



GROW YOUR HOME-BASED BUSINESS

Hosted by: the Town of Trumbull in collaboration with the Trumbull Economic Development Commission, Trumbull Chamber of Commerce/ Bridgeport Regional Business Council, CT Small Business Development Center, Webster Bank, & Newtown Savings Bank.



BRIDGEPORT
REGIONAL
BUSINESS COUNCIL
BRIDGEPORT | STRATFORD | TRUMBULL
CHAMBERS OF COMMERCE

Together we are the **BRBC!**



Newtown
Savings Bank
The Power of Local

Jeff

Works



Webster Bank

Agenda

June 8, 2022

8:30am - 1:30pm

Emcee:

*Rina Bakalar,
Director of Economic
& Community
Development*

8:30am Registration and Breakfast

9:15am Opening Remarks

Vicki A. Tesoro, Trumbull First Selectman

J.J. Oshins, Chief Investment Officer of National Realty / Jeff Works

9:30am Introductions: Elevator Speeches

Home-Based Businesses

Resource Agencies

10:30am Panel Discussion: Marketing • Branding • Social Media

Valeria Bisceglia, Education & Training Programs Advisor for

CT Small Business Development Center

Ramon Peralta, Founder and Chief Brand Officer of Peralta Design

Christine Castonguay, Director of Branding & Marketing for CT Department
of Economic & Community Development / CT Made

11:30am 5 Minute Break

11:35am Panel Discussion: Access to Capital • Financing & Grants

Samantha Cross, Business Advisor for Women's Business Development Council

Fredrick L. Welk Jr., Director of Business Education & Communications and

Business Advisor for The Community Economic Development Fund

Barbara Tartaglio, VP Small Business Banker for Webster Bank

Matthew Mihalcik, AVP Small Business Market Manager for Newtown

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Whit Holden, VP Small Business Lending for Newtown Savings Bank

Lindy Lee Gold, Senior Specialist for CT Department of Economic &
Community Development

Steven Semaya, Business Advisor for CT Small Business Development Center

12:30am Close Out Discussion & Lunch

(Raffle winner announcement)

FINDING YOUR BEST CUSTOMERS

Valeria G. Bisceglia

06/08/2022



FUNDERS



Funded in part through a cooperative agreement with the U.S. Small Business Administration, the Connecticut Department of Economic and Community Development, and UConn.

BUSINESS ADVISING SERVICES



- ▶ Access to Capital
- ▶ Financial analysis and cash flow management
- ▶ Market research
- ▶ Marketing and social media training
- ▶ Budget preparation and forecasting
- ▶ Export consulting
- ▶ Business valuation and succession planning
- ▶ Startup assistance
- ▶ Business disaster or disruption preparation
- ▶ Loan structuring
- ▶ Resource referrals

OVERVIEW



01 Customers from Hell

02 What Do Customers Buy?

03 Identifying your Customers

04 Tailor your Value & Offerings

05 Use & evaluate available Information

06 Additional Tools

CUSTOMER FROM HELL

*Some Customers Aren't Worth
Doing Business With!*



- Not all customers have a true need for what you offer
- Not everyone will find the same value
- Some are much more concerned about price than quality of product or service
- Not everyone is worth chasing after



WHAT DO CUSTOMERS BUY?

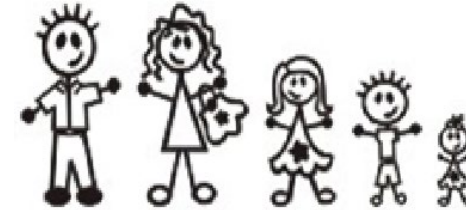


PROBLEM

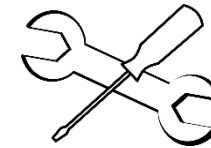
Customers don't buy products, they buy
solutions to their problems.

