

Chard Business Voice



Business Networking and Support

Welcome to the first edition of CBV News

Chard has a long history of innovation and business success. Great pioneers of their time include John Stringfellow who invented powered flight, James Gillingham who made the first artificial limbs, and Margaret Bondfield who was the 1st woman minister in Parliament. Chard is also the home of some major local and internationally known household names. A vast and diverse array of independent businesses also furnish the town. If you have an established business, a start up, an idea or a burning passion to make a difference why not come along to our events and share your vision. Join other like minded people and share your experiences. We have a selection of tailored events that can help.

You can find us online at chardbusinessvoice.com



Ambassadors for Business



Networking Opportunities



Promotional Events

CBV News

January 2018

***A Warm Welcome to
CBV News, produced
bi monthly by Chard
Business Voice***

Chard Business Voice (CBV) is a warm and friendly networking group that provides networking opportunities and business support for businesses in and around Chard, Somerset and further afield.

As Ambassadors for the Chard Business Community our aim is to guide, support, encourage and help local businesses to succeed by encouraging collaboration, and providing resources and educational opportunities for all.

Cath and Anne

CBV Supports First Responder



Kindly sponsored by



Spotlight on a Local Business

Just Sew Sentimental

This little shop in Stringfellow Gallery opened in April 2017 with the support, encouragement and help of Chard Business Voice, and has grown from strength to strength since then. Adapting to the needs of the customer base, being very customer focused and community oriented has helped this shop continue to be a success.

Speaking to the owner Susie she has said that she is very happy with the help she has had from Chard Business Voice. It all started before she opened the shop with advice and support with publicity. CBV was also able to get the Mayor at the time to open the shop. Susie has attended many networking opportunities since her shop opened and has continued to receive support and guidance from experienced members at Chard Business Voice.

Cath

Do I really need a Marketing Strategy?

My favourite definition of marketing is "Getting the right message to the right people using the right media effectively, efficiently and profitably"

I meet too many business owners who believe that their market is 'everybody', and use a scatter gun

approach to getting their message out: A little of this and a little of that. If you want success in business this approach simply doesn't work. A successful business has systems and processes. A marketing strategy is a way to systemize your marketing efforts.

Deciding ahead of time what your message is, who the message is for and the most efficient and profitable way to spread that message to the right audience.

So if you don't have one already go grab a piece of paper or open up a blank document on your computer screen and write down your marketing plan:

Who is my product or service for? - remember it's not everybody!

What is my message? What do I want to tell people about my product and service? What are the benefits I provide and what is my solution to their problem?

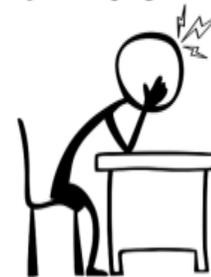
Which 3 or 4 different methods should I use to start with to spread my message to my audience? Stick with 3 or 4 ways to attract customers and track the results. Keep what works and stop what doesn't. Replace what doesn't with a new method and again track the results.

Don't get overwhelmed with choices. Create a marketing strategy; write down your marketing plan. Try 3 or 4 different ways to see what works and adjust when necessary.

Anne

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Upcoming Events (2018)

January 27th

Celebrating New Year
Dinner at Lords Leaze
In aid of First Responder

January 21st

Networking Breakfast 7:30 am
Secret Garden, Holyrood Street

February 28th

Chill and Chat
Eleos 7 for 7:30 pm

For more details on upcoming events visit
chardbusinessvoice.com