

## Marketing FAQs

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### **If I become a member of LWB, what are the marketing benefits to my business?**

#### **How will being a Member of LWB help me reach more customers?**

1. Your membership and one-off admin fee of £25 includes a head shot and business profile on our website Members Directory. You can include a Contact button and/or a link to your website.
2. We will actively promote the LWB website and the group as a whole, both on social media, in relevant directories and in local press. We're on Twitter @LewesWB (370+ followers), our public FB page is Lewes Women in Business (470+ likes) and we're setting up LWB Instagram and LinkedIn accounts.
3. As LWB's reputation grows, the website will be a means of attracting customers to LWB Members' businesses. People will be able to search the site for a particular service or product by business type. For more details, refer to LWB Website FAQs.
4. You will be able to use the version of our logo stating 'Member of LWB' on your own website and other branding, and have a reciprocal link to the LWB website if you wish.
5. We support Members who post on social media using the hashtag #LewesWB by liking and sharing your posts with our followers. Members can also post details of their business and special offers on our public Facebook page. For Members who post onto our public Facebook page, we will re-share your post onto the main timeline so that it becomes more visible to visitors to the page. We will retweet and like members' tweets, generating a new LWB full member list.
6. As a Member of LWB, you will be able to offer one hour workshops to other members, for which you will be paid. Workshops provide an opportunity to share your expertise and promote your business to others. We are broadening the workshop programme to include lifestyle workshops as well as business related ones, please see workshop FAQs for full details.
7. Members can submit articles about their business for the LWB website blog with content created specifically for our site. We will promote these posts via social media.
8. By attending our monthly meetings and being active on social media, others members will become aware of your business. LWB has a good track record of word of mouth recommendations and numerous members have found work this way.
9. Member products and services will be promoted in our quarterly newsletter mailed out to the growing LWB mailing list (supporters not Members). Copy and images will be provided by members according to their marketing strategy, LWB will format, publish and share the newsletter via the website, external and internal mailing lists and social media. Budget permitting, we would like to produce an annual hard copy newsletter for circulation in the local community.
10. Our monthly LWB newsletter for Members will feature both the group's and individual Members' upcoming events and activities.

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### **I struggle a bit with social media and don't have time to make full use of it. Can LWB help?**

LWB has run workshops on how to use social media for business and we plan to run more since we know the demand is high! There are several social media experts in the group who we can recommend, and we are planning a 'social media meet up' over coffee, for Members to share tips and learn from others.

To date, we have relied on Facebook for the majority of our communication. We are looking into the possibility for Members to be able to communicate via an online forum on the new website.

The 'Lewes WB' closed group on FB, where much of the group's discussions take place, will remain live (it has become a valuable place of exchange for the LWB community). Only paid up Members will be able to post to our public page and use the (yet tbc) website forum.

### **Are there any LWB events planned where I could market my business?**

In September this year we will be officially launching Lewes Women in Business with a public event where Members will be able to promote their businesses. More details to follow.

Following the success of LWB's 2015 Christmas Emporium at Pelham House, we will run a second Emporium where Members can showcase their products and services prior to Christmas. Many of our exhibitors reported making good sales. We marketed this event widely across the District, posted a 'business spotlight' on each exhibitor on Facebook, got local press coverage, and estimated at least 300 people attended. We plan to build on this success and increase attendance this year.

Other events that LWB will consider attending on behalf of the group may include **local business expos and fairs**. Our ability to do this will depend to a certain extent on membership fees and external funding which we plan to apply for.

**June/Summer Fair** – we recognize many women are interested in this idea and so we plan in future to organise two retail events per year. Not been possible for this summer as we have had to focus our efforts on formalizing the group and membership details.

**Alternative practitioners' event** – planned but not yet manifested – something that we would be keen to support were members keen to do this.\*

**Alternative Wedding Fair for early 2017.** There are many 'hospitality' members e.g. caterers, beverage producers, event managers, florists, musicians who are keen to hold an alternative wedding fair event. This would be set up almost like a mini festival where people can come and experience the services and products on offer rather than the usual dry trade fair events. Businesses might include milliners, beauticians, hair & make-up artists, dressmakers, photographers, etc.

**\*It is worth stressing that LWB exists to fulfill members' ambitions (as much as our own), and that where suggestions for events are feasible and popular, we will help to organize/promote.**