Strategically Social - Venture Out Online

Is your website attracting enough traffic? Are you enticing your Facebook and Twitter followers to become actual business district customers? Have you mastered the arts of tagging, sharing and linking? Are you making the most of Venture Portland’s electronic assets and using analytics to improve your rates and results?

Attend Venture Out Online to learn how to add virtual curb appeal to all your online addresses.

Led by John McPhee, Formic Media

March 20, 2013

John McPhee joined Anvil Media in 2005 where he provided SEO, PPC and social media strategy for the travel/tourism industry (Provenance Hotel Group, Travel Portland, Jackson Hole Central Reservations, Travel Oregon), B2C clients (gDiapers) and B2B-businesses and earned multiple social media marketing (SoMe) awards for strategy and performance in 2008 and 2009. McPhee has also presented at various SEMpdx and PSU events, and volunteered to work with the PSU multimedia class on a project for Portland Center Stage, as well as donated his time to the SMART reading program for the past four years. In 2010, McPhee joined Formic Media (Anvil’s sister company) and is currently Vice President. John has been a great partner of Venture Portland is excited to help move the needle for small business owners looking to increase their online visibility and sales.
Stay up-to-date on all things Venture Portland by ‘Liking’ us on Facebook and ‘Following’ us on Twitter!
STRATEGICALLY SOCIAL –
VENTURE OUT ONLINE
3.20.2013
Thank you to our sponsors
Venture Portland Presents:
Strategically Social

Presented by:
John McPhee, Vice President
503-517-9059 x122 | johnm@formicmedia.com
@jwmcphee | Facebook.com/FormicMediaInc
Formic Background

- Launched in 2008 to service small business & partners
- Provide localized SEO, PPC & social media services
- Team is Google AdWords & Google Analytics certified (Microsoft Accredited as well)
- Focus on education (monthly Seminar Series)
- Ability to partner with other firms & agencies (white label)
Agenda

- Small business social media stats
- Social media best practices (for cross promotion)
- Content: Taking advantage of Venture Portland & your business associations
- Measuring your social traffic

@jwmcphee   @formicmedia
Small Business Social Media Stats
Small Business Social Media Stats

The Importance of Networking Online
Small Business Owners Rate the Value of Online Networking Activities Versus In-Person

- Online is more important: 21%
- In-person is more important: 26%
- Both are equally valuable: 53%

http://ariherzog.com/small-business-social-media/

@jwmcphee   @formicmedia
Small Business Social Media Stats

Amount of Business Networking Time Dedicated to Online Channels in 2012
(Manta, Facebook, LinkedIn, Online Forums, Etc.)

- 7% say all
- 10% say none
- 21% say three-quarters
- 38% say a quarter
- 24% say half

http://ariherzog.com/small-business-social-media/

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Small Business Social Media Stats

The amount of customers gained through online or social media channels:

42% say a quarter
5% say all

22% say none
13% say three-quarters
18% say half

http://ariherzog.com/small-business-social-media/

@jwmcphee @formicmedia
Small Business Social Media Stats

The Most Valuable Benefit Small Business Owners Gain for Themselves and Their Business from Online Networking

- 35% being found by new customers
- 21% referrals
- 14% ability to engage with new prospects online
- 9% information that helps them grow their business
- 8% connections with other small business owners
- 7% ability to establish themselves as an industry expert
- 3% business partnerships
- 3% don’t network online

http://ariherzog.com/small-business-social-media/

@jwmcphee  @formicmedia
Small Business Social Media Stats

The Small Business Facebook Effect
Small Businesses’ Presence on Facebook

42% have a Facebook presence and find it valuable

30% have a presence but don’t find it valuable

23% don’t have a presence

5% no longer do because they saw no value

http://ariherzog.com/small-business-social-media/

@jwmcphee  @formicmedia
Small Business Social Media Stats

Online & Social Channel Business Drivers

Online and Social Channels Driving the Most Business for Small Business Owners

24% Company website
19% Facebook
12% LinkedIn
10% Google+
9% Manta
5% Twitter
1% Pinterest
>1% Groupon

Other

http://ariherzog.com/small-business-social-media/

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Social Media Best Practices
Social Media Best Practices

- Where do I begin...so much to cover
- Your website
- Facebook
- Google+
- Twitter
- YouTube

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Your Website
Increase social media visibility by using icons
Social Media Best Practices: Website

Below the fold
Social Media Best Practices: Website

- Use widgets to feed your social conversations onto your website

---

The Grilled Cheese Grill

Apart from it being amazingly delicious, why come to us? Why not stay home and make a Grilled Cheese? We all know how to make it: just cheese, bread, and butter. It's probably the first thing any of us learned to cook when we were kids.

