



# 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



Jeff  
Works



# 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  
Savings Bank  
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

POWERED BY



U.S. Small Business  
Administration



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**

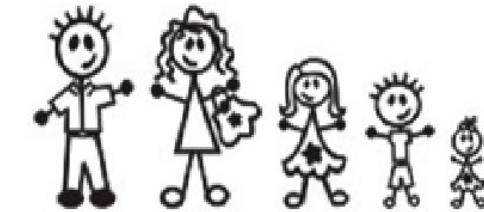
Customers don't buy products, they buy  
solutions to their problems.

# VALUE PROPOSITION

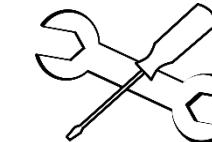
**PROBLEM**

(or)

**NEED**



WHO



**SOLUTIONS**



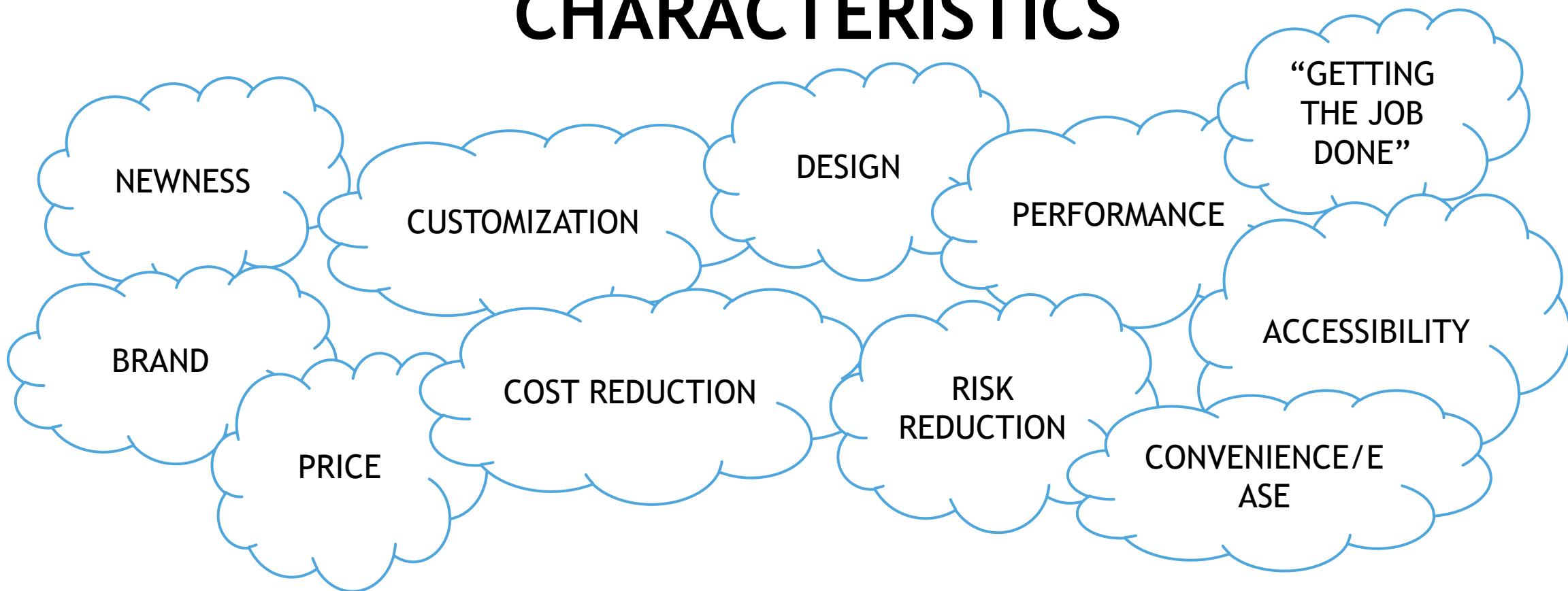
**YOUR  
DIFFERENCE**

# VALUE PROPOSITION

RELATABLE RESULTS

CLEAR-CUT BENEFITS

## CHARACTERISTICS

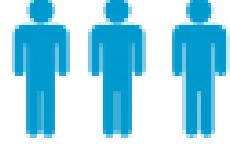


# WHO: PAST, PRESENT, POTENTIAL

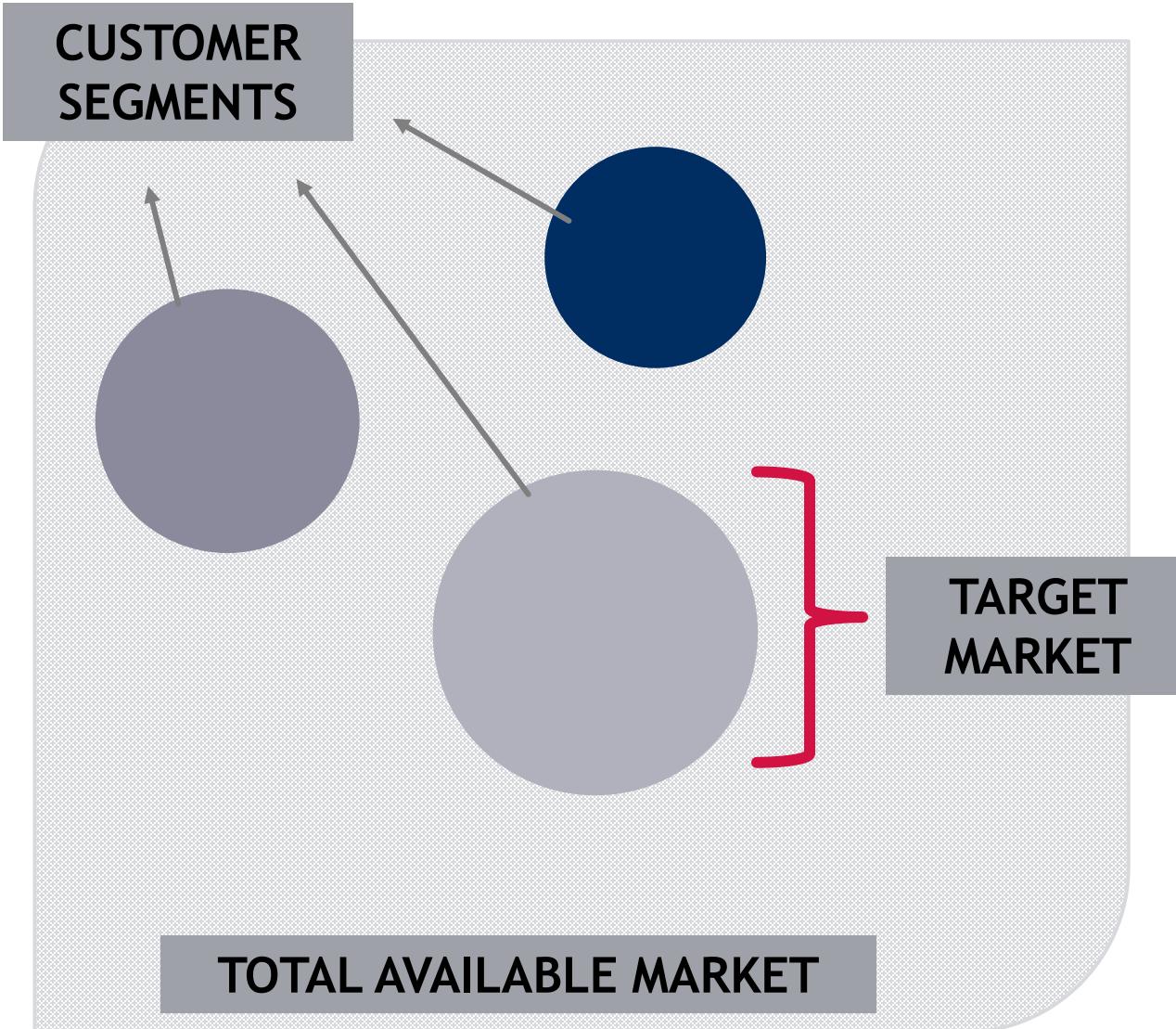
- Who has done business with you in the past, but no longer is?
- Who does business with you now? What do they “look like”?
- Who else could be potential client that you haven’t considered yet?

NEW  
  
CUSTOMERS

ARE  
**5X**  
MORE  
EXPENSIVE  
THAN

EXISTING  
  
CUSTOMERS

# 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

✓ **CHECKLIST: PERSONA TYPES**  
User  
Buyer  
Initiator  
Influencer  
Decider

TYPE OF PERSONA	
-----------------	--

## FACTS ON TYPICAL CUSTOMER PERSONA

Age	
Gender	
Education	
Position	
Report to	
Industry	
Location	

## CUSTOMER PERSONA'S CURRENT SITUATION

Challenges	Needs	Circumstances	Environment	Resources	Other



## CUSTOMER PERSONA: THINKING

Ideas	
Assumptions	
Opinions	

## CUSTOMER PERSONA: FEELING

Concerns	
Interest	
Preferences	

## CUSTOMER PERSONA: DOING

Responsibilities	
Projects	
Activities	

## CUSTOMER PERSONA: GOING

Direction	
Changes	
Opportunities	



# 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



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

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*Drew Davis, Author - Brandscaping*



## WORK WITH CTSBDC

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- 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



**WHERE KNOWLEDGE IS POWER**



Make Decisions. Take Action.



# GET CONNECTED

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 Register for no-cost  
business advising today at  
[ctsbdc.uconn.edu](http://ctsbdc.uconn.edu)

