



## Maine SBDC ~ E-Bulletin

Essential News for Entrepreneurs

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### What d'ya think?

If you have a social media or e-marketing resource we should know about, email us at:

[mainesbdcinfo@maine.edu](mailto:mainesbdcinfo@maine.edu)

### Recommendations and Resources



Dive deeper into the social media sphere with [resources](#) we've assembled for you!

### Don't forget the fundamentals of marketing...

Need a refresher?

### *Learn before You Leap:*

#### Can Today's Hot E-marketing Tools Work for You?

by Maine SBDC certified business counselor Greg Gould

E-marketing, including today's hot social media tools like Facebook and Twitter, is a popular buzzword in today's business world. It's a whole new way to target your customers. What does e-marketing mean, exactly? Does it make sense for a small business owner to leap into e-marketing?



E-marketing can mean many things including marketing on-line by optimizing your website's key words to increase search engine placement, purchasing ads on Google, Yahoo, writing a blog, or designing and distributing e-newsletters with email marketing services like Constant Contact ([www.constantcontact.com](http://www.constantcontact.com)) and Emma ([www.myemma.com](http://www.myemma.com)). More recently, the use of social media has become, well, a phenomenon. Facebook and MySpace allow marketers to VERY specifically target age, gender, hobbies, etc. In the history of marketing, it has never been possible to target an audience so directly. Sounds great? It can be... [Click Here to read the full article.](#)

### Announcing Maine SBDC Facebook page!

Want more ways to connect with Maine SBDC and other small business owners? Fan the Maine SBDC Facebook page!

[click here to fan the Maine SBDC](#)

Not already on Facebook? [click here to join in a few simple steps.](#)



Visit our [marketing page](#) or take our free online [marketing workshop](#).

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Maine SBDC | University of Southern Maine | PO Box 9300 | Portland | ME | 04104