Well here are 4 reasons why you want to come to us:

1. With a full menu of cheeses, breads, and other good stuff, we make sandwiches that range from Saturday morning cartoon worthy, all the way up to Jeopardy-level sophisticated. We're just that versatile.

2. It's an anecdotally-proven fact that food always tastes better when somebody else makes it, and usually even better if mom made it. Well if you can't get your mom to make you a grilled cheese right now, we'll be your mom. A couple of bearded dudes in a food cart will be your mom.

3. You know you don't feel like cooking anyway.

Facebook Feed

Great news, the weather is gonna be great this weekend! Greater news! The Captured Beer Bus has finally been licensed and will be pouring beer at the Southeast cart all weekend and for the rest of, well eternity (let's hope). And Greatest News? Girl Scout Cookies will be for sale tomorrow in front of the Double Decker, and from what I hear, this will be it for them for the year. Which actually isn't good news at all.

Friday 8

Just dropped off my last rent check at my apartment. Boy that felt good. It's been a swell 4 years Buckman, but as they say, the swelling has gone down....

Tuesday 5

Did I just feel an earthquake?

Friday 1

@jwmcphee  @formicmedia
Social Media Best Practices: Website

SEARCH ENGINE OPTIMIZATION

Formic Media’s search engine optimization (SEO) services offer small and local businesses to generate visibility within “organic” or “natural” search engine listings. SEO services ensure the Web site source code and copy are properly optimized based on the latest “white hat” website optimization standards and SEO best practices. Formic Media’s SEO process has been refined over 12 years and customized for small business, with help from Anvil Media, Inc.

To learn more about SEO fundamentals and best practices, visit our SEM Resources section. To see the benefits of higher rankings and positioning in organic search results, request a copy of our free Website Optimization Guide or contact us for a free SEO Assessment.
Social Media Best Practices: Website
If you’re running cross channel campaigns (print, radio, TV & web) consider the following:

- Include website URL (vanity URL)
- Include social media icons
- Include hashtags
- Include a call to action of some sort
Social Media Best Practices: Website

- [Study] A Look at Oscar Ads

Most Oscar TV Ads Integrated URLs – Cross Channel Social Integration Paltry

Tech Integration with 2013 Oscar TV Ads

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Social Media Best Practices: Website

- [Study] Super Bowl Ads

Majority of 2013 Superbowl Ads Integrated URLs, Hashtags – Facebook Falls in Favor
Facebook should be the “hub” of all of your social media efforts

- Use apps to feed content to Facebook
  - Blog
  - Twitter
  - YouTube
  - Contests/Promotions
Social Media Best Practices: Facebook

- **REMEMBER:**
  - Your website is your **BEST** digital asset
  - You don’t really own anything on social media
  - **Make sure** the goal is to drive users back to your website

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Social Media Best Practices: Facebook

- Networked Blogs
Social Media Best Practices: Facebook

**Receptionist**
March 07, 2013 04:00PM PST

Reception, punctual, multi-tasking, strong phone and customer service skills Read full article

Be the first of your friends to like this.

**Production Assistance**
March 03, 2013 04:00PM PST

Is interested in 2-3 individuals the week of 3/11 to put USA stickers on product, need to be put on in a specific place and straight, looks like they’ll need on the 13-14-15, Tony will get back with us ASAP with the exact dates and hours & # of associates needed Read full article

Be the first of your friends to like this.
Social Media Best Practices: Facebook

- Twitter (use Involver)

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Social Media Best Practices: Facebook

Northeast Coalition of Neigh...

