

MARKETING YOUR BUSINESS LEVERAGING THE MBA

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Using the MBA Website

www.mba-ct.org

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Banner Ads

Your ad will run for 1 month from the publishing date. Once your ad has been posted, you cannot have another banner ad for 2 months. Ad requests are accepted on a first come, serve basis. A second request may be made after everyone has had one turn. The original ad is saved and rerun. I need clear information, the basic Who, What, Why, Where, and When as appropriate for a banner ad. Send me logos and graphics as .jpg or .gif and not embedded into a word file- that often distorts the graphics.

Press releases

Press releases are not articles and are not usually archived. A press release is like an announcement - a disguised advertisement.

Articles

An article is archived and is about something or someone that will have a broad range of interest across the board - How to's, financial, banking, investment, gift ideas, awards received, recognitions, new stores (businesses), and so on. Fuzzy stories have to be categorized one or the other - all decisions are final.

Links & Posters

Links may be used to jump to the complete story or to a pdf file of a poster or other document.

Special Events

Special events, see the spot on the home page, left side, under banner ads, can be posted as room permits. Want your logo displayed with your submission, then include a sharp, clear graphic. Or mail it to me and I'll scan your flyer, logo, ad, in and post that as appropriate.

MEMBER PARTICIPATION

MEETING PRESENTATION

Volunteer to give a 10 to 20 minute presentation on a topic of value to the group that gives them more insight on a subject that is related to your business.

HOST AN OPEN HOUSE

We were referring to these as "business after hours". Consider hosting or co-hosting an evening event that allows members to visit your establishment and actually "see" your business.

COLLABORATION WITH OTHER MBA MEMBERS

Find other MBA members that you can make arrangements with to promote each other's business on an ongoing basis.

MEMBER SERVICES

Check our MBA directory for writing, marketing & photography services and consider using a member's services to professionally promote your business.