VALUE PROPOSITION

PROBLEM
(or)
NEED



WHO



SOLUTIONS



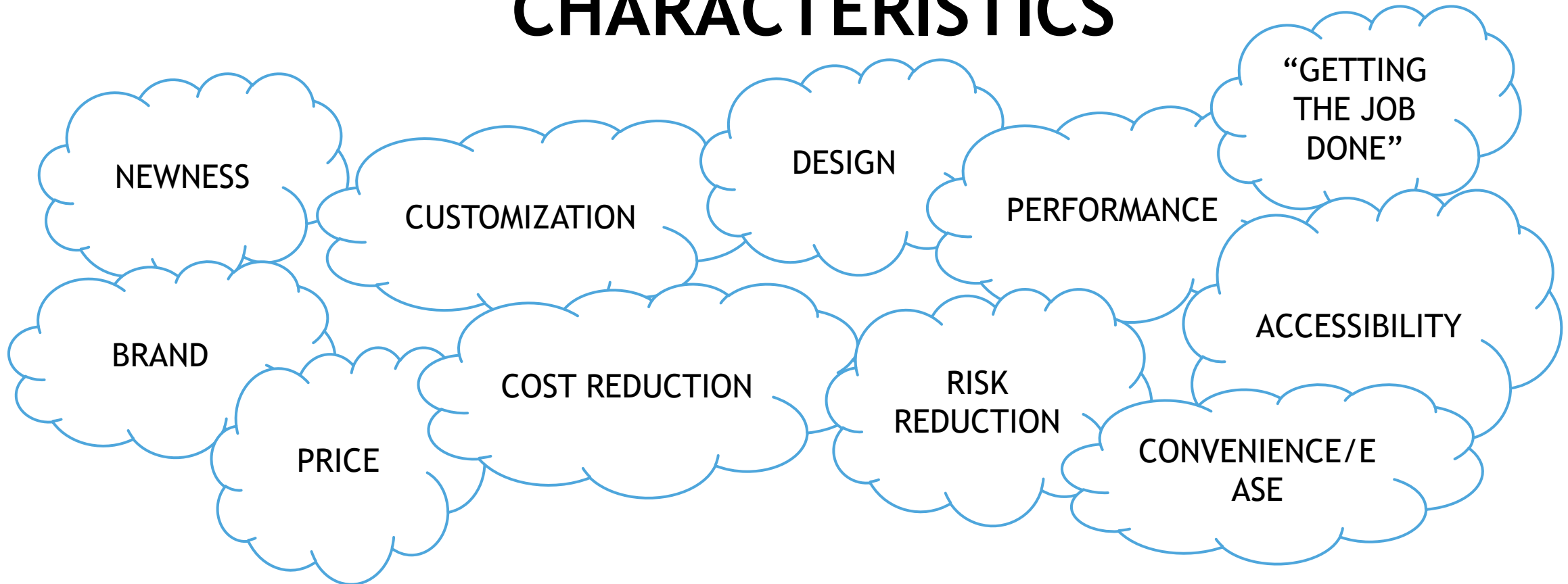
YOUR
DIFFERENCE

VALUE PROPOSITION

RELATABLE RESULTS

CLEAR-CUT BENEFITS

CHARACTERISTICS

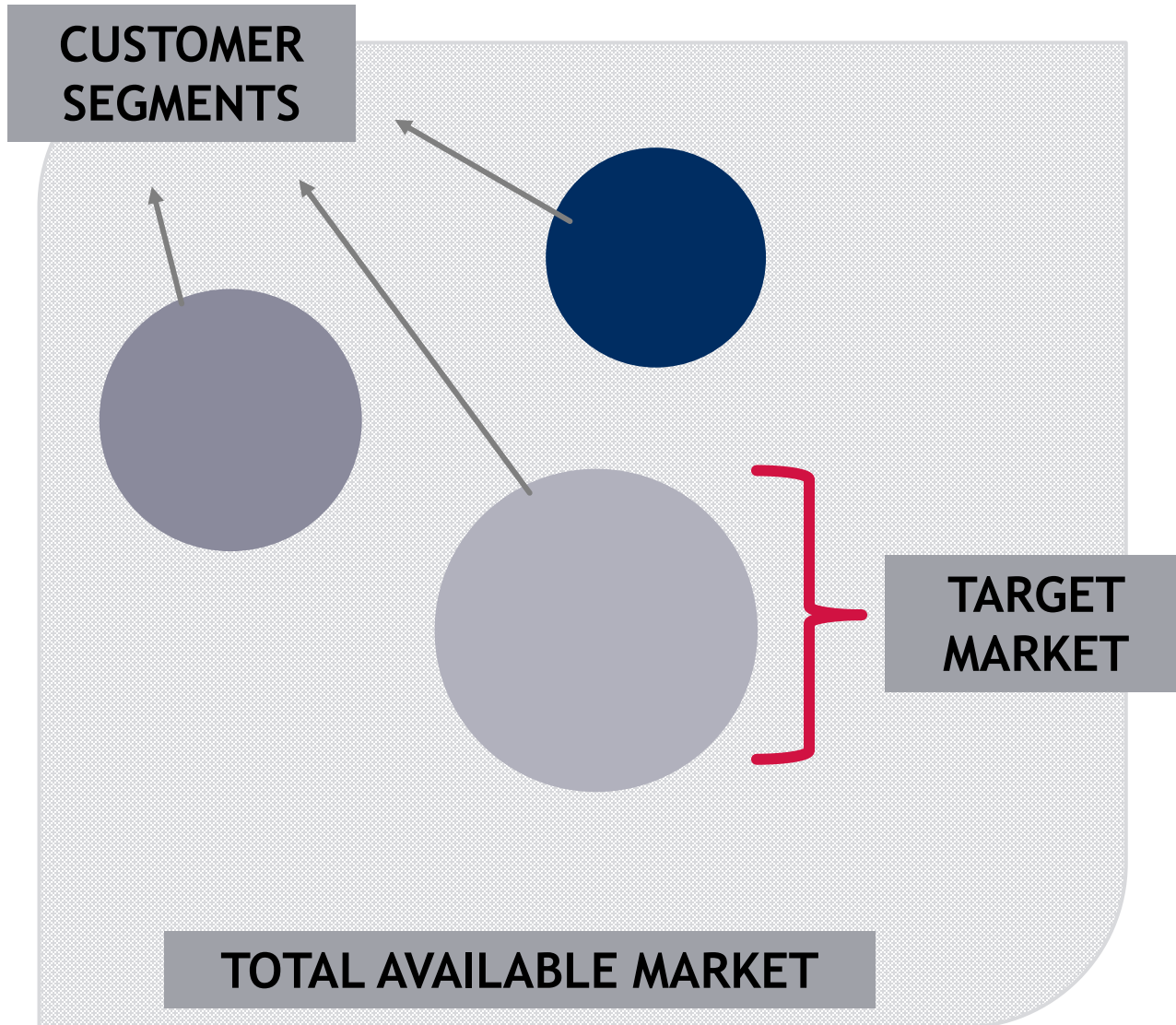


WHO: PAST, PRESENT, POTENTIAL

- Who has done business with you in the past, but no longer is?
- Who does business with you now? What do they “look like”?
- Who else could be potential client that you haven’t considered yet?