NECoalition
@NECoalition Portland, Oregon

NECoalition
"OLCC’s policy will focus on public safety and community livability considerations when guiding alcohol beverage system growth." - OLCC
about 2 days ago · view

NECoalition
Hearing for HB 3256 on Wed. Mar 20th 8am. Bill would allow OLCC to consider noncompliance of Good Neighbor Agreements in licensing decisions
about 2 days ago · view

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Social Media Best Practices: Facebook

- YouTube (use YouTube Tab)
Social Media Best Practices: Facebook
Social Media Best Practices: Facebook

- Contest & Promotions (use Wildfire)

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Social Media Best Practices: Facebook

- Contest & Promotions (use Wildfire)

Cannon Beach Love Stories Contest

Prize Details
One contestant will win 20 gift certificates for 1 night stays at the world-class Stephanie Inn
• 1 prize to be awarded
• restrictions do apply

Contest Instructions
Behind every grain of sand there is a story. What is it about Cannon Beach that holds your heart?
It could be your love for the Stephanie Inn, your special romantic celebration in Cannon Beach, the panoramic beauty of the shore line, your favorite cove, the epic tidal pools at Haystack Rock... whatever you’re smitten with about Cannon Beach. Write your story. Just be sure it is about love and Cannon Beach.

Prize Eligibility
Only persons residing in Australia, Canada, China, France, Germany, India, Israel, Netherlands, Spain, United Kingdom, and United States who are at least 18 years of age can enter.

Contest Starts
February 14, 2013 @ 01:00 am (PST)

Contest Ends
April 05, 2013 @ 11:59 pm (PDT)
Google+
G+ Launched to Much Fanfare in June 2011

@jwmcphee  @formicmedia
Google Is Deeply Integrating G+ Into All Its Services
Social Media Best Practices: Google+

- Start with the creation of a brand page
Social Media Best Practices: Google+

- Cross promote your other social profiles
Social Media Best Practices: Google+

- For now, whatever you post to Facebook, post to G+
  - Post interesting, valuable content
    - Unique content about your business/industry
  - News stories
  - Videos
  - Photos
- Monitor/listen
- Engage

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A few differentiators between Facebook & Google+ (for individuals)

- G+ uses “circles” to group friends
- G+ Hangouts
- G+ tagging uses “+” (+JohnMcPhee) to tag other G+ users
- Google+ authorship
Twitter
Social Media Best Practices: Twitter

- Create a custom background
- Be consistent with other social media profiles

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Social Media Best Practices: Twitter

- Choose a “friendly” name
  - Use keywords
  - Stay away from acronyms for your business

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Social Media Best Practices: Twitter

- Twitter etiquette/best practices
  - Give credit to other users by retweeting or cc’ing

---

@jwmcphee
Mar 08, 7:52am via HootSuite
Looking forward to my first rock climbing experience with @formicmedia for our Q1 field trip (cc: @portlandrockgym)

1 retweets

---

SocialMediaPDX
Mar 01, 9:02am via TweetDeck
John, thank YOU! RT @jwmcphee: Had a great time moderating the #pdxchat last night. Thanks to @PAGATIM and @SocialMediaPDX
Twitter etiquette/best practices

- Use #hashtags to categorize tweets or have them be a part of a “group”

@jwmcphee @formicmedia
Social Media Best Practices: Twitter

- Twitter etiquette/best practices
  - Use Twitter search to search on hashtags relevant to your business

Formic Media, Inc. @formicmedia
5 Steps to Increasing Your Local Search Engine Rankings: ow.ly/i8D3N by @jwmcphee via @chamberonline #localseo
Favorited by Chamber of Commerce
Expand

Linda Buquet @CatalystLocal
How Search Works & Fighting Spam - Inside Scoop Directly from Google #seo #localseo calsearchforum.catalystmarketing.com/showthread.php......
Followed by Phil Rozek and 9 others
Expand

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Social Media Best Practices: Twitter

- Twitter etiquette/best practices
- Favorite tweets can help increase your credibility/authority
Social Media Best Practices: YouTube

- Create a custom background
Social Media Best Practices: YouTube

About Formic Media, Inc.
Formic Media, Inc. (Formic) provides a comprehensive, yet straightforward and affordable menu of digital marketing and website design services. Formic specializes in search engine optimization (SEO), pay-per-click advertising (PPC), social media marketing, and mobile marketing.

See what our clients have to say about our work.

Cross Promotion

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How To: Launch a Mobile App Campaign on Google AdWords

Published on Jun 22, 2012

Formic's Director of Account Services, Anna Hutson walks you through the steps to set-up a mobile app targeted campaign on Google AdWords through the new AdMob network integration.
Content
Don’t recreate the wheel, utilize content that has already been created

- Venture Portland
- Your business association
- Industry news
- Influencer content
- Unique content
Social Media Content: Tips

- Venture Portland’s website

Did You Know?

