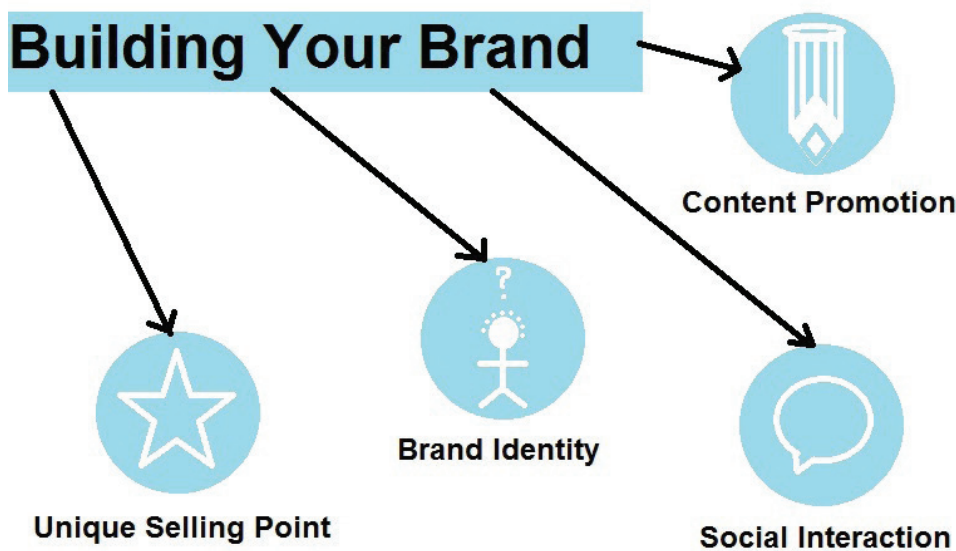


## SBE NEWS ALERT

# Your Business, Your Brand – 7 Simple Brand Identity Tips

## Building Your Brand



For more help developing your marketing voice and message, read 7 Tips for Getting your Marketing Message Right or watch this on-demand webinar: Practical Marketing – A Five Step Marketing Program for Small Business from National Small Business Week.

### Let Your Customers Get to Know the Face Behind the Brand

I have a favorite restaurant; the food and service are great, but something is missing – the owner. Despite being a frequent diner, I've never had a single interaction with the owner and, for small businesses, this is a huge mistake. Customers want to feel that their business is appreciated and they want to connect with the

■ Continued on page 4

By Caron Beesley

### What's your small business brand identity?

Sure, you've got a logo, a website, business cards, signage and perhaps even a storefront – but your brand is so much more than the “look” of your business. While all these can help you project a carefully crafted image to your customers, true branding runs a lot deeper.

Think of Apple and Zappos, for example – two brands that spring to mind as exemplary in their markets. Customers like doing business with these companies. They feel a connection with the brand. But how did they get there? Much of this is down to great products and business innovation, but it's more than that. Customers know what they are going to get when they interact with these brands, they're invested in them, and that this requires a brand strategy.

So how does your small business do the same? Here are seven simple steps for nurturing and maintaining your brand.

### Get the Basics Right

I already mentioned logos, website, signage, etc. These are the foundations of your brand and

it's very important to establish brand guidelines that stipulate how these elements are used. For example, applying rules around brand colors, use of your logo, images and fonts. Don't forget to register or trademark your logo too.

Brand guidelines also apply to your “voice,” i.e. the tone your business adopts. For example, a software company that sells to other businesses might want to adopt a voice of authority, expertise and trust. While a software company that markets software apps to consumers could adopt a more conversational voice in its marketing materials.

### Capture Your Value

Above all, make sure your brand elements reflect your company and its value proposition. Not to be mistaken with price, value encompasses what you do, what business problem you solve, how your business is different and how you make your customer's life different after doing business with you.

Use clear language to communicate your value. Don't be so vague that your message is meaningless. Use simple, clean imagery that resonates with your customers, and use a tagline that succinctly sums up not who you are, but what you do for your customers.

## SMALL BUSINESS EXCHANGE

### SBE OUTREACH SERVICES

With 1.5 million businesses in our database, SBE is California's #1 source for diversity outreach.

#### Advertisements

Placed in the Small Business Exchange newspaper, SBE Today newsletter, and online at [www.sbeinc.com](http://www.sbeinc.com)

#### Faxed and Eblast Solicitations

Targeted mailings sent to businesses per your criteria.