 Follow us @ctsbdc





# Digital Marketing for Small Businesses

*a presentation by*  **peralta**  
design



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CTSBDC.UCONN.EDU



# Ramon Peralta, Chief Brand Officer

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**WALKER**  
*digital*



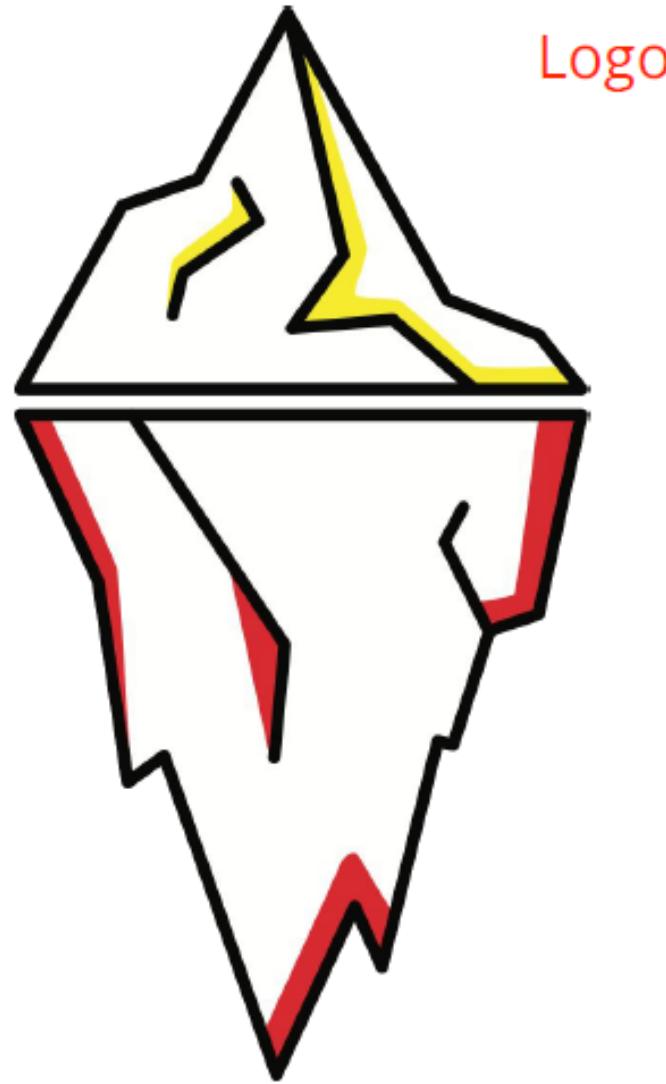
**priceline.com**<sup>®</sup>





# Brand Iceberg

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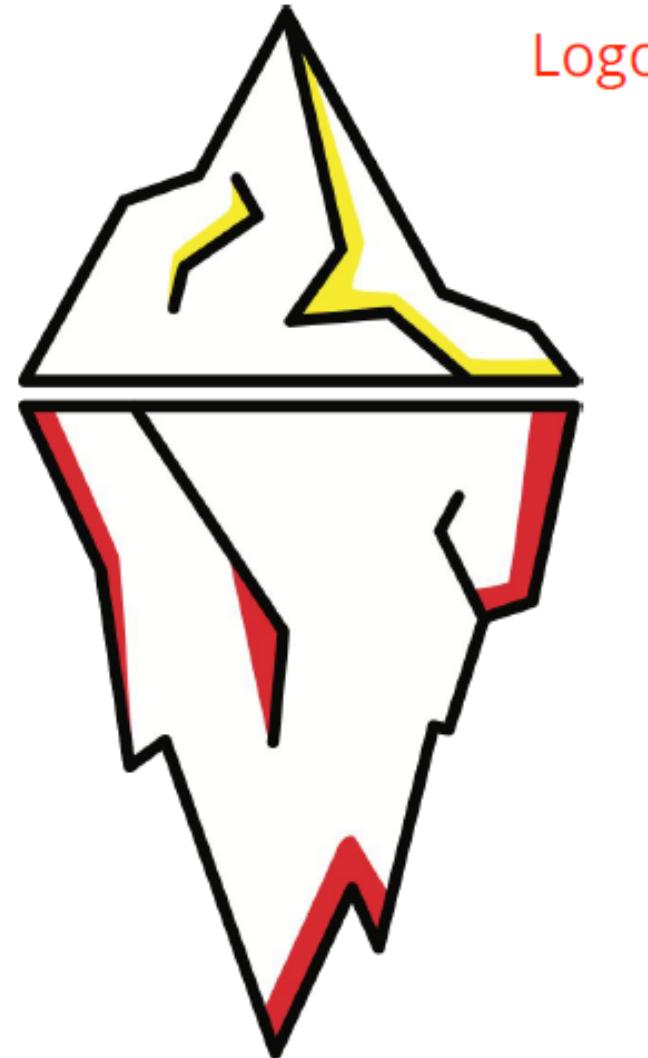
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**design**

# Brand Iceberg

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Name  
Trademark/Symbol  
Brand Identity (Logo)  
Design Elements