- Alberta Street has more than 40 restaurants. The Alberta Substation (2703 NE Alberta Street) is in the former Northwestern Electric Company Alberta Substation, built in 1931.

- The Community Cycling Center (1700 NE Alberta Street) opened in 1994 and has a bike shop, year-round programs and more than 1,000 volunteers.

- Since 1997, ‘Last Thursday’ has been an art walk like no other, with summer attendance in the thousands occupying galleries, eateries and the street.
Venture Portland’s Facebook

Kenton businesses should share, comment & like
Social Media Content: Tips

- Venture Portland’s Twitter

Venture Portland @VenturePortland 11 Feb
Party! Neighborhood business districts offer great ways to celebrate Fat Tuesday your way—including Mississippi Ave’s Mardi Gras Parade!

Expand

Retweeted by Mississippi Ave.
Social Media Content: Tips

- “Like” Venture Portland & your biz association on Facebook
- “Follow” Venture Portland & your biz association on Twitter
- Monitor your biz association’s page on Venture Portland for updated content (Did You Know)
- Collaborate with Venture Portland, your biz association or other business to create content & engage your audience

@jwmcphee   @formicmedia
Social Media Content: Tips

- Tools for finding content & conversations
- HootSuite
Social Media Content: Tips

- Tools for finding content & conversations
  - HootSuite

@jwmcphee   @formicmedia
Social Media Content: Tips

- Tools for finding content & conversations
  - Klout
Social Media Content: Tips

- Tools for finding content & conversations
  - 18 Other Tools


@jwmcphee  @formicmedia
Reporting
Facebook Insights

- Total Likes: 183
- Friends of Fans: 93,984
- People Talking About This: 4
- Weekly Total Reach: 419

All dates and times are in Pacific Time.

Graph showing a timeline of posts, people talking about the content, and weekly total reach, with the trend showing an increase from Dec 21 to Jan 4.
Reporting

- Facebook Insights

Overview | Likes | Reach | Talking About This | Check-Ins

[Date Range: 12/14/2012 - 01/10/2013]

People Who Like Your Page (Demographics and Location)

Gender and Age?

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age Range</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>13-17</td>
<td>0.5%</td>
</tr>
<tr>
<td>Female</td>
<td>18-24</td>
<td>2.7%</td>
</tr>
<tr>
<td>Female</td>
<td>25-34</td>
<td>20.2%</td>
</tr>
<tr>
<td>Female</td>
<td>35-44</td>
<td>15.8%</td>
</tr>
<tr>
<td>Female</td>
<td>45-54</td>
<td>6.6%</td>
</tr>
<tr>
<td>Female</td>
<td>55-64</td>
<td>4.4%</td>
</tr>
<tr>
<td>Female</td>
<td>65+</td>
<td>0.5%</td>
</tr>
<tr>
<td>Male</td>
<td>13-17</td>
<td>0.5%</td>
</tr>
<tr>
<td>Male</td>
<td>18-24</td>
<td>3.8%</td>
</tr>
<tr>
<td>Male</td>
<td>25-34</td>
<td>21.3%</td>
</tr>
<tr>
<td>Male</td>
<td>35-44</td>
<td>10.9%</td>
</tr>
<tr>
<td>Male</td>
<td>45-54</td>
<td>6.6%</td>
</tr>
<tr>
<td>Male</td>
<td>55-64</td>
<td>2.7%</td>
</tr>
<tr>
<td>Male</td>
<td>65+</td>
<td>1.6%</td>
</tr>
</tbody>
</table>

Countries?

170 United States of America
2 Tunisia
2 United Kingdom

Cities?

105 Portland, OR
9 Vancouver, WA
6 San Francisco, CA

Languages?

