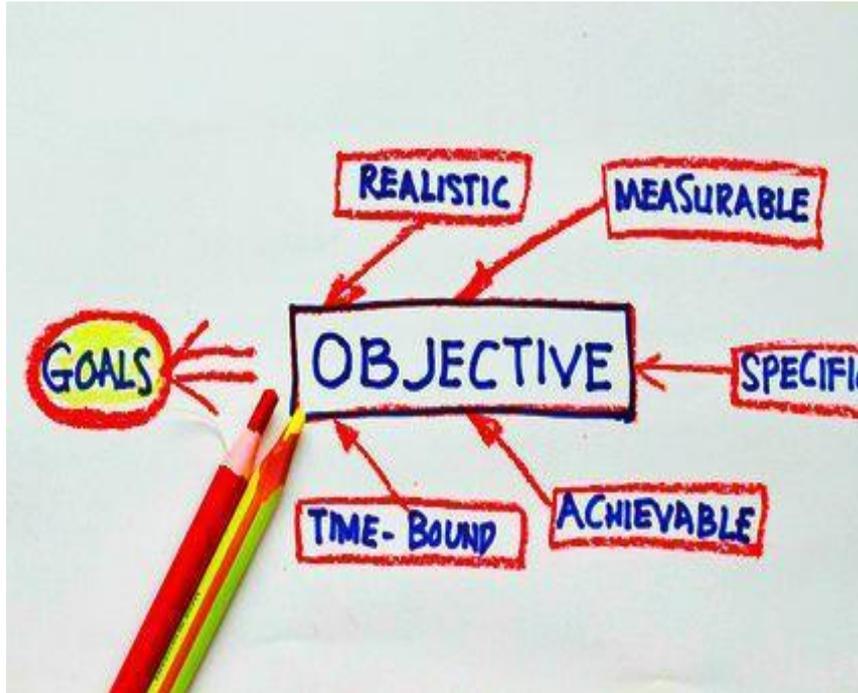
What is a Communications Plan?

Business Communication Plan

A business communication plan (bcp) makes clear how *tactical* communication *strategies* and activities such as **advertising, marketing,** and **public relations** campaigns support the company's overall goals.



Communication Objectives



- ❖ Establish the *messages* your company wants to broadcast
- ❖ Establish the *audience* to whom the messages are directed
- ❖ Establish the *methods* your company will use to convey these messages
- ❖ Establish a *measurement* tool

What is Public Relations?

Public Relations

The *art* of
communicating your
story to the masses!