TARGET MARKET & SEGMENTATION



- Which group or groups would benefit or be most interested in your product or service?
- Should you group them by type of customer, such as residential and commercial? By geography? Are gender or age-range relevant?
- What other characteristics are important? Is it something people will buy only if they have disposable income? Who can afford what you sell? Why would they buy?

TARGET MARKET: IDEAL CUSTOMERS

- Relevant details for the ideal customer in each segment you identified
- Characteristics that will allow you to better connect with your customers, and deliver on your promise
- Gives you the language to create effective messaging for marketing materials, sales dialogues, and stronger customer support

Customer Persona

Get a better understanding of your customers by describing typical profiles

TYPE OF PERSONA

FACTS ON TYPICAL CUSTOMER PERSONA

Age	
Gender	
Education	
Position	
Report to	
Industry	
Location	

CHECKLIST: PERSONA TYPES

User

Buyer

Initiator

Influencer

Decider

CUSTOMER PERSONA: THINKING

Ideas	
Assumptions	
Opinions	

CUSTOMER PERSONA: FEELING

Concerns	
Interest	
Preferences	

CUSTOMER PERSONA: DOING

Responsibilities	
Projects	
Activities	

CUSTOMER PERSONA: GOING

Direction	
Changes	
Opportunities	

CUSTOMER PERSONA'S CURRENT SITUATION

Challenges	Needs	Circumstances	Environment	Resources	Other



CREATING & COMMUNICATING VALUE

FACTS


Research

- Primary Sources
- Secondary Sources



MESSAGING SHOWS

- Know Your Customer
- Know How Your Value Delivers On Their Need
- Speak to What Matters
- Create Targeted Marketing



*“You can’t be **EVERYTHING**
to everyone, but you can
be **SOMETHING** to
someone.”*

Drew Davis, Author - Brandscaping



WORK WITH CTSBDC

- Access market research reports for your industry
- Find data on potential customers based on detailed insights
- Identify segments and target markets
- Get advice on a marketing strategy
- Develop marketing plans
- B2B connections

COMPREHENSIVE RESOURCES



GET CONNECTED



Register for no-cost
business advising today at
ctsbdc.uconn.edu



Follow us @ctsbdc





Digital Marketing for Small Businesses

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design



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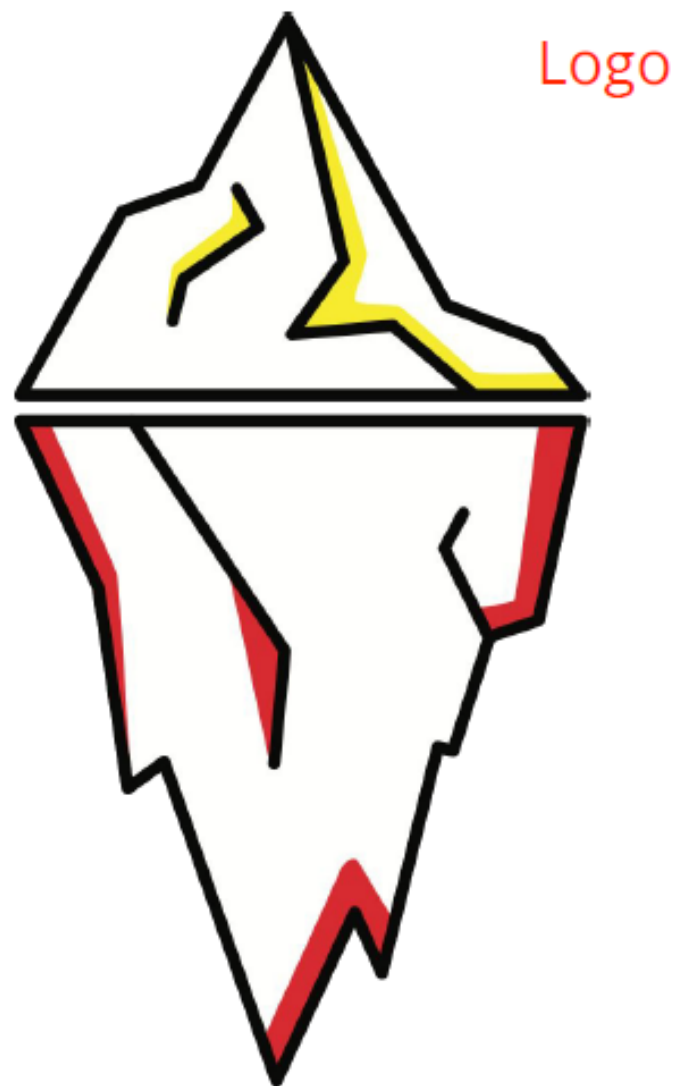