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

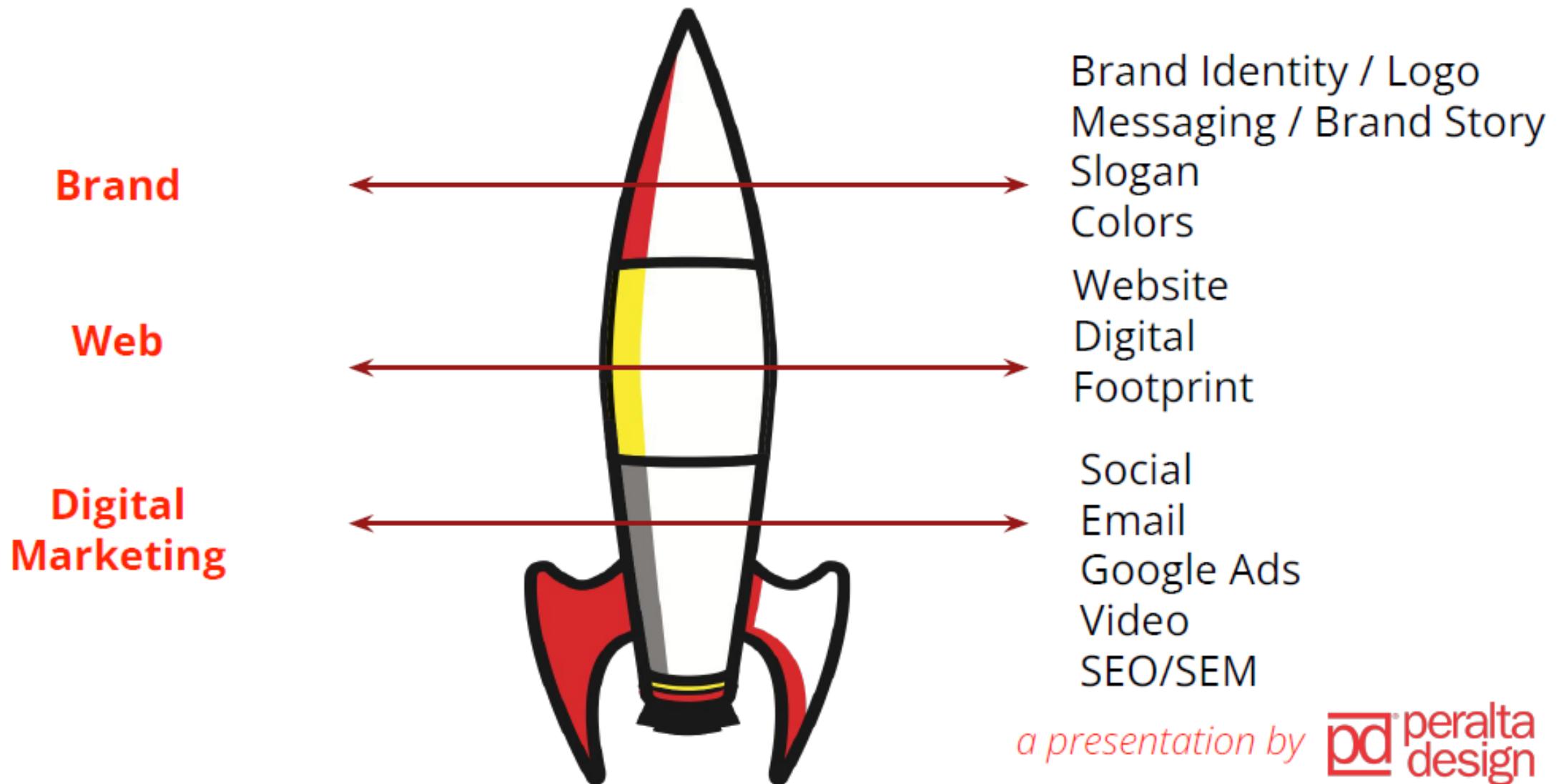


Brand Story  
Brand Strategy  
Trust, Guarantee  
Differentiators  
Customer Experience  
Business Process  
Company Culture  
Internal Communications

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# Prepare for Takeoff

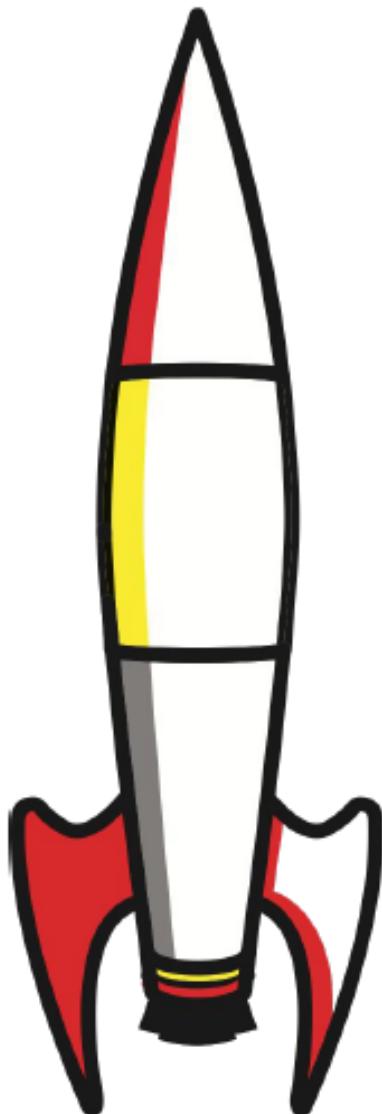
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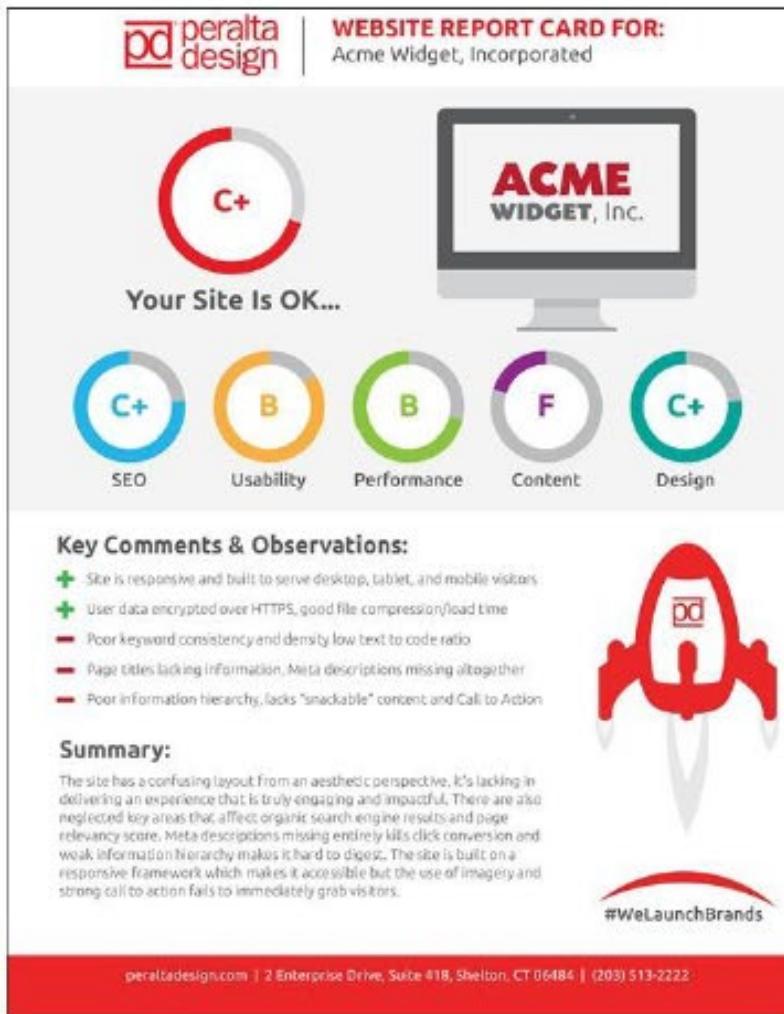
# 10-Step Preflight Checklist