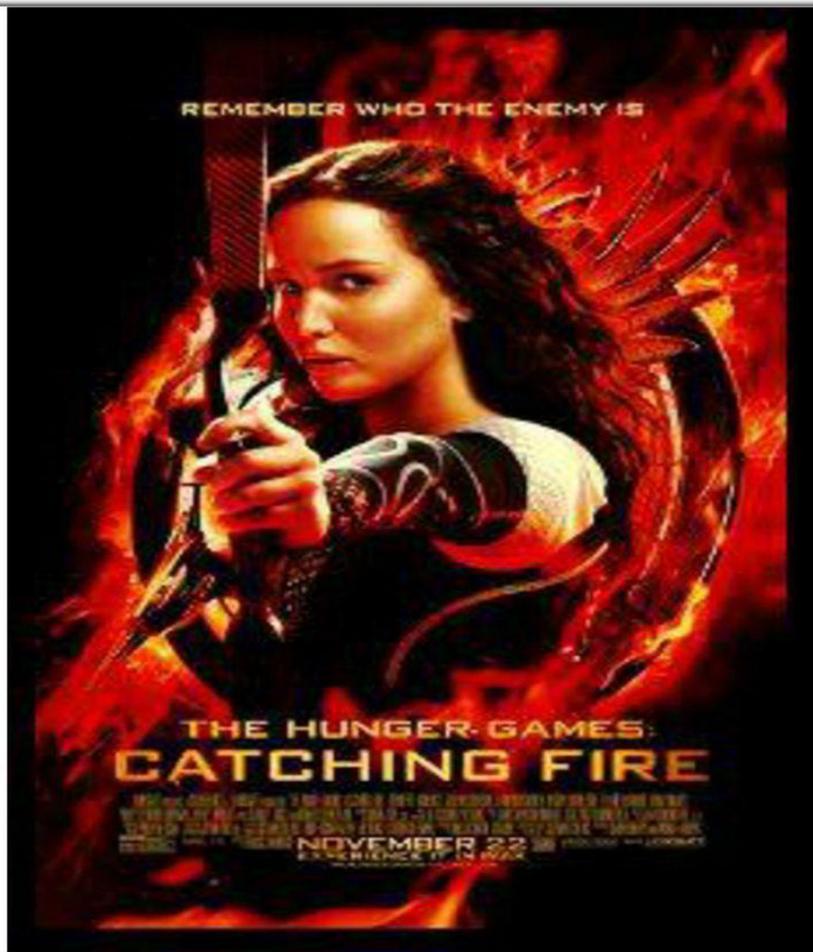
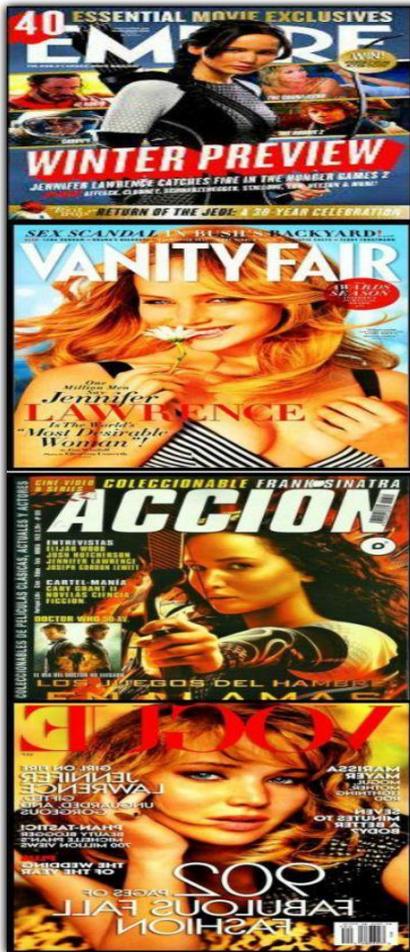
- Public Relations Professionals also known as Publicists... focus on the tasks of shaping the image of an individual or a company.



The PR Approach



- ❖ It's about **Persuasion**
 - *persuading* consumers to go somewhere (call to action)
- ❖ It's about **Influence**
 - *influencing* consumers to buy a product or use a services
- ❖ It's about **Encouragement**
 - *encouraging* people to buy into or adopt an idea





WEIGHT WATCHERS IS WORKING FOR ME

Health. Plain and simple, better health is the reason I wanted to lose weight. Watch my progress and start your own transformation right here. - Charles Barkley

Charles Barkley

Watch my TV commercial

Hear me weigh in on different topics

Campaign
Lose Like A Man
Believe

PR Approach
Fitness
and
Health

BECAUSE IT WORKS™



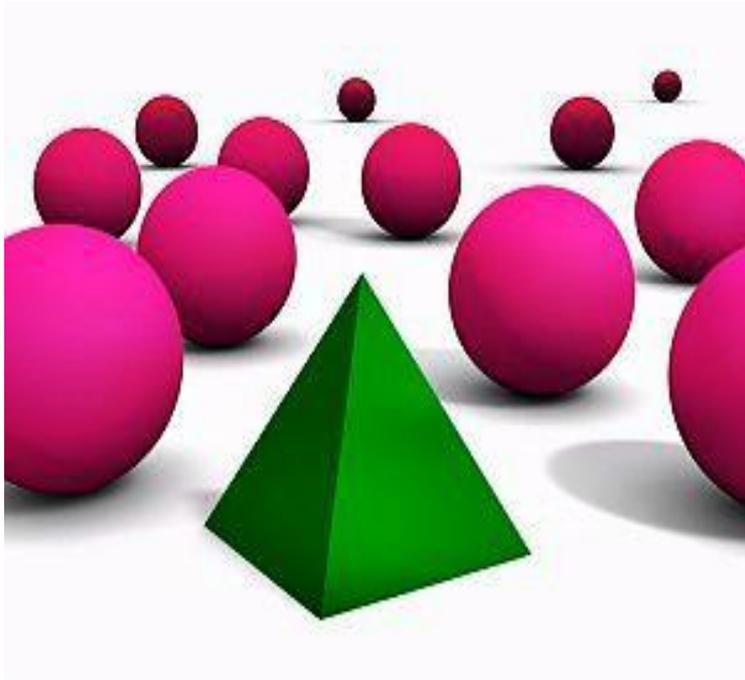
www.italianaffairs.com
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What Public Relations Is Not?



