



Free Marketing Tips & Small Business Resources:

Add your business to Directories. Add all your business information and make changes as needed. Must have consistent information, address and phone numbers across board. Review local businesses and ask your customers to review your business online.

Manta.com

Yelp.com

AngiesList.com/Business Connect

Goggle

YP.com

KeepItLocalCC.com

Social Media Marketing- Larger Companies are putting 30 % budget for marketing into Social Media

- Facebook Business Page, 2 posts a day – engage customers, photos, stories, and video.
- Examples of local Facebook Pages to Share Information on Facebook:
 - Clatskanie Community Bulletin & What's Happening Clatskanie
 - Rainier Community Bulletin
 - Vernonia Community Bulletin
 - Concerned Citizens of Scappoose
 - Columbia County local business reviews, rants, and recommendations
 - Columbia County Friends and Neighbors
 - Columbia County Oregon: Community Event Board
 - Columbia County Community Bulletin
- Instagram, Twitter, You Tube, Pinterest: This will depend on your profession. #hashtags group items. Use unique hastags and research what is trending. #keepitlocalcc #madeincc
- Linked In – Professional Page.

Get Involved! Participate in local events & collaborate with other like businesses.

Customer Engagement Ideas:

Host Open Houses for new products or product lines, Write Press Releases & Submit, Promote Client Appreciation Events & Put a up a Sign/photo – Thanking Customers for Shopping with your business.

Increase how you shop- Business to Business. Get to know your local business owners: What they do? What makes them different from their competition? What they do well. Refer business to them, ask them to do the same. Win/Win

Local Networking Events: Chambers (Clatskanie, Rainier & South Columbia County Chamber) offer opportunities to connect. Websites on KeepItLocalCC.com/about-us. LeTip of Columbia County

Local Media to Submit Press Releases:

The Chief & The Chronicle –

https://www.thechiefnews.com/site/forms/online_services/submit_news/submit_news/

Email contact: chroniclenews@countrymedia.net

Columbia County Spotlight –

<https://www.emailmeform.com/builder/form/o9jx7OBP9aKnXm1H7aA2g6a>

Email contact: ADelSavio@spotlightnews.net

Columbia River Reader – <http://crreader.com/aboutus>

KOHI 1600 AM Radio -

Email contact: kohi.radio@gmail.com

Vernonia Voice – <http://www.vernoniasvoice.com/about/contact-us/>

Email: scott@vernoniasvoice.com

Daily Astorian - <https://www.dailyastorian.com/>

Email: news@dailyastorian.com <news@dailyastorian.com>

FREE Classes & Workshops:

www.bizcnet.org- variety free on-line classes (marketing, finances, goal setting, business plans)

www.score.org – variety free on-line classes

www.gcap.com – Government Contracting Assistance Program- On line

www.pcc.edu/climb/small-business

Free Counseling/Mentors:

Portland SCORE

Portland, OR

(503)326-5211

Vancouver SCORE

Vancouver WA

(360) 545-3210

Portland Community College SBDC

Climb Center

Portland, OR

971-722-5080

*oregonbusiness.com (great resource)

Free to Low Cost Resources for Business Owners

IDA Programs available for Columbia County

Northwest Oregon Housing Authority Clatsop, Columbia,

Education, Home Purchase, Adaptive Tech

503-861-0119 ext. 110

helen@nwoha.org

MercyCorps Northwest (MCNW)

Business

Portland, OR

503-896-5081

Llocker@mercycorpsnw.org

Micro Enterprise Services of Oregon (MESO)

Clackamas, Columbia, Multnomah, Washington

Business

503-481-3855

reidredge@mesopdx.org

References:

Greater Vancouver Chamber of Commerce, Small Business Assistance Program, Jeannet Santiago,
Business Counselor, 1101 Broadway, Suite 100, Vancouver, WA 98660 360-567-1051