Ramon Peralta, Chief Brand Officer





Brand Iceberg

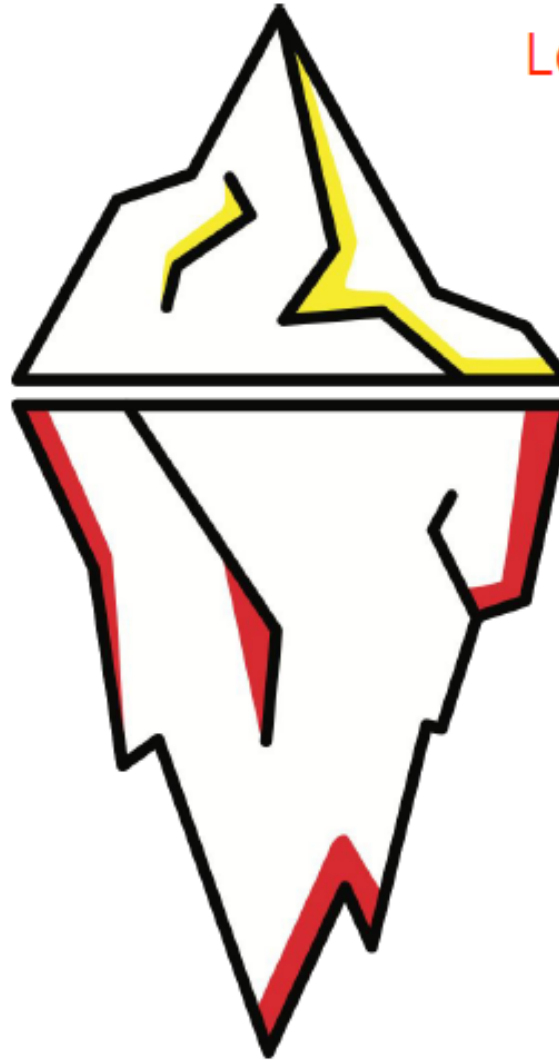


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Brand Iceberg

Name
Trademark/Symbol
Brand Identity (Logo)
Design Elements

Mission Statement
Vision Statement
Promise
Target Demographic
Emotional Values
Digital Footprint
Company Voice
Company Values

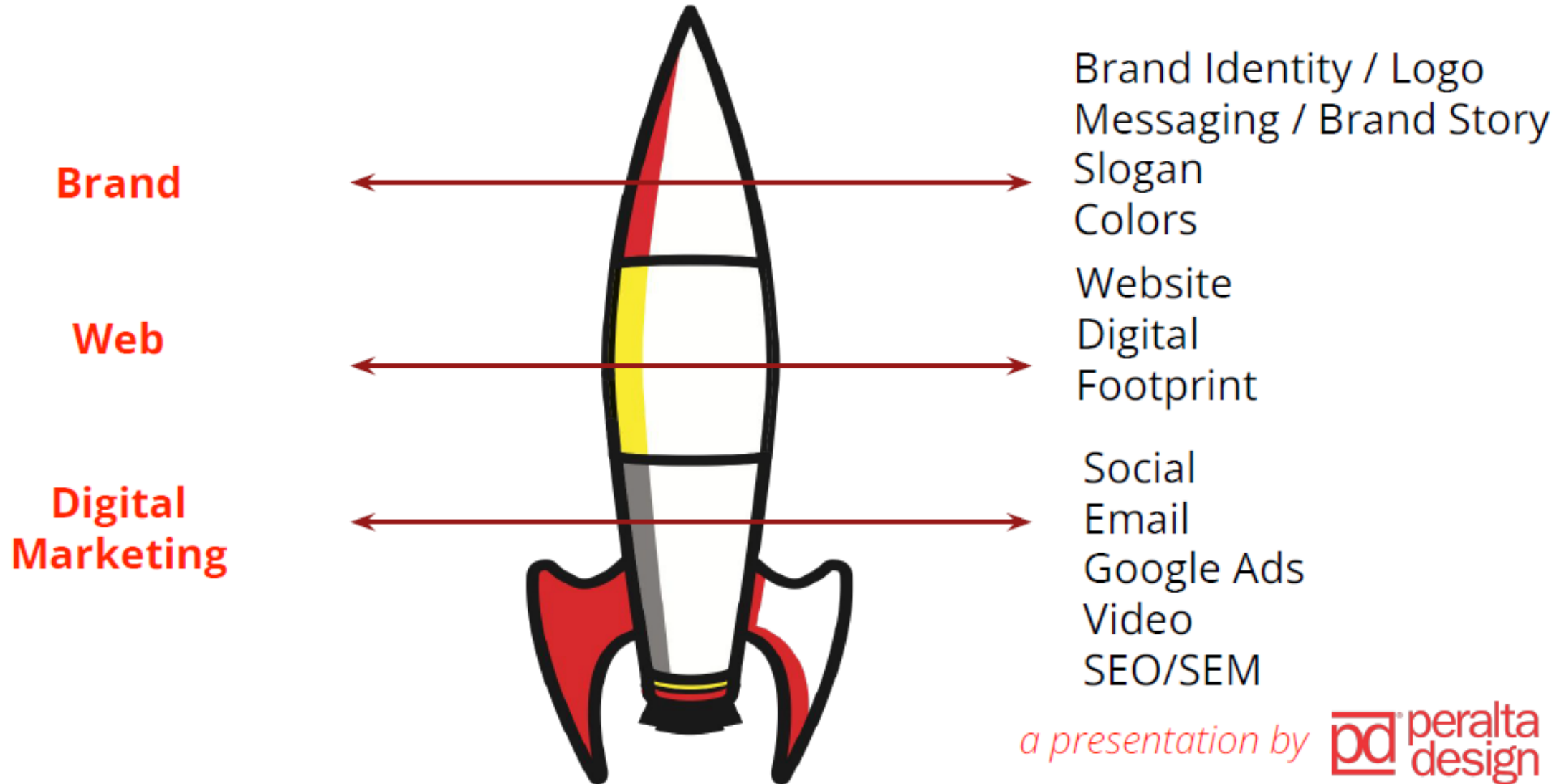


Logo

Brand Story
Brand Strategy
Trust, Guarantee
Differentiators
Customer Experience
Business Process
Company Culture
Internal Communications