Public Relations vs. Advertising vs. Marketing Materials

What Is The Difference?



1. Is there a difference?
2. How can you tell the difference?
3. Which one is better?



Public Relations	Advertising	Marketing Materials
Influence messages with content	Content allows audience to develop a message	Content directly equals messages
Higher Credibility	Sometimes Perceived Lower Credibility	Credibility could be questionable
No control over when or where your story appears	Complete control over story placement and timing	Perpetual authoritative voice of your company story
No control over tone, context, headline, or inclusion of competitors	Controlled tone, context, headline with no competitors mentioned	Complete control of distribution, placement, and targeted/intended audience

Public Relations Benefits

How Can PR Help A New Business?

- ❖ Create company awareness
- ❖ Publicly introduce products and services
- ❖ Cultivate interest of company story
- ❖ Provide a competitive edge



How Can PR Help An Established Business



- ❖ Raise brand awareness
- ❖ Publicly launch a new product or service
- ❖ Rejuvenate interest of company efforts
- ❖ Extend exposure into a new demographic
- ❖ Remain relevant in the public eye

Creating Content

Creating Content Builds Upon Your Story



- ❖ What is your story?
- ❖ Is it compelling?
- ❖ Why should anyone care?
- ❖ What's the benefit to consumers?
- ❖ Are you giving back?

Measurement

What does success look like for your company?



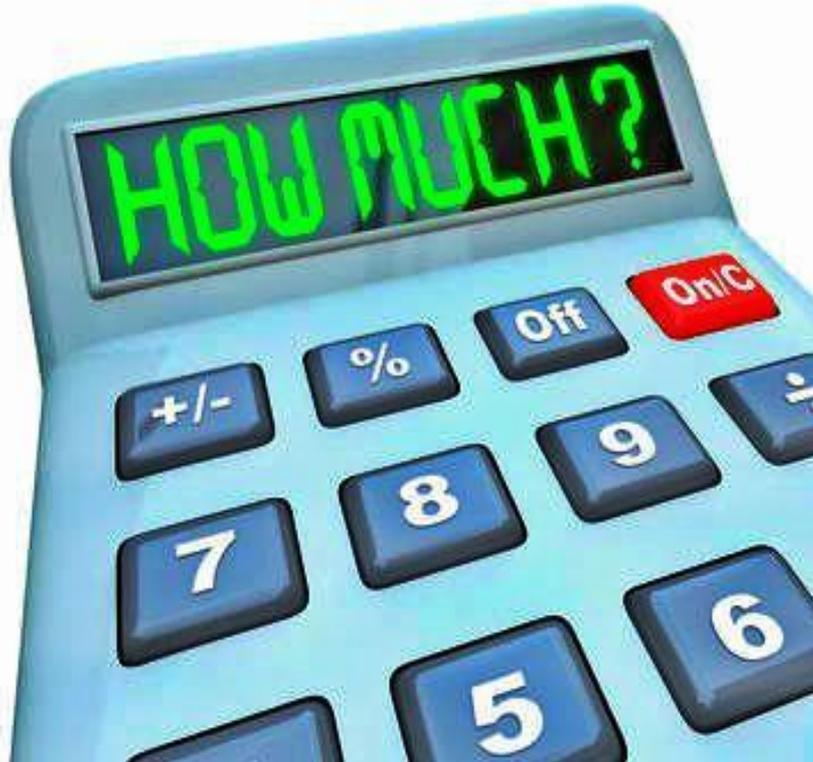
Publicity Campaign Components

- ❖ Press Kits
- ❖ Media Relations
- ❖ Community Outreach
- ❖ Social Media
- ❖ Press Release
- ❖ Special Events and Promotions
- ❖ Public Representation
- ❖ Crisis Management
- ❖ Media Tours (tv, radio)



How to Budget for Public Relations Services

Allocation



I'm a small business,
there's no way I can
afford it!

How much do public
relations services
cost?

Investment - Input

Which house
can you
afford... *today*?



ROI - Output

- ❖ Engaging in communications strategies allows you to stand out among your peers!
- ❖ Strategic placements can actually establish you in the forefront of your industry.... large *or* small.
- ❖ When properly executed, no one could easily detect **YOU** as small business versus a larger organization!