#### Telemarketing

Telephone follow-up calls that follow a script of 5 questions you create.

#### Computer Generated Reports

Will fit right into your proposal, along with a list of interested firms to contact.

#### Contact Info:

703 Market Street, Suite 1000

San Francisco, CA 94103

Email: [sbe@sbeinc.com](mailto:sbe@sbeinc.com)

Website: [www.sbeinc.com](http://www.sbeinc.com)

Phone: (415) 778-6250, (800) 800-8534

Fax: (415) 778-6255

Publisher of  
Small Business Exchange  
weekly newspaper

# California Sub-Bid Request Ads

## SKANSKA

**62ND AVE RESURFACING PROJECT, VISTA SANTA ROSA OF THE COACHELLA VALLEY, CA**  
**Riverside County Transportation Department Contract No.: C1-0599**

**DBE Goal: 3%**

**Bid Date: October 29, 2014 – 2:00PM**

Skanska is interested in soliciting in Good Faith all subcontractors as well as certified DBE companies for this project. All interested subcontractors, please indicate all lower tier DBE participation offered on your quotation as it will be evaluated with your price. Please call if we can assist you in obtaining bonding, lines of credit, insurance, necessary equipment, materials and/or supplies. Skanska will also review breaking out scope packages and adjusting schedules to help permit maximum participation.

**Plans and Specifications are available for view at our main office in Riverside or for purchase from the County of Riverside Transportation Department at:**

<http://rctlma.org/trans/Contractors-Corner/Notices-Inviting-Bids>

**Quotes requested for contractors, suppliers and service providers include, but are not limited to:** DUST ABATEMENT, WATER POLLUTION CONTROL, TRAFFIC CONTROL SYS., CLEAR & GRUB, DEVELOP WATER SUPPLY, FUNDING AWARENESS SIGN, PORTABLE CHANGEABLE MESSAGE SIGN, GRINDING ASPHALT CONCRETE IN PLACE, SHOULDER BACKING, HOT MIX ASPHALT, THERMOPLASTIC CROSSWALK & PAVEMENT MARKING, THERMOPLASTIC TRAFFIC STRIPE (SPRAYABLE), PAVEMENT MARKER (REFLECTIVE), & FINAL CLEAN

**Please submit scope sheets 3 days prior to bid to allow for proper evaluation.**

**Subcontracting Requirements:** Skanska's insurance requirements are Commercial General Liability (GL): \$1M ea. occ., \$1M personal injury, \$2M products & completed operations agg. & general agg.; \$1M Auto Liability; \$5M Excess/Umbrella & \$1M Workers Comp. Endorsements & waivers required are the Additional Insured End., Primary Wording End., & a Waiver of Subrogation (GL & WC). Other insurance requirements may be necessary per scope. Subcontractors may be required to furnish performance & payment bonds in the full amount of their subcontract by an admitted surety & subject to approval by Skanska. Skanska will pay bond premium up to 1%. Quotations must be valid for the same duration as specified by the Owner for contract award. Conditions or exceptions in Subcontractor's quote are expressly rejected unless accepted in writing. Skanska is signatory to the Operating Engineers, Laborers, Cement Masons, & Carpenters Unions. Subcontractors must provide weekly, one original & one copy of all certified payrolls, including non-performance & fringe benefit statements if required by law or by the Prime Contract.

**Skanska is an Equal Opportunity Employer**

Skanska Estimating Dept: 1995 Agua Mansa Rd, Riverside, CA 92509

Ph: (951) 684-5360, Fax: (951) 788-2449

Lead Estimator: Al Arteaga • Email: [bids.social@skanska.com](mailto:bids.social@skanska.com)

## SKANSKA

**CONSTRUCTION ON STATE HIGHWAY IN SAN BERNARDINO COUNTY AT HINKLEY ROAD FROM 2.4 MILES WEST OF HIDDEN RIVER ROAD TO 0.7 MILE EAST OF LENWOOD ROAD.**

**Caltrans Contract No.: 08-043514**

**District 08 on Route 58**

**DBE Goal: 9%**

**Bid Date: October 30, 2014 – 2:00PM**

Skanska is interested in soliciting in Good Faith all subcontractors as well as certified DBE companies for this project. All interested subcontractors, please indicate all lower tier DBE participation offered on your quotation as it will be evaluated with your price. Please call if we can assist you in obtaining bonding, lines of credit, insurance, necessary equipment, materials and/or supplies. Skanska will also review breaking out scope packages and adjusting schedules to help permit maximum participation.