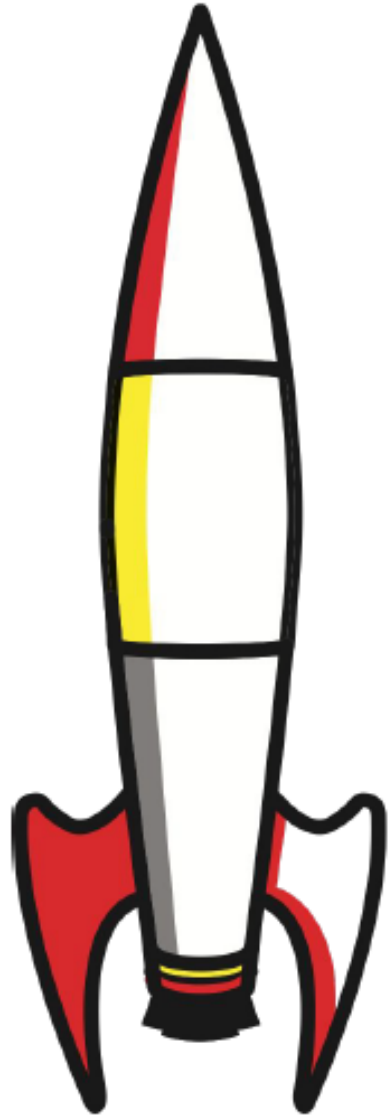
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Prepare for Takeoff



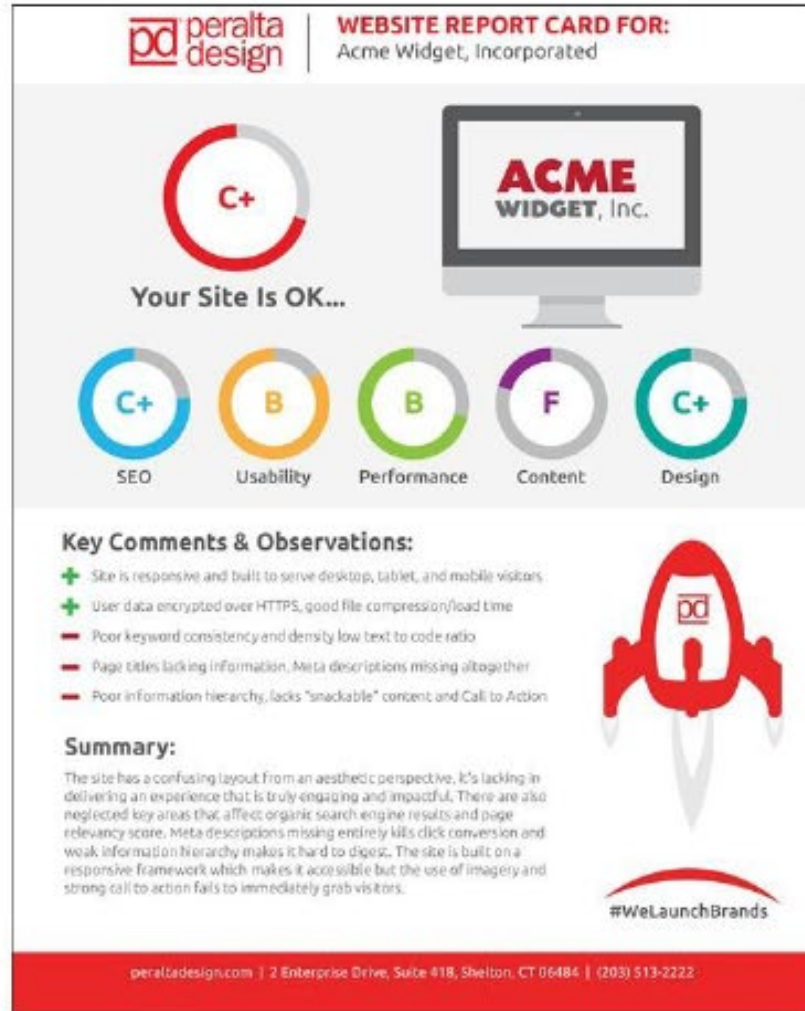
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10-Step Preflight Checklist



1. Define your overall business strategy
2. Identify your target clients
3. Create your brand story
4. Research your target client group / SWOT
5. Develop your messaging strategy
6. Develop your name, logo and tagline
7. Develop your website
8. Build your marketing toolkit (headshot, video, deck..)
9. Develop your digital marketing strategy
10. Implement, Analyze, Track, Adjust

Website Report Card



Design UI

Usability UX

Performance

SEO (Organic & Paid)

Content

***FREE TO ALL ATTENDEES!**

a presentation by **peralta design**

An aerial photograph of a modern urban courtyard. The courtyard is flanked by two-story buildings with walls made of vertical wooden slats. The ground is paved with light-colored tiles. There are several small trees and planters along the sides. In the center, there are outdoor seating areas with white tables and chairs. A few people are visible walking around the courtyard.

Commercial Painters Delivering the Finishing Touch for Over 35 Years

[Learn More](#)[Call Us Now](#)

EMAIL MARKETING



Target your audience and customers through email. It helps you boost conversions and revenue by providing subscribers and customers with valuable information to help achieve their goals.

