

# DRAFT BIEN MARKETING OPTIONS CHECKLIST



[www.connectbien.com](http://www.connectbien.com)

## **Marketing/Media/Direct Communications**

	Place BIEN logo and information on website and all relevant sub-sections
	Provide link and information on Facebook, LinkedIn, Twitter posts
	Request elected officials to promote BIEN as a regional program that the jurisdiction is participating in and encouraging local businesses to enroll
	Include information on BIEN in monthly/quarterly newsletter to residents/businesses
	Discuss/provide information on BIEN to Channel 11
	Provide information regarding BIEN to local newspapers/publications. News release or interview with local elected officials
	Promote BIEN in discussions with media related to local economic development issues
	BIEN banner/booth/cards/brochures at local events
	BIEN cards/information/brochure displayed at front desk/public counters

## **Economic Development Department**

	Place BIEN logo and information on Economic Development section of the website
	Direct Email to Business Retention and Expansion (BRE) databases
	Provide BIEN card/brochure and discuss BIEN during BRE visits
	BIEN banner/booth/cards/brochures at local business events/expos
	Promote BIEN with local trade associations and Chambers of Commerce (email or direct contact)
	Provide contact/introduction to MAG staff for interested local trade associations and Chambers
	Promote BIEN with local trade schools, incubators, and other business development programs
	Promote BIEN at Industry trade association events (involve MAG staff if needed)

## **Business Licensing**

	Place BIEN logo and information on business licensing section of the website
	BIEN information emailed/mailed to correspondence with local businesses (renewal/change/etc.)
	BIEN cards/information/brochure available at business licensing counters
	Inform licensed businesses regarding BIEN by email encouraging them to participate

## **Utility Partners**

	Include information on BIEN and link in the monthly utility bill
	BIEN logo/information on bill payment section of the website
	Include inserts in utility bills promoting BIEN
	Direct email to business utility customers introducing them to BIEN
	Host BIEN meet up mixer/event
	Include BIEN information in newsletter (if one is being sent along with the utility bill)

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## **Chamber of Commerce/Industry Association/Business Incubators and Accelerators**

	Become an active partner
	Place BIEN logo and information on website
	Send direct email to current members with information on BIEN encouraging participation
	BIEN cards/information/brochure available at front desk
	Offer assistance (if possible) to enroll businesses and locations as a service to your members. Ensure you have documentation on authorization to do this and provide individual login information to all contacts.
	Provide opportunities at local events to enroll businesses on BIEN or provide information/presentation
	No cost table for BIEN promotion and/or presentations at member business events
	Host a BIEN meet up mixer/event
	Discuss BIEN and provide card/material when visiting business location

## **Convention and Visitors Bureaus**

	Place BIEN logo and information on website
	Send direct email to mail lists of businesses providing information on BIEN and encouraging participation
	Provide opportunities at events to enroll businesses on BIEN or provide information/presentation
	No cost table for BIEN promotion and/or presentations at member business events