

SBE NEWS ALERT

4 Smart Marketing Resolutions for 2015



By Rieva Lesonsky,

Happy New Year! Have you resolved to take your small business to bigger and better heights in 2015? Then one of the best moves you can make is to upgrade your marketing. Here are four marketing resolutions that every small business owner should consider making for 2015.

1.) Invest more money in your marketing. I see so many small business owners who make the (sometimes fatal) mistake of playing Scrooge when it comes to their marketing. By pinching pennies, they may save a few dollars here and there, but they lose out on bigger opportunities. It's important to look at marketing costs as investments in your business and your brand—not as expenses.

When I'm feeling stressed that a marketing tactic my company is considering is too costly, I always stop to assess how much new business could come from it. If spending \$500 on ads this month stands a good chance of netting you a client that could be worth \$50,000 a year, isn't that worth the investment? Yes, you win some, you lose some, but if you make resolution #2, you'll lose less.

2.) Assess the results of your marketing. Of course, one reason many small business owners are reluctant to spend money on marketing is that they fail to keep track of results. Therefore, they never know exactly what marketing campaigns attracted new customers or converted to sales. With only a haphazard idea of what works and what doesn't, they begin to view spending on marketing as throwing good money after bad.

Whether you're advertising online, marketing with social media or using traditional marketing methods such as print or cable television advertising, there is always a way to track your results. Use your website's analytics tools to see what specific online marketing campaigns attract users, get them to click and convert them to buyers. Use codes in your print, TV or radio ads to track which specific ads bring customers in to your store or business.

If all else fails, try the easiest method: Ask customers where they heard about your business! Take time at the end of each month, each quarter and each year to review your results and plan for how you'll modify your marketing accordingly. This can help you save money by spending less on tactics that aren't fruitful for you.

3.) Devote more time to marketing. When you're swamped with business, it's hard to make time for marketing—and it may seem like you don't need to market much if business is falling into your lap. Unfortunately, this state of affairs never lasts, and suddenly you're twiddling your thumbs with no new business in the pipeline.

I admit I fall prey to this problem myself—it's easy to do. Set a rule that you will devote at least 20 percent of your time to marketing your business, no matter what. If you've got extra time during a slow period, you can put in even more. Here are a couple of quick marketing techniques you can use when you're slammed:

1. Reach out to current customers with a special offer or discount on additional services or products related to past purchases.

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Publisher of
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California Sub-Bid Request Ads

TAFT ELECTRIC COMPANY

1694 EASTMAN AVENUE, VENTURA, CA 93003

Contact: Dave Norwine

Phone: (805) 642-0121 • Fax: (805) 650-9015

Invites sub-bids from qualified union DBE businesses for the following project:

07A3661

Electrical System Restoration to As-Built Condition with Multiple Providers, TAS

Location: Ventura County

BID DATE/TIME: 1/22/2015

SEEKING: Traffic Control, Tamper Resistant Pull Box Covers, Stranded Wire, Conduit

We are an Equal Opportunity Employer and intend to seriously negotiate with qualified Disadvantaged Business Enterprise subcontractors and suppliers for project participation.

Payment and performance bonds may be required. Please contact us at the above listed number for further information regarding bidding on this project. To the best of our abilities we will help with bonds/insurance/credit. Plans are available for viewing at our office.

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NOTICE TO BIDDERS

OLIVER & CO INC

an equal opportunity employer, requesting quotations from all qualified subcontractors, especially Pleasanton small businesses, Tri-Valley businesses, MBE, WBE and DBE contractors to submit bids for the

“Axis Hacienda Clinic”

located at 5925 W. Las Positas Blvd Suite 100. Pleasanton, Ca 94588.

Plans and specifications for the above project will be available on our FTP site

ftp://axis:9851051322@oandco.ftppstream.com.

Bids are due on 1/22/2015 @ 5PM.

Non mandatory pre-bid walkthrough onsite on 1/9/2015 @ 2pm-4pm. Bids may be hand delivered, mailed or sent by courier to 1300 South 51st Street in Richmond, CA 94804, faxed to 510-412-9095 or emailed to robert@oliverandco.net or mary@oliverandco.net

Pacific States Environmental Contractors, Inc. (PSEC) is preparing a bid as a Prime Contractor for the project listed below:

Site Remediation at

520 John Muir Drive- Pacific Rod and Gun Club San Francisco, CA

Owner: City & County of San Francisco, San Francisco Utilities Commission

BID DATE: January 29, 2015 at 2:00pm.

We hereby encourage responsible participation (Local) Small and Micro-LBEs as well as MBE, WBE and OBE and solicit their subcontractor or materials and/or suppliers for the following types of work including but not limited to:

Tree Removal, Landscaping, Irrigation, Survey, Trucking, Hydroseeding, Fencing

At our discretion, 100% Payment and 100% Performance bonds may be required as a subcontract condition. Please call if you need assistance in obtaining bonding, insurance, equipment, materials and/or supplies for this project.

This will be a PREVAILING WAGE JOB.