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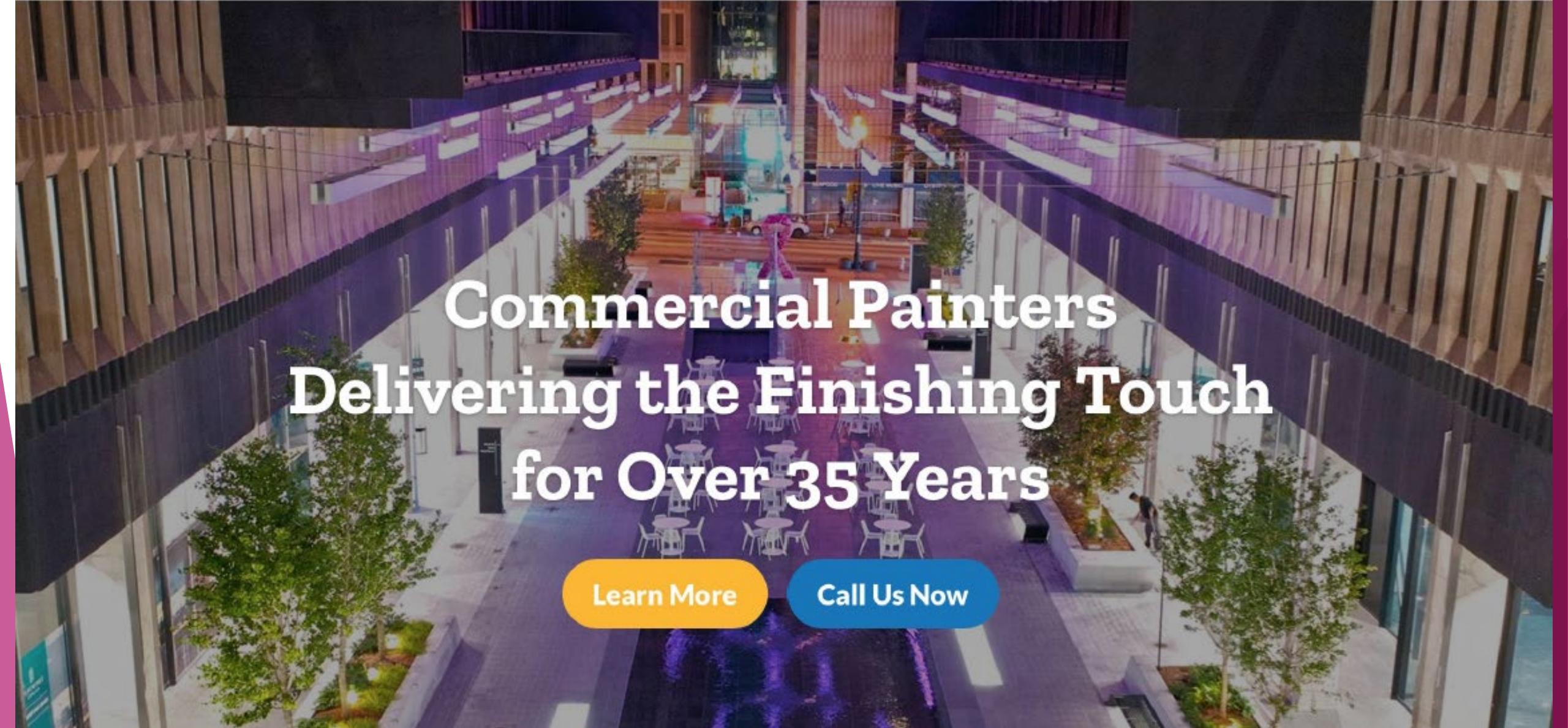
1. Define your overall business strategy
2. Identify your target clients
3. Create your brand story
4. Research your target client group / SWOT
5. Develop your messaging strategy
6. Develop your name, logo and tagline
7. Develop your website
8. Build your marketing toolkit (headshot, video, deck..)
9.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



**Commercial Painters**  
**Delivering the Finishing Touch**  
**for Over 35 Years**

Learn More

Call Us Now

# EMAIL MARKETING

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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

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## **Educational - 50%**

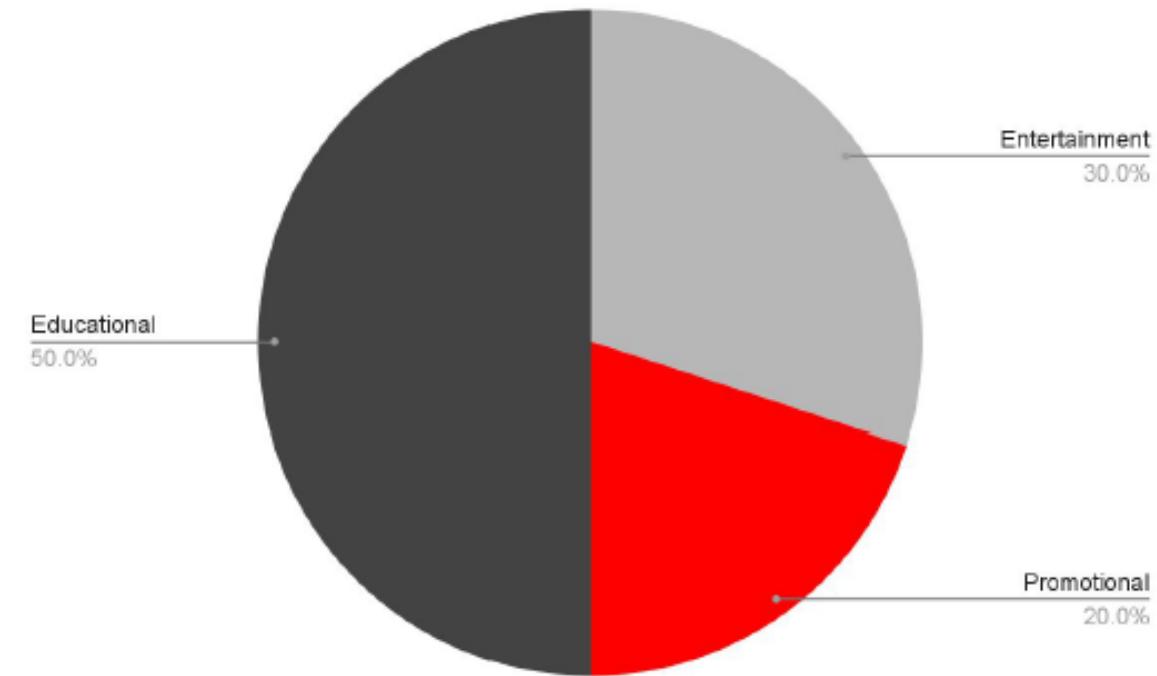
- Provides value to your audience.
  - EX) Tips, trends, guides, etc