Paradigm Shift



Myth

I'm a small business owner, I can't afford PR!

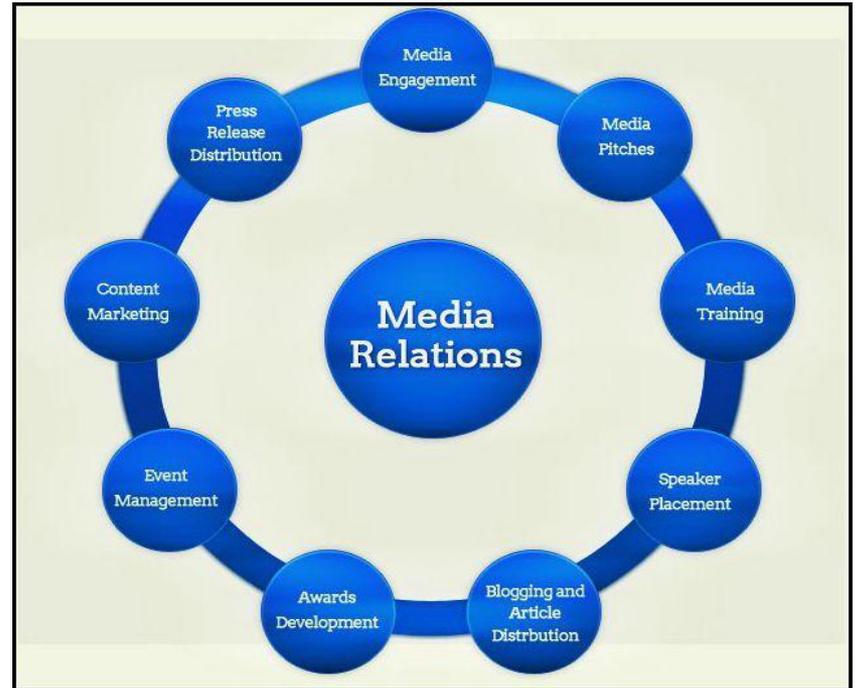
Fact

Particularly as a small business owner, how can you not?

What Is Media Relations?

Media Relations

Media Relations involves working with media for the purpose of informing the public of an organization.



Media Relations



Effective media relations provides a regular flow of information to your target media.

- **Proactive**

- Build long-term relationships
- Place stories about your products, services and expertise
- Position your execs at expert sources

- **Reactive**

- Respond to topical news

What Is Media Training?

Media Training



Media training prepares participants for interactions with media.

The ultimate goal of media training is to improve communications skills of representatives, while protecting the company's reputation.

Getting Ready For Interviews!



Why Train Your People?

- ❖ Builds Confidence
- ❖ Teaches Techniques
- ❖ Helps Deliver Messages Effectively
- ❖ Reporters Prefer Sources Who've Been Trained



Gaining Understanding



- ❖ How the Media Works
- ❖ Conducting an Effective Interview
 - Subject Matter Expert (SME)
- ❖ Types of Interviews
 - Print, Radio, TV, Skype
- ❖ Crisis Communications
- ❖ Interactive Role Play

Internal & External Communication Plans

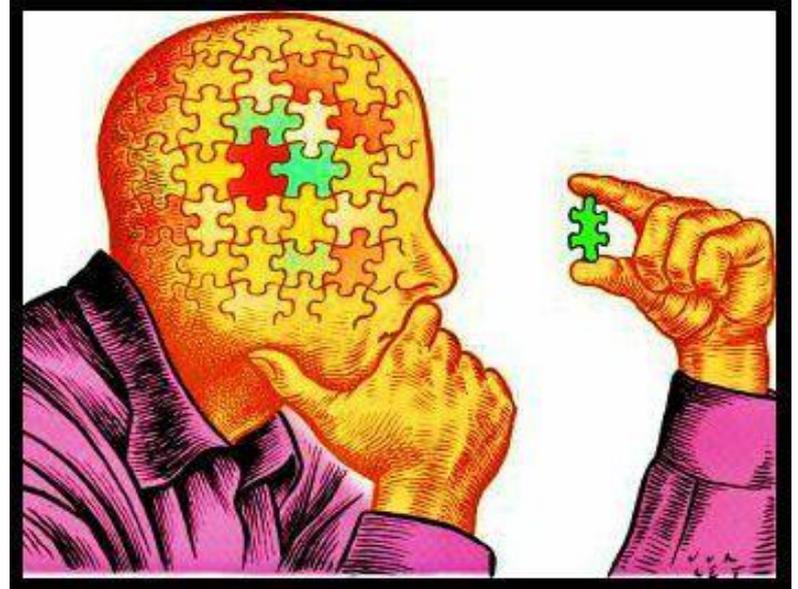
Communication Strategies For Growth



- ❖ Helping an organization share a clearly defined message internally and externally.
- ❖ Designing a blueprint that clearly define messages with everyone involved.
- ❖ Developing an *intentional* process that considers each audience involved while determining what needs to *heard*.

