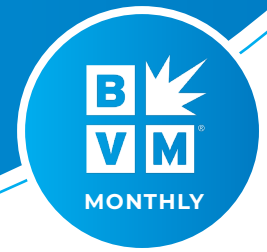


# 3 KEY INGREDIENTS TO GROWING A SMALL BUSINESS



APRIL 2023

Building a successful business is a huge undertaking but a rewarding challenge for entrepreneurs. Many of our advertisers know what it's like to work long nights and weekends to make it as small business owners. We want to position you for success so you can continue supporting your family, friends, and community. Let's look at three of the key ingredients behind small business growth:

## CONSISTENT BRANDING



It goes without saying that branding your business to potential customers is important for new and sustainable growth. Print and digital advertising are both fantastic ways to connect with potential customers in your area, and they pair together nicely to create a dynamic marketing approach. Find a mix that works for your business and start spreading the good word across multiple targeted platforms. It's a great way to create brand recognition and become the go-to source in your industry.

## STRONG VALUES

Small businesses are so important to the communities they serve. As a small business owner, you're not just a storefront, you're the backbone of the local economy and make up a huge part of each town's unique and special charm. Leverage your value as a small business owner and situate yourself as the best alternative to supporting big box stores and national chains. Lean into your small business identity and show the neighborhood how your values differ from the competition. Customers are always eager to support the establishments who are making a difference in their community.

## COMMUNITY ENGAGEMENT

Become an active leader in your community to build rapport and trust with those who call your neighborhood home.



Attend networking events, join your local chamber of commerce, or set up a dinner with other small business owners in the area. It's a fantastic way to meet new people who could have new and innovative solutions to share that'll fuel your future growth. You might even meet your next customer!

## TESTIMONIALS

"I've gotten a LOT of compliments on the article about the shop in this month's issue, so a big THANK YOU to you and your team for that!"

- Client in Kentucky

"Great information for locals about our community members and local businesses. Plus, excellent travel tips for visitors! I share the magazines with my houseguests as a guide for touring [the area]."

- Reader in California