## **Entertainment - 30%**

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

## **Promotional - 20%**

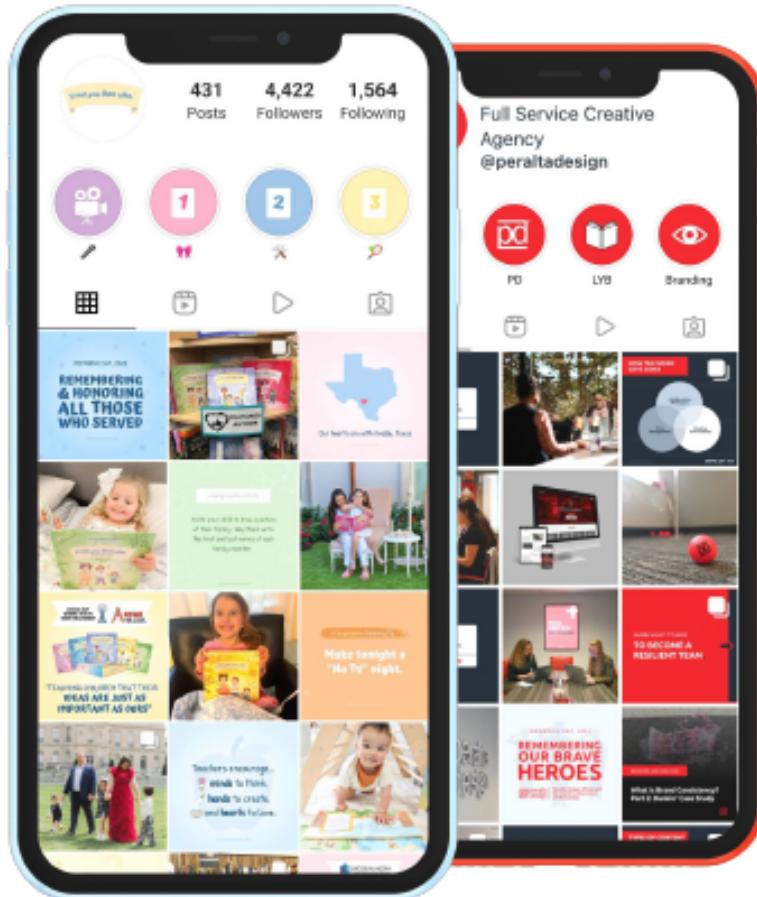
- It demonstrates your talent and skill-set to your audience and is a strong indicator of your reputation as a professional.
  - EX) Case studies, testimonials, special deals, new verticals



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# SOCIAL MEDIA MARKETING

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**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

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- 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

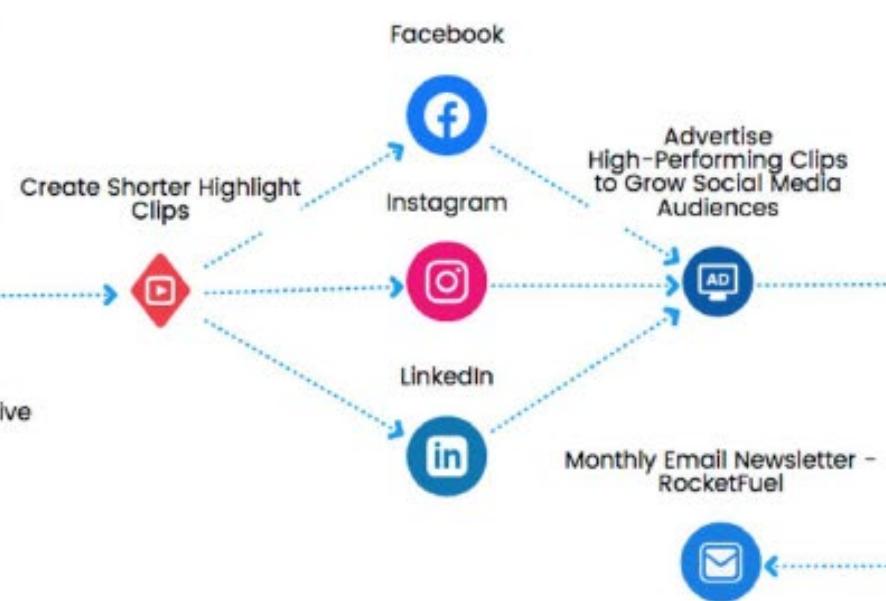
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# DIGITAL SALES FUNNEL

