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Business Tips and Ideas

Everyday you are losing sales....

When you're selling a product and service, you must make your advertising most effective, yet cost efficient. Deciding which means of getting your message across is very important. Your plan must have a target audience, timing factors or other demographic profiles that can specifically use your product and/or services. It is important to realize that one means of advertising may fall upon 'wasted' audience whereby another may be ideal.

because....

either someone doesn't know you exist, someone doesn't know enough about your or someone 'knows' the wrong things about you.

So then, it's not a question of "if" you should advertise, but "how well."

Create Media Planning for multiple platforms; Newsprint, Television, Radio, Internet, Print as well as Word of Mouth.

There are many guidelines to help you realize which means of communication may be right for you. Use the one(s) that best fit your target....and remember to analyze your results on a regular, consistent basis. Even your toaster has been advertised in one form or another. So, to increase sales and generate a stronger bottom line, we ask -

How well do you advertise?

Miniature Billboards

It's the simplest, easiest, yet sometimes most overlooked form of advertising. It can be seen in the fanciest restaurants, in elevators, and even on airplanes. It can make deals, keep you in touch and make your business expand. But it isn't any good at all if you aren't using it. Your business card - use it every day!

So the next question is "How much are you worth per hour?"

In a do-it-yourself economy, many think they are saving time by designing your own card online. Yes, sometimes it's good. Other times, not. So, how many hours did you 'spend'?

HELPFUL AD HINTS

to preparing an ad. Remember, 'Your business is the solution'

- 1) Simple & direct, easy to read
- 2) Highlight your product
- 3) Show discounts & hours
- 4) Offer a guarantee/warranty
- 5) Easy to call or text
- 6) Limited Offer (time/quantity)
- 7) Credibility/Certified by....

'But it looked good on the screen'

Far too often, we see business cards with the phone numbers way too small or the wrong style font that the ink fills in. Even the information layout is lousy, off-centered or worse.

It's the first impression....

Your business card is the first thing someone asks of you. Your card should speak for you with the right information to incite future connections, when you cannot speak for yourself.

Invest, invest in a professional that can design an active image and make you look good.

Make it memorable!

Member Spotlight

Matt's Custom Golf Carts
239-333-8895

Airboats & Alligators Lake Trafford
239-657-2401

Bullard's Air Conditioning
239-270-4903

Airport Transportation
239-482-1200