Plans and Specifications are available for view at our main office in Riverside or on the Caltrans website: [http://www.dot.ca.gov/hq/esc/oe/weekly\\_ads/index.php](http://www.dot.ca.gov/hq/esc/oe/weekly_ads/index.php)

Quotes requested for contractors, suppliers and service providers include, but are not limited to: Signage & Striping, Traffic Control Sys., SWPPP Implementation; Biologist; Clear & Grub; Excavation; Asphalt Concrete & Related; JPCP & Related; Electrical, Lighting & Related; Sign Structures/C.I.D.H; Rock Excavation (Controlled Blasting); Erosion Control; Gravel Mulch & Rock Blanket; Agg. Base & Sub-base; Minor, & Structural Concrete; Reinforcing Steel; Joint Sealant; Slope Paving & RSP; Storm Drain; Fencing & MBGR & related; Misc. Iron & Steel; Trucking; Water Truck; Fuel; Sweeper

**Subcontracting Requirements:** Skanska's insurance requirements are Commercial General Liability (GL): \$1M ea. occ., \$1M personal injury, \$2M products & completed operations agg. and general agg.; \$1M Auto Liability; \$5M Excess/Umbrella and \$1M Workers Comp. Endorsements and waivers required are the Additional Insured End., Primary Wording End., and a Waiver of Subrogation (GL & WC). Other insurance requirements may be necessary per scope. Subcontractors may be required to furnish performance and payment bonds in the full amount of their subcontract by an admitted surety and subject to approval by Skanska. Skanska will pay bond premium up to 1%. Quotations must be valid for the same duration as specified by the Owner for contract award. Conditions or exceptions in Subcontractor's quote are expressly rejected unless accepted in writing. Skanska is signatory to the Operating Engineers, Laborers, Cement Masons, Carpenters Unions and Teamsters. Subcontractors must provide weekly, one original and one copy of all certified payrolls, including non-performance and fringe benefit statements if required by law or by the Prime Contract. Please submit scope sheets (including any conditions or exceptions) 3 days prior to bid to allow for proper evaluation.

**Skanska is an Equal Opportunity Employer**

Skanska Estimating Dept:

1995 Agua Mansa Rd, Riverside, CA 92509

Ph: (951) 684-5360, Fax: (951) 788-2449

Email: [bids.social@skanska.com](mailto:bids.social@skanska.com)

Sub Bids Requested From Qualified  
**DBE Subcontractors & Suppliers for**

**Department of Transportation**  
**04-2G8604**

**Construct Retaining Wall, Planting,  
 Modify Lighting**

**Location: San Leandro, CA**

**Bid Date: October 16, 2014 @ 2:00 PM**

McGuire and Hester is seeking qualified subcontractors in the following trades: Construction Area Signs; Traffic Control; Temporary & Permanent Striping; SWPPP; Street Sweeping; Noise Monitoring; Fencing; Metal Beam Guard Rail; Cold Plane AC Pavement; Clearing & Grubbing; Misc. Concrete Demolition; Trucking; Landscape & Irrigation; Asphalt Concrete; Drilling; Reinforcing Steel; and Electrical.

We will pay up to and including one and one-half percent (1-1/2%) of your bonding cost. Certification assistance is available, as well as viewing plans and specs.

**McGuire and Hester**

9009 Railroad Avenue • Oakland, CA 94603

Phone: (510) 632-7676 • Fax: (510) 562-5209

Contact: Keith Ones

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WE ARE REQUESTING QUOTATION FROM  
 ALL QUALIFIED AND/OR CERTIFIED  
**MBE/DBE/WBE/DVBE/SBE/LBE**  
 SUBCONTRACTORS AND MATERIALS  
 SUPPLIERS FOR THE FOLLOWING PROJECT:

**San Francisco Unified School District**

**Project #11722**

**James Denman Middle School**

**241 Oneida Ave. San Francisco, CA. 94112**

**Bid Date: October 9, 2014 @ 2:00PM**

**Camargo's Locker Magic**

Lic#789549

P.O. Box - 214226 • Sacramento, CA. 95821

Phone: 916-752-8166 • Fax: 916-550-9815

Contact: Gabriel Del Valle

WE ARE AN EQUAL OPPORTUNITY EMPLOYER



# California Sub-Bid Request Ads

**AMEC Environment & Infrastructure, Inc. (AMEC)** is seeking **CPUC Certified DBE** firms as sub-consultants on the **Golden Gate Bridge Highway and Transportation District's UST Site Cleanup and Closure, RFP No. 2015-BT-02, due date of October 7, 2014**

The project scope includes professional environmental clearance documents, performance of boundary and drainage surveys, preparation of design and construction documents, performance of groundwater monitoring activities, performance of soil and groundwater analytical testing, and permit support services to complete site cleanup activities and obtain environmental closure of the site. The site is located at 801 Golden Gate Place, Novato, Marin County, California.

AMEC seeks experienced firms to provide the following items of work: groundwater monitoring and sampling. **Interested DBE firms, please email warren.chamberlain@amec.com by 10/02/14** the following documents: firm's CPUC DBE certification, firm profile, description of services and billing rates.

WEST BAY BUILDERS INC. is requesting bids from DVBE subcontractors, suppliers & truckers for the following project.

**James Lick Middle School Interim Housing SFUSD Project No. 11508**  
**1220 Noe Street, San Francisco, CA**

**Owner: San Francisco Unified School District**  
**Bid Date: 10/14/14 @ 2:00 PM • Estimate: \$500,000 • 3% DVBE Goal**

**Scope:** Installation of 11 24\*40 re-locateable classrooms and 1 12\*40 re-locateable restroom including but not limited to connection of utilities, providing temporary power infrastructure, telecommunications work including tie in to existing systems at the main building, asphalt at ramps for ADA access, fire/life-safety systems.

**TRADES NEEDED (but not limited to):** Trucking; site preparation; earthwork; utility trenching and backfill; facility water distribution piping, sanitary utility sewerage piping, asphalt paving, fences and gates, miscellaneous cast-in-place concrete; exterior architectural woodwork, panel signage; toilet and bath accessories; electrical and fire alarm.

We are signatory to both the Carpenters Collective Bargaining Agreement and the Laborers Collective Bargaining Agreement. Certification of insurance for General Liability and Workers' Compensation are required. A Waiver of Subrogation will also be required with all Subcontract Agreements. Subcontractors' faithful performance and payment bonds in the amount of the subcontract price will be required, unless contract is under \$200,000. Reasonable market rate bond premium will be reimbursed by West Bay Builders, Inc.

WBB is willing to discuss breaking down bid items into economically feasible units for minority participation. Our estimating department is available for assistance with bonding, lines of credit, insurance, equipment, supplies and/or materials. The Small Business Administration ([www.sba.gov](http://www.sba.gov)), the California Dept. of General Services ([www.dgs.ca.gov](http://www.dgs.ca.gov)) and U.S. Dept. of Transportation Office of Small and Disadvantaged Business Utilization ([www.osdbu.dot.gov](http://www.osdbu.dot.gov)) may also be able to offer financial assistance and/or information regarding insurance and bonding. Plans and specs may be viewed at various local Builder's Exchanges, in our office at 250 Bel Marin Keys Blvd., Bldg. A, Novato Monday through Friday from 7:30 AM to 4:30 PM or can be emailed upon request.

**WEST BAY BUILDERS, INC. IS AN EQUAL OPPORTUNITY EMPLOYER**  
 Contact: **Dalia Nieto** • (415) 456-8972 • FAX: (415) 459-0665 • EMAIL: [dalian@westbaybuilders.com](mailto:dalian@westbaybuilders.com)

Sub-Bids Requested from qualified DBE Subcontractors and Suppliers For:

**WESTERN RIVERSIDE COUNTY REGIONAL WASTEWATER AUTHORITY**  
**14.0 MGD PLANT EXPANSION**  
**SPECIFICATION W-230**

**Owner: Western Riverside County Regional Wastewater Authority**  
**Location: 14634 River Road, Eastvale, CA 92880**  
**Bid Date: November 12, 2014 @ 2:00 P.M.**