Email marketing can be utilized to build relationships, boost brand awareness, promote your content, generate leads, market your products and nurture leads.

Use lead magnets to help build out your email list such as ebooks, pdfs, infographics, checklists, etc. for which users must exchange their information for the content

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CONTENT MARKETING

Educational - 50%

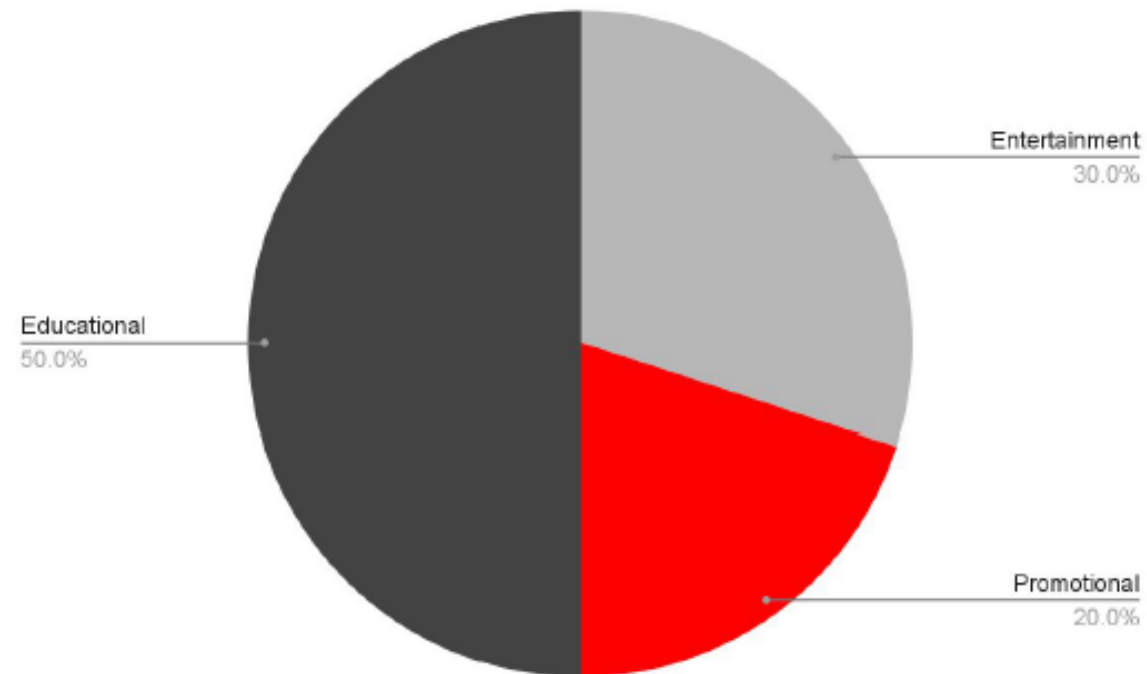
- Provides value to your audience.
 - EX) Tips, trends, guides, etc

Entertainment - 30%

- Demonstrates personality to your audience and allows them to get to know you better.
 - EX) Highlighting Success Stories, Showcasing Before/After

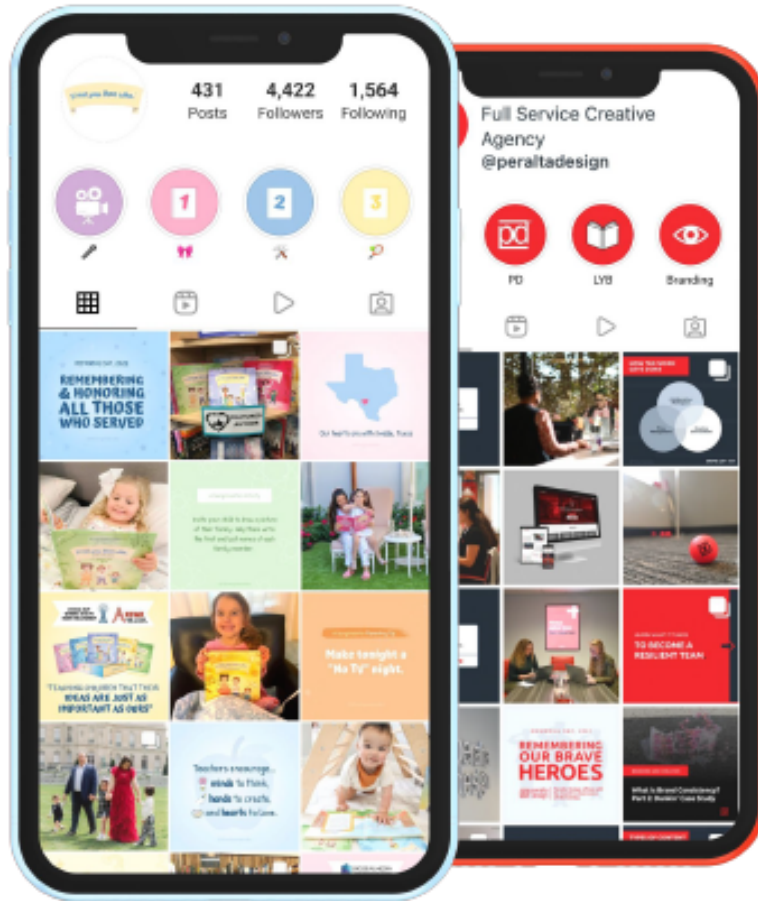
Promotional - 20%

- It demonstrates your talent and skill-set to your audience and is a strong indicator of your reputation as a professional.
 - EX) Case studies, testimonials, special deals, new verticals