175 English (US)
3 English (UK)
2 French (France)
Reporting

- HootSuite
  - Click stats
Reporting

- HootSuite
  - Clicks by Region
  - Top Referrers
Reporting

- HootSuite
  - Most popular tweets

<table>
<thead>
<tr>
<th></th>
<th>Link</th>
<th>Description</th>
<th>Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ow.ly/3MhaF google.com/search/?q=something</td>
<td>This is the tweet message that was sent with the link. If it is too long it will be truncated.</td>
<td>3,445</td>
</tr>
<tr>
<td>2</td>
<td>ow.ly/3MhaF google.com/search/?q=something</td>
<td>This is the tweet message that was sent with the link. If it is too long it will be truncated.</td>
<td>3,445</td>
</tr>
<tr>
<td>3</td>
<td>ow.ly/3MhaF google.com/search/?q=something</td>
<td>This is the tweet message that was sent with the link. If it is too long it will be truncated.</td>
<td>3,445</td>
</tr>
<tr>
<td>4</td>
<td>ow.ly/3MhaF google.com/search/?q=something</td>
<td>This is the tweet message that was sent with the link. If it is too long it will be truncated.</td>
<td>3,445</td>
</tr>
<tr>
<td>5</td>
<td>ow.ly/3MhaF google.com/search/?q=something</td>
<td>This is the tweet message that was sent with the link. If it is too long it will be truncated.</td>
<td>3,445</td>
</tr>
</tbody>
</table>
# Reporting

- **Google Analytics**

<table>
<thead>
<tr>
<th>Social Network</th>
<th>Visits</th>
<th>% Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>955</td>
<td>82.40%</td>
</tr>
<tr>
<td>Twitter</td>
<td>100</td>
<td>8.63%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>70</td>
<td>6.04%</td>
</tr>
</tbody>
</table>

- Visits: 25,654
- Visits via Social Referral: 1,159
- Conversions: 158
- Assisted Social Conversions: 4

@jwmcphee    @formicmedia
Thank you!

John McPhee
@jwmcphee
Facebook.com/FormicMediaInc
johnm@formicmedia.com
503.517.9059 x122
## UNDERSTAND YOUR AUDIENCE

<table>
<thead>
<tr>
<th>Tip</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Know your target audience(s)</td>
<td>Tip: Get specific. Create personas.</td>
</tr>
<tr>
<td>You’re busy. So are they.</td>
<td>Don’t waste your time or theirs.</td>
</tr>
<tr>
<td>It’s not all about you</td>
<td>Show interest in needs of others not just yours.</td>
</tr>
<tr>
<td>Do unto others...</td>
<td>Others like mentions &amp; RTs as much as you.</td>
</tr>
<tr>
<td>Limit the pleas for help</td>
<td>Ideally keep this below the 10% mark.</td>
</tr>
<tr>
<td>Be responsive</td>
<td>Respond within 24 hrs. Aim for less.</td>
</tr>
</tbody>
</table>

## PLAN YOUR CONTENT

| How much time do you have?                                         | Be realistic. Block out time. Stick to it.                                                              |
| Monthly: content strategy                                          | ID what’s coming up. Schedule campaigns.                                                                |
| Monthly: key messages                                              | Define key messages for campaigns & events.                                                             |
| Use an editorial calendar                                          | Download a free one at TopNonprofits.com/edcal.                                                       |
| Weekly: batch content creation                                     | Maximize time. Minimize mental gear shifts.                                                            |
| Scheduling posts in advance OK                                     | Tip: vary timing slightly and avoid :00 and :30.                                                        |
| Check feeds at least 2x per day                                    | If only 2x, then mid morning & late afternoon.                                                         |
| How will you measure success?                                     | Tip: Set measurable goals. Track progress.                                                             |

## BEST PRACTICES

### Facebook

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Think headline, not article</td>
<td>Get attention. Then add ?, action, or link.</td>
</tr>
<tr>
<td>Post every other day *</td>
<td>Best frequency to get and keep likes.</td>
</tr>
<tr>
<td>A picture is worth 1000 words</td>
<td>Tip: Limit depressing ones.</td>
</tr>
<tr>
<td>Use analytics with your links</td>
<td>Insight, good. Dashboard obsession, bad.</td>
</tr>
</tbody>
</table>