**J.F. Shea Construction, Inc.**

667 Brea Canyon Road, Suite 30 • Walnut, CA 91788-0489  
 Phone: (909) 595-4397, Fax: (909) 444-4268  
 Contact: **Lori Olivas, [lori.olivas@jfshea.com](mailto:lori.olivas@jfshea.com)**

J.F. Shea Construction, Inc. is soliciting your participation in the preparation of this bid. We are particularly interested in bids from subcontractors/suppliers for the following work items: Demolition, Dewatering, Shoring, AC Paving, Chain-Link Fencing, Ready-Mix Concrete, Reinforcing Steel, FRP Strengthening System, Precast Concrete Manholes & Vaults, Masonry, Modular Concrete Retaining Wall, Structural Steel, Steel Decking, Misc. Metals, FRP Fabrications, Insulation, Roofing, Sheet Metal, Sealants, Metal Doors/Frames/Hardware, Access Hatches, Overhead & Sectional Doors, Aluminum Windows, Glazing, Metal Framing & Drywall, Painting & Coatings, Fire Extinguishers, Pre-Engineered Buildings, Truck Axle Scale, Greenhouse Systems, Monorail Systems, Equipment, HVAC, Cathodic Protection, Electrical and Instrumentation

Plans and Specifications are available: by downloading from <http://wvwd.com> at no charge. Plans may also be viewed at the Dodge Plan Rooms or at our Walnut Office.

J.F. Shea Construction, Inc. is an equal opportunity employer and intends to negotiate in good faith with interested DBE firms and intends to utilize the lowest responsive bidder. J.F. Shea expects potential subcontractors to be bondable. J.F. Shea will pay for up to 1% for subcontractor bond costs. Subcontractors and Suppliers are expected to bid per plans and specifications, including requirements for warranties. Standard manufacturer's warranties, if not in conformance with owner's specifications, will not be accepted.

Sub Bids Requested From Qualified SBE/SF LBE Subcontractors & Suppliers for

**Mission Bay Development Group -**  
**Mission Bay Park P26 Improvements**  
**Location: San Francisco, CA**

**Bid Date: October 6, 2014 @ 2:00 PM**

McGuire and Hester is seeking qualified subcontractors in the following trades: Electrical; Resilient Surfacing; Pavers; Expansion Joint Sealant; Play Equipment Installation; Drilling; Reinforcing Steel; Graffiti Coating; and Trucking. We will pay up to and including one and one-half percent (1-1/2%) of your bonding cost. Certification assistance is available, as well as viewing plans and specs.

**McGuire and Hester**

9009 Railroad Avenue • Oakland, CA 94603

Phone: (510) 632-7676 • Fax: (510) 562-5209

Contact: **Kevin Exberger**

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**Shimmick Construction Company, Inc.**  
 SBE/ DBE/ LBE Subcontractor/Supplier Bids  
 Requested For:

**Transbay Transit Center**

**General Contractor: Webcor/ Obayashi Joint Venture**

**TG15.2 Façade Access Equipment**

**Bid Date: October 15, 2014 at 2:00 PM**

**Fax all quotes to 510-777-5099**

Requesting qualified SBE/ DBE/ LBE certified Subcontractor and Supplier Quotes on: **Paint Stain, Steel Erection, Welding, Steel Fab, Scaffolding, Trucking and Hauling, Steel and Steel Products, Metals for Custom Fab, Safety & Personal Protection Items, Construction Staking, Clean & Paint Steel, Structural Steel Plate Pipe, Arch, & Pipe Arch**

Bid Plans and Specifications that do not contain protected information may be purchased via ARC Northern California - (415) 495-8700 <http://www.e-arc.com> or may be viewed by appointment only at Shimmick Construction's Office: 8201 Edgewater Drive, Suite 202, Oakland, CA 94621, Phone: 510-777-5050

Subcontractors and Suppliers interested in this project may contact Matt Azzi by phone at (510) 777-5038 or [mazzi@shimmick.com](mailto:mazzi@shimmick.com).