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SOCIAL MEDIA MARKETING



The process of creating content for social media platforms to:

- promote your products and/or services
- build community with your target audience
- drive traffic to your business

Benefits of using social media marketing include:

- increase brand awareness
- generate leads + boost conversions
- foster relationships
- learn from competitors

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Google Ads



Google Ads

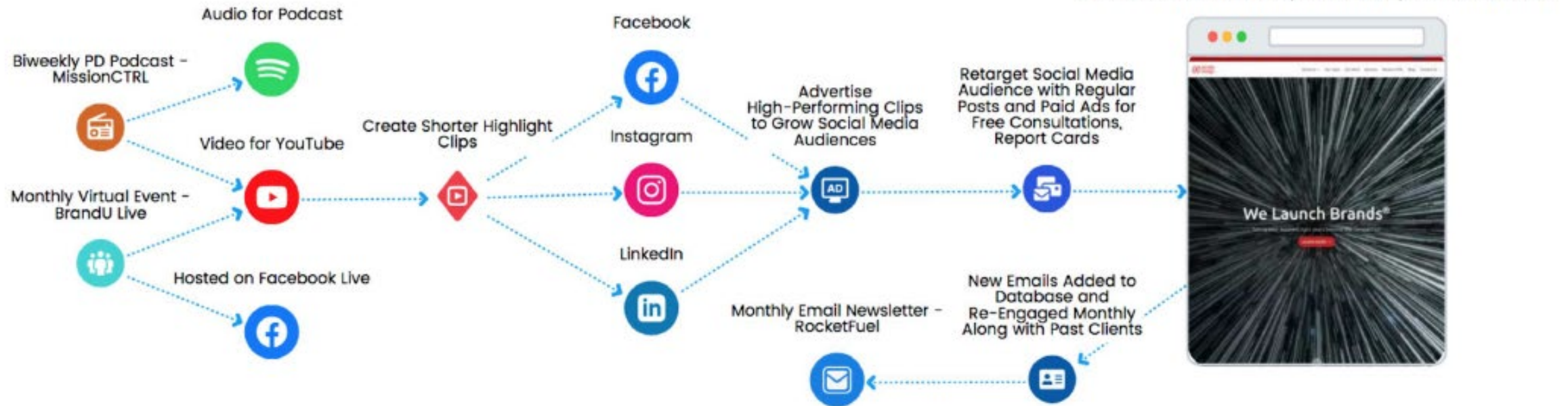
- **Great for targeting people who are already high-intent users**
- They are searching for a particular keyword to gain more information or make a purchase - meet them halfway
- The higher you rank on Google the higher your chance of your ad getting clicked on
- That being said, avoid broad keywords - the more specific you can make your keyword the more likely your target audience will take action

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DIGITAL SALES FUNNEL

Full-Length Videos (10 mins+)

Shorter Video Clips (Under 3 mins)



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CASE STUDY: MODERN PLASTICS

Our **SEO** and **Google Ads** work helped generate a **394% year-over-year increase** (3,100 vs. 785) in website visits.

We were able to bring them to rank **#1 and #2 on Google** for three valuable, industry-specific pages which they've held since January 2020.



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design

CASE STUDY: VAZOOOLA

We developed a **Brand Awareness** and **Conversion** strategy using **Google Ads** and **Facebook Retargeting** ads.



Since working with us, the Vazoola brand has reached over **2 million impressions,** **4K clicks to the website** and an ROI of 113%!

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Available Now on Amazon!

LAUNCH YOUR BRAND



The Fastest Way to Supercharge Any Business

Ramon Peralta

FOREWORD BY CHRIS JARVIS



TEDx



Ramon Peralta

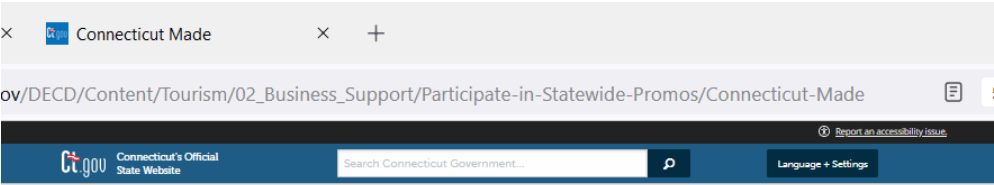
<https://hire.peralta.design>

203.513.2222



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[CT.gov Home](#) / [Connecticut Department of Economic and Community Development](#) / [Tourism](#) / [Support for Your Business](#) / [Participate in Statewide Promos](#) / [Connecticut Made](#)

Connecticut Made

Overview

Provided by:
[Connecticut Department of Economic and Community Development](#)

Overview



Connecticut's manufacturers, producers, farmers and artisans epitomize what is leading-edge about Connecticut. Their innovative offerings — from craft brew and local wine to advanced technology and distinctive crafts — reflect the diversity and richness of our culture of fresh thinking.

To support these makers and the marketing of their products, the State of Connecticut has created a distinctive Connecticut Made logo to help them brand their offerings. [Download an overview of Connecticut Made here.](#)

Eligibility

All businesses and sole proprietors who make, manufacture, grow or create goods and products in the State of Connecticut can use this logo free of charge to signify that their offerings are made in Connecticut. The business must:

- be located in Connecticut;
- be registered as a business in good standing with the state of Connecticut; and
- meet all state requirements for its respective product, service or industry.