### Twitter

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t treat it like Facebook</td>
<td>Vary content &amp; don’t auto-post between.</td>
</tr>
<tr>
<td>Post at least once a day *</td>
<td>More is better and vary times slightly.</td>
</tr>
<tr>
<td>Space out your tweets</td>
<td>No more than 1/hr (excluding @replies).</td>
</tr>
<tr>
<td>Best CTR: 8-9am, 2pm, 5pm, 3pm * (test yourself) Bad: 1am-7am, 10am-1pm, 6-7pm.</td>
<td></td>
</tr>
<tr>
<td>Best RTs: noon-4pm * (test yourself) Bad: Before 10am, after 7pm.</td>
<td></td>
</tr>
<tr>
<td>Tweet on the weekend</td>
<td>Less busy means greater CTR but less RTs.</td>
</tr>
<tr>
<td>Keep it short and sweet</td>
<td>Highest probability of CTR. Very end OK also.</td>
</tr>
<tr>
<td>Don’t be a downer *</td>
<td>(+) tweets shared 34% more, (-) 13% less.</td>
</tr>
<tr>
<td>Place links early (1/4 mark) *</td>
<td></td>
</tr>
</tbody>
</table>

* Based on research by Dan Zarrella [http://danzarrella.com](http://danzarrella.com)
**Design Best Practices**

Design plays a critical role in promoting a business district, its association and events. Strategic design saves time, money and your sanity – and makes a HUGE impact.

**Call Venture Portland for help before starting the design process (503.477.9648).**

**Brand:** Always consider and incorporate your existing brand into any new design. What is your brand? What colors, fonts and layout do you typically use? How will the new design look alongside your existing designs and logo? Will the new design add to your brand?

**Target Audience(s):** Who do you want to reach? Put yourself in their shoes. How do they talk? What types of things interest them? How do they like to receive information?

**Imagery:** Any images (photo/graphic) should be clear and crisp, without any pixelization or unintentional blurring. Colors in the image should tie in with the rest of the design. The image should add to the overall message and should be as original/specific as possible. Generic-looking images can be a sure sign of generic-looking design.

**Colors:** Color is vital to design. Using smart visual cues can provide direction and enhance communication. Consider (a) How do the colors make you feel? (b) What do the colors stand for/represent? (c) Is the color used consistently? (d) Do the colors match each other, the business district logo and other business district assets?

**Fonts:** The shape and appearance of a word says as much as the word itself. Good graphic design usually employs consistency and restraint in choosing fonts: one for the headlines, one for the body text, and a third for special accents (stop there – no more fonts are needed). Fonts should be easy to read, attract attention and complement your business district brand/logo.

**Copy:** The headline, body copy, accent text and contact information should convey the who, what, where, when and why of the action. Every word counts, so make sure to speak directly to your target audience(s).

**Layout:** When looking at a design piece, your eyes should be drawn through it in a way that provides you with relevant information almost instantly. Effective design informs without overwhelming. Remember, let your presence be known – allow for prominent placement of your business district name/logo.

**Emotion:** Good design speaks to you on a subconscious level before you take the time to digest the information. Let people know they should - Get Excited, Join Your Organization, Attend Your Event or SPEND MONEY IN YOUR DISTRICT!

...last but not least, DON'T FORGET

**Sponsor Recognition:** Properly recognizing sponsors is critical. Prior to designing anything you must know the complete details included in all sponsorship agreements, and:

- Design with sponsor recognition in mind;
- Obtain sponsor logos in a timely fashion – be respectful of sponsors’ time;
- Proofread – make sure all sponsor names are spelled correctly;
- Adhere to all sponsor approval processes;
- Send thank you notes with samples of each piece that included sponsor recognition; and
- Save everything to turn in with the grant evaluation!

*Design tips taken in part from elbowroomdesign.com*
## Design Checklist

Whether you are working with a designer or creating collateral yourself, it is critical to think through the key elements of design first. Strategic design saves time, money and your sanity – and makes a HUGE impact. **Call Venture Portland for help before starting the design process.**

### Deadlines

<table>
<thead>
<tr>
<th>Design Draft</th>
<th>Sponsor Approval</th>
<th>Design Finalized</th>
<th>Production</th>
<th>In Use</th>
</tr>
</thead>
</table>

### Logistics

Describe design pieces and how they will be used

<table>
<thead>
<tr>
<th>Design (flyer, poster, ad, etc.)</th>
<th>Use (print ad, website, etc.)</th>
</tr>
</thead>
<tbody>
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</table>

### Look and Feel

Target Audience

Imagery

Colors

Fonts

Layout

Emotion

Sponsor Recognition Required

### Copy

Headline

Body Copy

Contact Information

Working with a designer (in kind or paid) is a complicated process, requiring professionalism from both parties. Thorough preparation and pre-determined deadlines are critical for success. Feel free to call Venture Portland for help (503.477.9648).