100% Performance and Payment bonds with a surety company subject to approval of Shimmick Construction Company, Inc. are required of subcontractors for this project. Shimmick Construction will pay bond premium up to 1.5%. Subcontractors will be required to abide by terms and conditions of the AGC Master Labor Agreements and to execute an agreement utilizing the latest SCCI Long Form Standard Subcontract incorporating prime contract terms and conditions, including payment provisions. Shimmick Construction's listing of a Subcontractor is not to be construed as an acceptance of all of the Subcontractor's conditions or exceptions included with the Subcontractor's price quote. Shimmick Construction requires that Subcontractors and Suppliers price quotes be provided at a reasonable time prior to the bid deadline to enable a complete evaluation. For assistance with **bonding, insurance or lines of credit contact Scott Fairgrieve at (510) 777-5000.**

**Shimmick Construction Company Inc.**

8201 Edgewater Drive, Suite 202

Oakland, CA 94621

Phone (510) 777-5000

Fax (510) 777-5099

An Equal Opportunity Employer

# Public Legal Notices

## UC IRVINE

### NOTICE INVITING GENERAL CONTRACTOR PREQUALIFICATION

Prequalification Questionnaires will be received by the **University of California, Irvine Medical Center (UCIMC)** from general contractors wishing to submit bids for a lump sum contract for the **B1A, Basement, CT Prep & Waiting Room project**.

**PREQUALIFICATION:** The University has determined that bidders must be prequalified for this project.

**DESCRIPTION OF WORK:** Renovate approx. 2183 sq ft. in the Basement of B1A (University Tower) to construct a new waiting room and patient prep room utilizing the space of the old reading room. Upgrade the public and staff restrooms for ADA compliance and cosmetically enhance the current office space to make ready for reading room use. Work incl. interior demolition, finishes, casework, installation of lighting, MEP, structural framing, fire suppression and medical gas.

Project completion time: 120 days.

**ESTIMATED COST:** \$525,000

**PROCEDURES:** Prequalification Questionnaires available Friday, 9/26/14, 2:00 PM. Contact Elita Dao, (714) 456-8842, ecjohnso@uci.edu

**MANDATORY PREQUALIFICATION CONFERENCE:** Thursday, 10/2/14, at UCIMC, Building 22A, Room 2107 (Library Auditorium), 101 The City Drive South, Orange, CA 92868, beginning promptly at 10:00 AM.

**QUESTIONNAIRE DUE DATE:** Questionnaires must be received by Wednesday, 10/15/14, 4 PM only at UCIMC, Planning Administration, Building 27, Room 136, 101 The City Drive South, Orange, CA 92868.

**BIDDER QUALIFICATIONS:** Must meet license, insurance, bonding, safety, financial and claims history requirements. Must have completed a minimum of three projects in the last five years with a minimum construction cost of \$500,000 as follows: One **OSHPD 1 renovation** project, one (1) hospital renovation project involving **Type 1 construction** and one (1) renovation project requiring **infection control** constructed in a **fully operational/occupied hospital**. **Bidders not meeting the requirements of the prequalification questionnaire will not be eligible to bid.**

**LICENSE REQUIREMENT:** Current and active California CSLB "B" **General Building Contractor** license.

Prequalification is solely for the purpose of determining bidders who are deemed capable of successful per-

formance of the type of work included in this project. A contract will be awarded to the prequalified bidder submitting the lowest responsive bid.

The University reserves the right to reject any or all responses to this notice, to waive non-material irregularities, and to deem Contractors prequalified to submit proposals for the project. To prequalify, Contractors must agree to comply with all bid conditions including state prevailing wages, 10% bid bond, 100% payment and performance bonds, and insurance requirements. All information submitted for prequalification evaluation will be considered official information acquired in confidence, and the University will maintain its confidentiality to the extent permitted by law.

Every effort will be made to ensure that all persons have equal access to contracts and other business opportunities with the University within the limits imposed by law or University policy. Each Proposer may be required to show evidence of its equal employment opportunity policy.

For other opportunities: [www.healthaffairs.uci.edu/planning-administration/index.asp](http://www.healthaffairs.uci.edu/planning-administration/index.asp)

## PUBLIC NOTICE

You are invited to the Business Outreach Committee (BOC) "Meet the Primes" meeting to advise the public of upcoming projects, provide workshops on bonding, insurance, certification, and provide opportunities for small and disadvantaged businesses to network with Prime Consultants and Contractors on:

**Tuesday, October 7, 2014 – 8:30 a.m. to 1:00 p.m.**

Sign-In: 8:30

Workshops: 9:00 – 11:00

Meet the Primes: 11:00 – 1:00

at

**Santa Clara Valley**

**Transportation Authority (VTA)**

**3331 North First Street (River Oaks)**

**San Jose, California 95134**

Please see our flyer and register at VTA's website: [www.vta.org/osdb](http://www.vta.org/osdb)