Infrastructure of all Plans

- ❖ **S**trengths
 - What do we do well?
 - What are our advantages?
- ❖ **W**eakness
 - Where could we improve?
 - What areas do we need to avoid?
- ❖ **O**pportunities
 - What is the industry trend/environment?
 - What aspect is being overlooked?
- ❖ **T**hreats
 - What scenarios could damage our image?
 - What is the worst case scenario for any service or product?



Internal Communications Plan

What Is Internal Communications?



Distribution of messages that will resonate with your employees and cause them to *want* to help you meet specific business goals.

Developing Key Messages

What Are Key Messages?



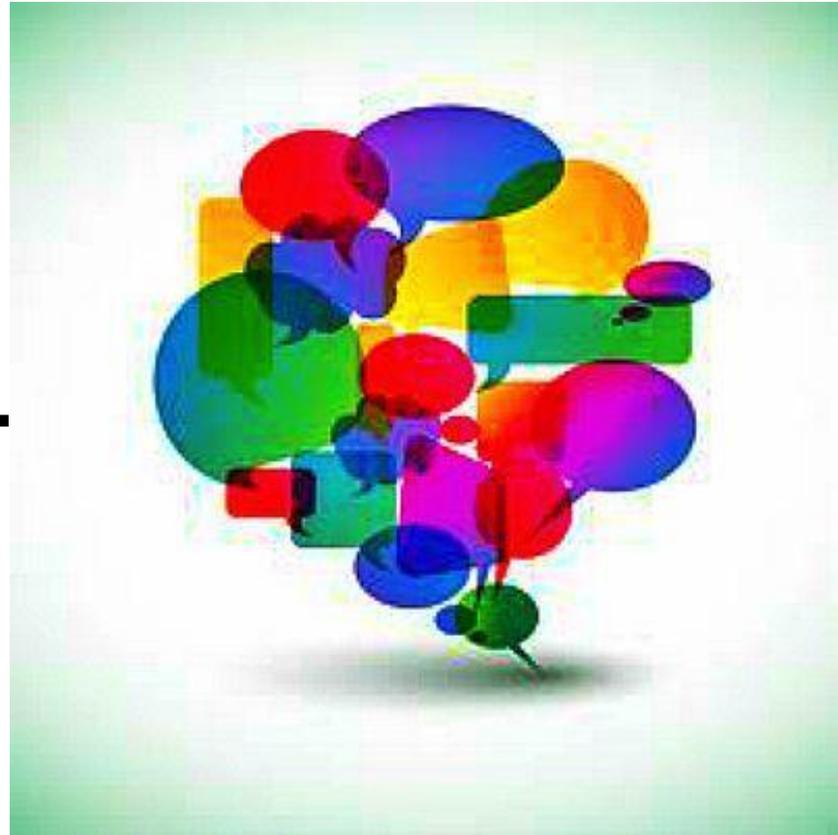
- ❖ Well-defined, concise, and memorable thoughts aligned with company goals and objectives
- ❖ Basic, short, and understandable points that are effective when delivering to the public

Simply put...

key messages express who you are, what you do, and why you exist as a company!



VS..



Crafting Your Message



- ❖ What do you want people to know about your company?
- ❖ What do you want your audience to say about your company?
- ❖ How does your message relate to your audience?
- ❖ How does your message reflect your brand?