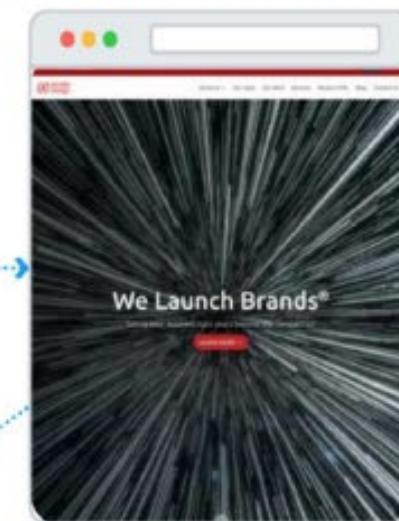
## Full-Length Videos (10 mins+)



## Shorter Video Clips (Under 3 mins)



Free Consultations and Report Card Requests Lead to Jobs



# CASE STUDY: MODERN PLASTICS

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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.

*a presentation by* **peralta**  
**design**

# CASE STUDY: VAZOOLA

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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%**!

*a presentation by* 

# Available Now on Amazon!

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# LAUNCH YOUR BRAND



The Fastest Way to Supercharge Any Business

**Ramon Peralta**

FOREWORD BY CHRIS JARVIS



 SCAN ME



**TEDx**



**Ramon Peralta**

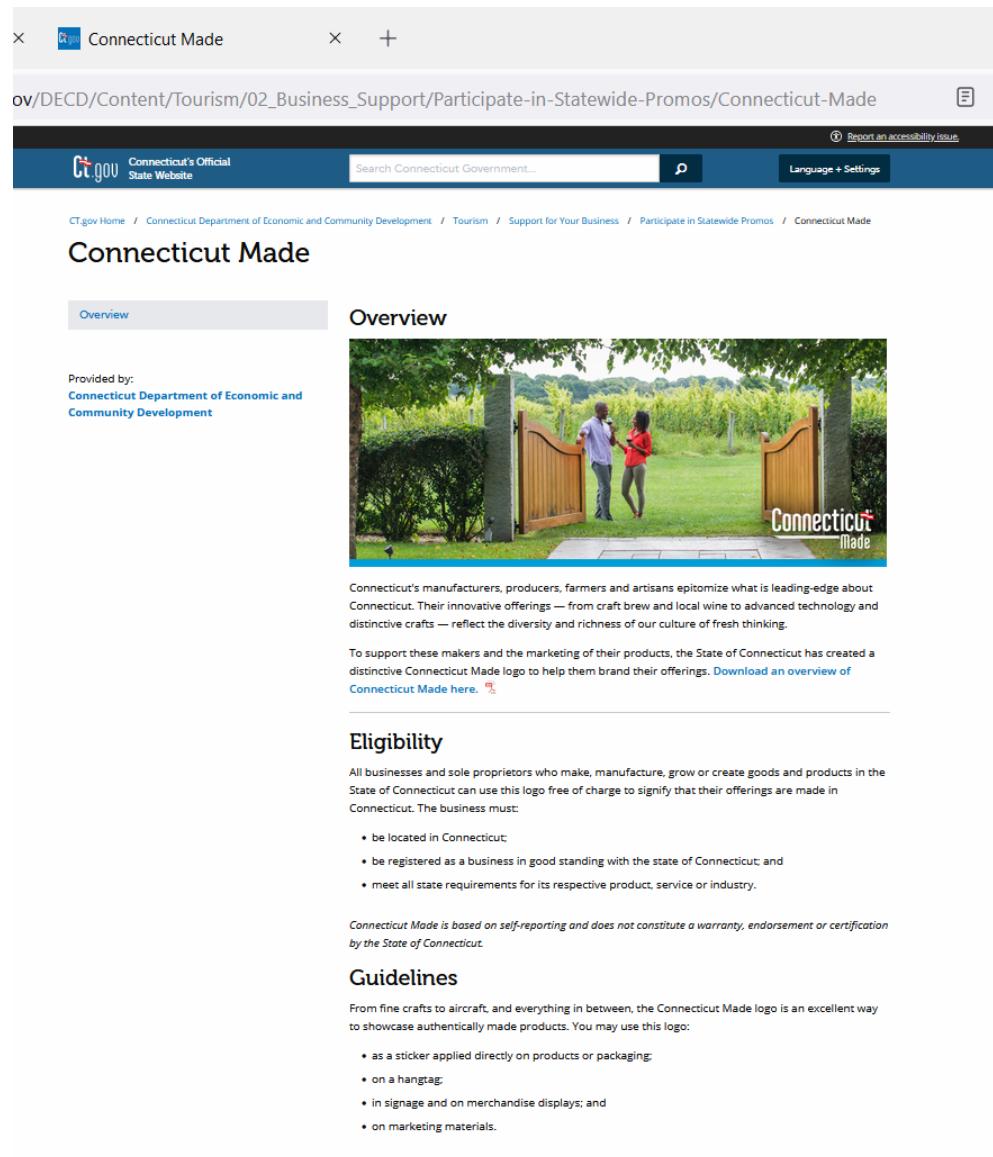
<https://hire.peralta.design>  
203.513.2222



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*a presentation by* 

 Connecticut Made

ov/DECD/Content/Tourism/02\_Business\_Support/Participate-in-Statewide-Promos/Connecticut-Made

Report an accessibility issue.

CT.gov Connecticut's Official State Website Search Connecticut Government... Language + Settings

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

 Connecticut Made

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 of that effort, the Department of Economic and Community Development offers the Connecticut Made logo. As a result of [new 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.