Connecticut Made is based on self-reporting and does not constitute a warranty, endorsement or certification by the State of Connecticut.

Guidelines

From fine crafts to aircraft, and everything in between, the Connecticut Made logo is an excellent way to showcase authentically made products. You may use this logo:

- as a sticker applied directly on products or packaging;
- on a hangtag;
- in signage and on merchandise displays; and
- on marketing materials.

Connecticut Made

Supporting Connecticut Made products and the businesses that make them.

Connecticut manufacturers and producers, farmers and artisans inspire a culture of original ideas and fresh thinking. They enrich our communities, sustain vibrant town centers, and are the heart of our state's economic diversity.

About Connecticut Made

Our products, as well as the people that make them, engender a rich complexity of character, choice and quality, second to none. In support that effort, the Department of Economic and Community Development offers the distinctive Connecticut Made logo. As a result of [state legislation](#) intended to help local businesses grow and prosper through brand recognition, the Connecticut Made logo is free to makers and manufacturers of Connecticut made products.

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Guidelines

From fine crafts to aircraft, and everything in between, the Connecticut Made logo is an excellent way to showcase authentically made products. Use the logo as a sticker applied directly on products or packaging, on a hangtag; or in signage, merchandise displays, and marketing materials. Refer to the [Helpful Hints and Guidelines](#) to ensure that the logo is used in ways which will strengthen and unify the Connecticut Made brand.

Benefits

The more we support our distinctive character, the more we enable our local artisans to pursue their passions and our manufacturers to continue to innovate, keeping our communities unique, attracting more visitors, creating more jobs, and building a stronger economy. Not to mention, as an active registered trade name with the state, the Connecticut Made logo brings powerful name brand recognition to authentic, locally made products. And that benefits everyone.

Download Logo

The Connecticut Made logo is free to makers and manufacturers of CT Made products. Download the full-color logo for use on light backgrounds or the knockout logo for use on dark backgrounds. Please refer to the [Helpful Hints and Guidelines](#) for best practices.

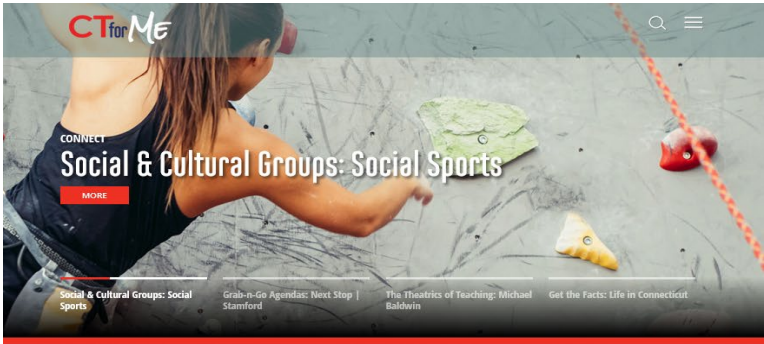
Click to download full color or knockout logo:

Business Assistance

Need help advancing your Connecticut Made business to the next level? From financing and site selection to training and technology, the Department of Economic and Community Development provides a central point of contact to orchestrate all the services growing Connecticut businesses need. DECD streamlines every facet of the process — giving you more time and resources to run your business. For more information, please visit: [www.portal.ct.gov/DECD](#)

Other Useful Information

- Connecticut Department of Agriculture: [CT Grown Program](#)
- CTWISS.com: [Made in Connecticut: Gift Giving Ideas](#)
- CONNSTEP: [Manufacturers Made in Connecticut Program](#)
- The Connecticut Store: [Shop CT Store](#)



Connecticut's Blog for Young Professionals

- CAREERS
- LIVING
- PEOPLE
- CONNECT
- NEWS

CONNECT
Pride Celebrations 2022

VISIT SITE

LIVING
Find Your Vibe in Connecticut: As seen on social

MORE

NEWS
7 new Connecticut restaurants to check out in June

VISIT SITE

PEOPLE
Powering Pride in Connecticut: 5 Questions with Sky Casper

MORE

CAREERS
Sub/Urban Roundup: The AT WORK Edition

MORE

LIVING
Reduce Your Footprint: Go Car-Free in Connecticut

MORE

LIVING
Sub/Urban Roundup: The AT HOME Edition

MORE

LIVING
Seven Connecticut towns that are highly walkable, bikeable and livable.

MORE

PEOPLE
Inclusive Music Education: Four Questions with Angelica Durrell

MORE



Instagram

Follow us on Instagram for a look at people building their careers, businesses, and lives here, in Connecticut.



Job Opportunities

Chores.com
Search jobs, create résumés, find education, training and more.

Business Network Profile



Greenwich Young Professionals Group

Greenwich Young Professionals Group members have diverse backgrounds, are at varying stages in their careers, work in many different industries, and represent various ages and demographics. Its primary goal is to simply bring the community together, so it's a great place to meet new people.

LEARN MORE ABOUT GREENWICH YPG

Weekend Planning

Chist.com
Learn more about all of the things to see and do in Connecticut.



Have a great story to tell about living, working, thriving or making a difference in Connecticut? We want to hear it.

SHARE YOUR STORY

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(Raffle winner announcement)

CLOSE OUT DISCUSSION

1. Are any businesses interested in receiving feedback from the room?
2. What else does your business need to grow?
3. What lessons have you learned that you feel others can benefit from?
4. If we were to plan a follow-up event, how could we improve?