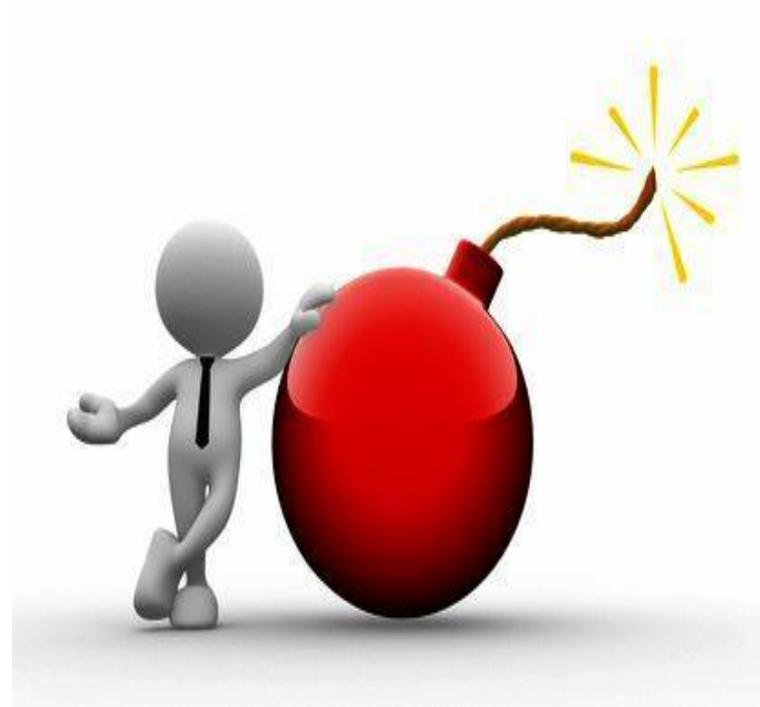
*When crafting your message,
make it concise, believable and relatable!*

Crisis Communications

What Is Crisis Communications

Crisis communications is the process to ***mitigate damage to your company's reputation.***

Reverse of traditional public relations, seeking attention and approval of the media through your good works, your brand, and your insights.



When the Worst Happens!



Case Study

The 1997 UPS Strike

- ❖ On August 4, 1997 - 185,000 Teamster workers brought the nation's largest parcel delivery service to a standstill.
- ❖ Despite the fact that millions of consumers in the United States were inconvenienced, the majority of citizens supported the striking workers.



Strike Reaction

Teamsters

- ❖ Effective communication
 - consistent internal meetings
 - press conference announcing strike
 - press briefings twice-daily
- ❖ Appealed to the public
 - "Our fight is the fight of all American workers."
 - "If we win this fight, we can help others win their fight."
 - 'Part-time America won't work'
- ❖ The Teamsters stayed in control of the message and it worked for them
- ❖ Strike lasted 15 days

UPS Public Relations Office

- ❖ No communications in the first 24 hours
- ❖ Received more than 20,000 phone calls
- ❖ Understaffed few trained spokespeople
- ❖ Underestimated the Teamsters
 - willingness to strike
 - publicity capabilities
- ❖ Cost UPS \$750 million in lost revenue
- ❖ Decided not to attack the union leadership and did not make employees a target
- ❖ Focused solely on negotiations
- ❖ Year 2000 UPS was named by *Forbes* Magazine as its "Company of the Year"

Does Size Really Matter?



Disaster Recovery Preparation



Crisis Communications Steps

1. Establish a team
2. Secure a command center
3. Maintain contact list
4. Anticipate disastrous scenarios
5. Develop an action plan

External Communication Plan

What Is External Communications



Any information the company distributes to the public, either about the organization itself or their products and services.

Positioning Your Message

“Companies need positioning because customers have choices— and if you don’t stand out, you lose.”

Marty Neumeir,
Leading Brand Strategist



Differentiations

Onliness statement
The essence of your positioning

OUR [offering]

IS THE ONLY

[category]

THAT [benefit] .

Source: Neutron LLC

Effective positioning is what differentiates a brand in the customer's mind.

To win the positioning game, answer this simple question:

What makes you the "only"?

Targeting Your Message

Audience Identification

5 Targeting Steps

1. Analyze company goals
2. Define and research target
3. Immerse and identify yourself in their culture
4. Potential prospects/Key Influencers
5. Reach out to market and monitor response



Implementation Strategies

What Is Strategic Implementation?



The process that puts plans and strategies into *action* to reach goals.

Implementation Tactics



Questions?

For more information

Mitch Leff

Leff & Associates, LLC

mitch@leffassociates.com

www.leffassociates.com

Phone: (404) 861-4769



Cier Black

Cier B. Public Relations, LLC

info@cierpr.com

www.cierpr.com

Phone: (770) 558-7582

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