Representatives from the Small Business Transportation Resource Center, Minority Business Development Agency, The Blue Book Building and Construction Network, Bay Area Transportation Agencies and Prime Contractors listed below:

Skanska, Shimmick and Herzog JV, URS Corp., Kimley-Horn, Ghiradelli Associates, Hatch Mott MacDonald, AECOM, Parsons Transportation Group, Granite Rock, TY Lin, LAN, Aldrige, Rosendin Electric, McCarthy Construction, Robert A. Bothman, Balfour Beatty, BFK Engineers, and more.

14099684



## Your Business, Your Brand

### Continued from page 1

face behind the business, especially if the transactions are frequent or substantial or one, such as a home renovation project.

This doesn't mean you have to be on-site for every meeting or visible 100 percent of the time, but ask yourself if you're really getting to know your customers. Are you responsive and in-tune with their needs? What do they really think about your business?

If you know what you want your brand identity to be and have invested in building it, make sure you're out there maintaining its integrity. Small business owners need to be just as much an advocate for their brand just as Steve Jobs was for Apple.

### Use Social Media to Help Your Brand Shine

Social media has changed the way brands connect and engage with their prospects and customers, opening up new opportunities to talk directly to and with them in real-time. While your basic brand guidelines should apply to the foundation of your social media pages, there are lots of other quick and easy ways to use social media to grow your brand. Anita Campbell of SmallBizTrends suggests 12 ways to get started. Read part one of "6 Ways to Use Social Media for Branding" and part two here.

### Get Involved in your Community

What better way to get exposure for your brand than giving back and getting involved in the community. Sponsor the local 5k marathon or participate in fairs, farmer's markets or events – all of these can help build community and extend the trust you've earned for your brand.

### Become a Trusted Advisor

Becoming a trusted advisor to existing customers and prospects is a great way to differentiate and build your brand. Think about what your business does and the challenges your customers have. Host workshops or webinars and write blogs that offer advice and tips for overcoming these challenges, without plugging your own product or services (use follow-up emails and calls to attendees to do that).

Winning new business becomes a lot easier if customers already know that you're an expert at what you do (and that you're excited about doing it).

### Police Your Brand's Usage

So you've decided to advertise your business – always make sure whoever designs the ad adheres to your brand guidelines. If not, the power of your brand starts to get slowly diluted. Make sure that partners who use your logo or company messaging stick to those guidelines too.

Likewise, be on the lookout for trademark infringement or any potential copyright theft by competitors. For instance, a competing business could lift copy from your website and use it, unchanged, to promote their business.

Don't forget employees and if your brand extends to how they greet and interact with customers. Monitor and coach them regularly to ensure they're upholding your brand values.

**Source: U.S. SBA**





**WIN BIDS  
ACHIEVE GOALS**  
Demonstrate Good Faith Effort

**SBE - Your Diversity Outreach Partner**

**Rebuilding America**  
SBE partners with prime contractors, minority-, disadvantaged-, woman- and disabled veteran-owned businesses to rebuild our national infrastructure.

**Building Capacity Through Growth**  
Since 1984 SBE has been in the forefront, bringing opportunities to the diverse business community.



**Good Faith & Beyond**

- One location, 1.5 million businesses
- Expertise with federal regulations (“CUF” commercially useful function; availability)
- Technical resources
- Planroom with estimating tool
- Advertisements and ad placement services
- Targeted mail/fax/email/radio broadcast/social network
- Telephone follow-up
- Computer-generated reports with customization

**Acknowledgments include awards from:**

- “Champion of Diversity”  
- BACCOA Bay Area Contracts Compliance Officers Association
- “Minority Media Cornerstone Award”  
- US Department of Commerce MBDA Minority Business Development Agency
- “Outstanding Achievement as Vendor” - City of Los Angeles
- “Minority Advocate” - NAMCSC

**CONTACT US TODAY**

A: 703 Market Street, Suite 1000, San Francisco, CA 94103

P: 415.778.6250 or 800.800.8534

F: 415.778.6255

E: sbe@sbeinc.com

W: www.sbeinc.com

SBE is a certified DBE (49 CFR 23), MBE and SBE firm



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