**Eligibility**  
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**Benefits**  
The more we support 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:](#)

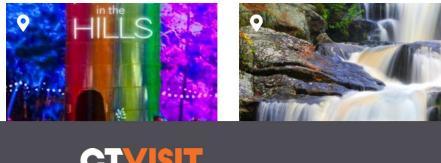
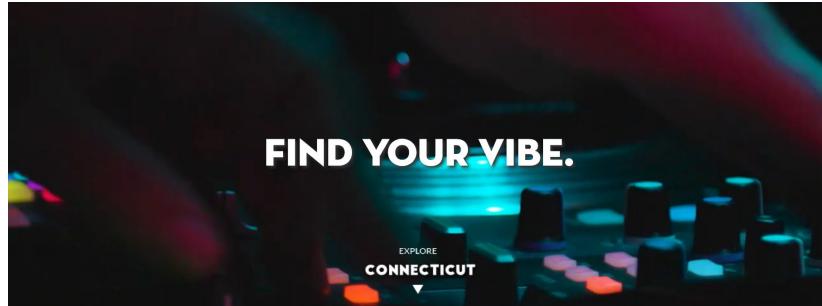
 

**Business Assistance**  
Need help marketing your Connecticut Made business to the next level? From financing and site selection to training and technology, the Department of Economic and Community Development provides a central point of contact to help you succeed. Supporting Connecticut businesses 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](#) • [CTvisir.com: Made in Connecticut: Gift Giving Ideas](#)

• CONNSTEP: [Manufacturers Made in Connecticut Program](#) • The Connecticut Store: [Shop CT Store](#)



**CTVISIT**  
CONNECTICUT'S OFFICIAL TOURISM SITE



## Town of Trumbull

FIND US ON THE MAP

VISIT OUR WEBSITE

### FACTS ABOUT TRUMBULL

#### ★ Town/City established:

Incorporated in 1797.

#### ★ Town/City motto:

The town was named from Governor Jonathan Trumbull of Litchfield, Connecticut (1769-1776).

#### ★ County:

Fairfield.

#### ★ Notable citizens (past and present):

Craig Breslow, MLB player for Oakland Athletics and Boston Red Sox.

Chris Drury, former NHL player for New York Rangers.

Carolyn Hax, writer and columnist for the Washington Post and author of advice column, "Tell Me About It".

Tony Horton, creator of PI90x home fitness program.

Lisa Lampanelli, comedian, actress, writer.

January LaVoy, Broadway and TV actress known for One Life to Live.

Igor Sikorsky, aviation pioneer and helicopter inventor.

#### ★ Top Five Attractions:

Westfield Trumbull Mall, Rockin' Jump Trampoline Park, Indiana Lodge Park, Pequonnock River Trail, Tetheru Knolls Golf Course.

#### ★ Annual Visitor's Events:

Farmers Market, May-October, Fall Festival, September, Arts Festival, September.

#### ★ Quality of town/city:

Trumbull is a vibrant community that offers small town New England charm with extensive retail, commercial, and light manufacturing activity. Trumbull also offers outdoor recreation activities at the Pequonnock River spanning 1,000 acres. With the historic, mineralogical Old Mine Park or take a bike ride through the Pequonnock River Trail. Located 5 miles west from the Long Island Sound, it's just a quick drive to get to the shoreline to enjoy beaches and seasonal dining.

### Attractions

SEE MORE +



Kidz Klub - Trumbull

### Restaurants

SEE MORE +



Parallel Post Restaurant

### Accommodations

SEE MORE +



### Shopping

SEE MORE +

Shop Pure Poetry  
4244 Madison Ave.  
More info

Denali Trumbull  
Westfield Trumbull 5065  
Main St., #265  
More info

### While You're in the Neighborhood



RESTAURANTS



HIOTELS

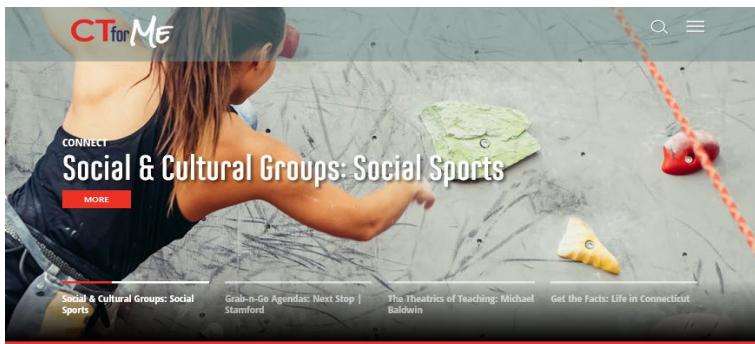


ATTRACtIONS



**CTVISIT**  
CONNECTICUT'S OFFICIAL TOURISM SITE

IDEAS DO STAY EAT EVENTS REGIONS SEASONS  
EXPERIENCES SIGN UP SEARCH



## Connecticut's Blog for Young Professionals

CAREERS LIVING PEOPLE CONNECT NEWS



CONNECT  
Pride Celebrations 2022



LIVING  
Find Your Vibe in Connecticut: As seen on social



NEWS  
7 new Connecticut restaurants to check out in June



PEOPLE  
Powering Pride in Connecticut: 5 Questions with Sky Casper



CAREERS  
Sub/Urban Roundup: The AT HOME Edition



LIVING  
Reduce Your Footprint: Go Car-Free in Connecticut



LIVING  
Sub/Urban Roundup: The AT HOME Edition



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



PEOPLE  
Inclusive Music Education: Four Questions with Angelica Durrell



## Instagram

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



## Job Opportunities



CTjobs.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



CTvisit.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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**12:30am      Close Out Discussion & Lunch**  
(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?