





## OVERVIEW

- About Stokes Creative Group, Inc.
- PART ONE: Marketing for DBE's
  - Website
  - Social Media
  - Networking
  - Business Cards
- PART TWO: Contractors
  - Identifying your target market
  - DBE resources
  - Sending quotes
  - Establish relationships via communication
- Q&A



*Who is Stokes  
Creative Group, Inc.?*

**PHOTOGRAPHY**

**VIDEO PRODUCTION**

**MARKETING**

**PUBLIC OUTREACH**

**Certifications**

**WBE/DBE/SBE/WBENC**

Certified in the following states:

- Delaware
- Florida
- Georgia
- Maryland
- Massachusetts
- New Jersey
- New York
- Pennsylvania
- Virginia



# CURRENT PROJECTS

Tappan Zee Bridge Replacement Project – Fluor/HDR/URS

New Jersey Turnpike Authority 6 to 9 Widening – AECOM/GPI/PB

Pulaski Skyway-PB

Route 72 Manahawkin Bay Bridge – PB

Route 7 Wittpenn Bridge - Jacobs Engineering

I-295/I-76/Route 42 Direct Connection – Dewberry

Route 52 Ocean City Bridge – Michael Baker Corporation



**PART ONE:  
MARKETING!**

# 1. WEBSITE

- The public face of your business
  - Enhances your legitimacy
  - People want to do business with people who have quality websites
    - Clean, Clear, Concise!
    - Easy to navigate
    - Easy to remember URL
    - Links
    - Showcase your portfolio
    - Keep it up to date
    - Mobile-ready
  - Get listed: Google Local & Google Merchant (free!)
- PRO TIP: start writing a corporate blog!



# 2. SOCIAL MEDIA



- Free advertising
- Facebook Page
- Twitter
- LinkedIn (fastest growing for businesses!)
- Use #hashtags
- Link everything together!



- *Fortune 500 Fun Facts:* 83% use Twitter, 80% use Facebook, 67% use YouTube, and 97% use LinkedIn!



# 3. BUILD YOURSELF UP

- Updated Resume (including LinkedIn!)
- References/Testimonials
- Portfolio (both printed and online!) of all your completed work
- Educate your client- make a handout of all your services
  - be creative- i.e. “top 5 reasons to call us”



# 4. NETWORKING

- Join Central Delaware Chamber of Commerce (<https://www.cdcc.net/>)
- Meetup groups (meetup.com)

**Delaware Networking Luncheon**  
**Monday, February 16, 2015**  
**12:00 PM**  
**Catherine Rooney's**  
**1616 Delaware Avenue, Wilmington, DE**

- Join trade associations for your industry
- Develop partnerships/alliances with other businesses
- Philanthropy and charitable contributions boost your reputation and integrity!

➤ *Remember: it's not JUST sales- don't look desperate*



# 5. ATTEND EVENTS

- Get out there and get active!
- Look your best
  - Clean clothes
  - Nametag on your right
  - Firm handshake
  - Strong eye contact
  - Smile
  - Warm, friendly tone of voice
  - Manners- “please & thank you”



- Bring marketing materials
- Exchange business cards
- Put your phone AWAY. Speak up!
- Post-event follow up with new contacts ASAP!



# 6. PROFESSIONALISM

- Have a headshot taken by a pro (*no selfies!*)

- No kids
- No couples pics
- No cropped pics
- No pets
- No cars
- No photos from a dressing room
- No background



- Have professional photos of YOUR work on your materials (no stock images)
- Folders (corporate package)
- Corporate video





# 7. BUSINESS CARDS

## DO include:

- Logo, name, website, phone number, etc.
- What do you do? (specific, i.e. “electrical contractor”)
- Areas of expertise (short bulleted list on back)
- Locations

## DON'T include:

- Clutter
- Quotes
- Microscopic text



# 8. ELEVATOR SPEECH

**Q:** How do you respond to the questions...

*“So, what do you do?”* or  
*“Tell me about yourself.”* ???

**A:** Your 30-second elevator pitch! Tell them...

- Who you are
- What you’ve done
- What you specialize in
- Current projects
- Why they would benefit from using you!



**PART TWO:  
CONTRACTORS!**

# 1. PRE-QUALIFICATION

- One of the most important processes
  - Call and ask what their procedure is (or go to their website for more info)
- Collect all data
  - Tax ID
  - Address
  - Certifications
  - Services



# 2. WHO'S WHO?



- Identify your target market
  - Create a list of companies that need or buy your products and services
  - Create a list of websites to find new bid opportunities
  - Database of past and current customers
  - Primes on Low Bidders list
  - Contacts made at networking events
  - Industry association lists
    - Keep everything current!
    - Include all contact info possible
- List of competitors



## 2. WHO'S WHO? (cont.)

- Identify the key decision makers
  - The person hiring you may not be the CEO/Owner
  - There could be multiple contacts at one company
  - Ask for help locating the right person
  - Get their name, title, and contact information



# 3. DBE RESOURCES

## Unified Certification Program

The following agencies are members of the DelDOT DBE Unified Certification Program

### **Delaware Department of Transportation**

**PO Box 778  
Dover, DE 19903  
(302) 760-2000  
[www.deldot.gov](http://www.deldot.gov)**

### **Delaware River and Bay Authority**

**P.O. Box 71  
New Castle, DE 19720  
(302) 571.6300  
[www.drba.net](http://www.drba.net)**

### **Delaware Transit Corporation**

**900 Public Safety Boulevard  
Dover, DE 19901  
(302) 739-3278  
[www.dartfirststate.com](http://www.dartfirststate.com)**

### **Sussex County Engineering Department**

**Sussex County Administrative Office  
Building, 3rd Floor  
2 The Circle, P.O. Box 589  
Georgetown, DE 19947  
(302) 855-7718**



# 4. IDENTIFY PROJECTS

- Sign up for their project updates, Request for Proposals (RFQ's) and invitations to bid (ITB'S) call the estimator or Project Manager, get info.
- Look at the specs and identify what is needed on the project
- Attend Pre-Bid Meetings/walk-thru's
- Show your face
  - RSVP (good etiquette)
  - Arrive on time (be considerate of their time)



# 5. SENDING QUOTES

- Keep track of when the bids are due
- Most contractors like to receive quotes a few days before the bid date so they can review all proposals
- Keep your pricing competitive
- You don't always have to be the low bid as long as you can prove why you're better than the competitor (quality counts!)



# 6. STAY IN TOUCH

- Carve out dedicated time each day for e-mails and calls
  - Keep emails brief (know when calls may be more appropriate)
  - Call 3-5 days after the project was due (congratulate the winner)
  - Don't use speaker phone!
- Effective follow-ups
  - Deliver when you said you would (be courteous)
  - Provide excellent customer service
- Follow up with questions



# 7. BUILD RELATIONSHIPS

## **Pre-season:**

- Mail sell sheet or company enhancements to target audience (customers and prospects)
- Call and reconnect with past customers
- Introduce yourself to key prospects (estimators, purchasing, project managers, etc.)

## **During season:**

- Provide information to Primes about your company (email campaigns, postcards, etc.)
- Thank Primes with a note if you win the contract



# 7. RELATIONSHIPS (cont.)

## **Post-season:**

–Good time to spend face time

## **Anytime:**

–Invite to breakfast, lunch or dinner

–Invite to a special event like a golf tournament, concert, ball game, etc.







**STOKES**

**Creative Group, Inc.**

**A FULL SERVICE MARKETING AGENCY**