

ECONOMIC DEVELOPMENT DEPT. HOSTS MARKETING WORKSHOP

Marketing Was Topic of Business Workshop

Oconee County, GA – In the spirit of the season, the Oconee County Economic Development Department hosted a marketing workshop for the benefit of small businesses within the community entitled “Marketing Mysteries, Mediums & Magic.” This Ashley Harp of Jackson-Spalding, a leading PR firm/creative agency, presented ideas and insights to the attendees.



Harp stressed to attendees that they should do their investigative work to know who their customer is and identify their potential customers, understand what the customer wants and needs, as well as identify where your customer finds out about you. Two questions that she gave attendees were “Who am I trying to reach?” and “What am I trying to tell them?” All of these elements are important to ensure that you meet your customers where they are and where they are looking, as well as why they should keep buying your product.



The workshop touched on both old media and new media. According to Harp, newspapers, television, radio, brochures, and (now) the Internet, the “traditional media is tried and true.” She also cautioned participants not to “be too quick to throw the baby out with the bathwater with traditional media.” They provide tangible and credible results and are easy to use.

New media is still being evaluated by the business world to determine exactly how they can best be used by an owner or manager. New media that were discussed include Facebook, blogs, Twitter, YouTube, foursquare, LinkedIn, flickr and Wikipedia. Harp encouraged attendees to “go and look at all the websites before you jump into one of them.”

Harp encouraged three action steps for attendees to further their marketing efforts. They included: learn more about who you are talking to, explore which new media may be right for you, and start combining the old and new media to see which work best for your business.