Plans and specifications may be reviewed at our office located at 11555 Dublin Boulevard, Dublin, CA, or viewed at: <https://www.dropbox.com/sh/xdlebtainxuroj/AABL3Del2NYAqfxIynCM6Naxa?dl=0> or be obtained at 525 Golden gate Avenue, 1st Floor, Customer Service Desk, San Francisco, CA 94102 for a nonrefundable \$210.00 fee paid by cash or by check payable to “SFPUC” Call (415) 551-4603 for further information. A CD Version is available for a fee of \$10.00. Visit <http://sfwater.org/contracts> for updates. PSEC is willing to breakout any portion of work to encourage Local Business Enterprises, and solicit their subcontractor or materials and/or suppliers and trucking quotation. If you require any assistance, please contact Estimator, Cory Divers email him at cdivers@pacificstates.net or call at (925) 803-4333 and bids may be faxed to us at (925) 803-4334. We are an equal opportunity employer

REQUEST FOR DBE SUBCONTRACTORS AND SUPPLIERS FOR:

**Nevin Avenue Pedestrian Improvements
City of Richmond**

BID DATE: January 16, 2015 @ 2:00 PM

We are soliciting quotes for (including but not limited to): Trucking, Traffic Control System, Construction Staking, Construction Project Signs, Storm Water Pollution Control, Clearing & Grubbing, Grinding, Geotextile Fabric, Minor Concrete, Underground, Adjust Utilities, Traffic Signal Modification, Electrical, Roadside Signs, Striping & Marking, Planting & Irrigation, Relocate Gas Line and Construction Materials

O.C. Jones & Sons, Inc.

1520 Fourth Street • Berkeley, CA 94710 • Phone: 510-526-3424 • FAX: 510-526-0990

Contact: Donat Galicz

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100% Performance & Payment Bonds may be required. Worker's Compensation Waiver of Subrogation required. Please call OCJ for assistance with bonding, insurance, necessary equipment, material and/or supplies. OCJ is willing to breakout any portion of work to encourage DBE Participation. Plans & Specs are available for viewing at our office.

REQUEST FOR LBE & SLBE SUBCONTRACTORS AND SUPPLIERS FOR:

**I-880/SR-92 Reliever Route – Phase 1
City of Hayward**

City Project No. 5197, Alameda CTC Project No. 615

BID DATE: January 13, 2015 @ 2:00 PM

We are soliciting quotes for (including but not limited to): Trucking, Construction Staking, Storm Water Pollution Prevention, Storm Drain Inlet Protection, Traffic Control System, Construction Area Signs, Portable Changeable Message Sign, Adjust Utilities, Cold Plane AC, Survey Monuments, Temporary Fencing, Clearing & Grubbing, Tree Removal, Tree Root Pruning (Arborist Directed), Health & Safety Plan, Subgrade Enhancement Geotextile, Lime-Treated Subgrade, Erosion Control (Hydroseed), Underground, Sanitary Sewer, Industrial Waste Monitoring Well, Minor Concrete, Detectable Warning Surface, Sound Wall (Masonry Block), Bollard, Pedestrian Barricade, Fencing & Gates, Wrought Iron Fence, Brick, Joint Trench, Remove Building, Striping & Marking, Roadside Signs, Bioretention Area, Water Main, Fire Hydrant Assembly, Electrical, Landscape and Irrigation, Misc. Iron & Steel, Guard Railing Delineator, Object Marker, Midwest Guardrail System, Vegetation Control (Minor Concrete), End Anchor Assembly, Alternative Inline Terminal System, and Construction Materials

O.C. Jones & Sons, Inc.

1520 Fourth Street • Berkeley, CA 94710 • Phone: 510-526-3424 • FAX: 510-526-0990

Contact: Jean Sicard

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Environmental Contractors, Inc.**

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Phone: (925) 803-4333 • FAX: (925) 803-4334

ESTIMATOR: Cory Divers

EMAIL: cdivers@pacificstates.net

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California Sub-Bid Request Ads

Seeking MBE, DVBE, DBE, WBE, Underutilized/Disadvantaged Business Enterprise (U/DBE) subcontractors and suppliers for

SR 15 Mid-City Bus Rapid Transit (BRT) Project

IFB No. 5007000 (CIP No. 1201507)

Project Owner: San Diego Association of Governments (SANDAG)

Project Location: San Diego, CA

Bid Date: January 28, 2015

Trades: SWPPP, Traffic Control, Striping, Fence, Signage, Landscaping, AC Paving, CIDH, Rebar, Coatings, Glass/Glazing, Jack & Bore, Misc. Metal/Structural Steel, Barrier, Electrical, Elevator, Street Sweeping, Erosion Control, Clear & Grub, Pavement Markings, Irrigation, Architectural Treatment, Staining, Jointed Plain Concrete Pavement, Asphalt Paving, Concrete Barrier, Minor Concrete, Demo, Pavement Grinding, Saw Cutting, Joint Seal, HVAC, Signal/Lighting, Pipe Supply, Aggregate Supply.

Plans are available to download on planetbids.com

Pulice Construction, Inc.

591 Camino de la Reina, Suite 1250 • San Diego, CA 92108

Phone: (619) 814-3705 • Fax: (619) 814-3770

Contact: **Arinda Cale**, acale@pulice.com; **Kimberly Bell**, kbell@pulice.com

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REQUESTING BIDS FROM QUALIFIED DBE SUBCONTRACTORS AND SUPPLIERS FOR THE FOLLOWING PROJECT:

Rt. 29 Troutdale Creek Bridge near Calistoga Project

Napa County, Caltrans Project No.04-4A0904, Bid Date: January 21, 2015 at 2:00 pm

We hereby encourage responsible participation of local Disadvantaged Business Enterprises (11% Goal), and solicit their subcontractor or material quotation for the following types of work. This is a highway project with the typical items of work associated, but not limited to: Lead Compliance Plan, Construction Area Signs, Traffic Control, Striping and Markers, Channelizers, Portable Changeable Message Signs, K-Rail, Temporary Crash Cushion, Temporary Traffic Screen, SWPPP, Temporary Erosion Control, Street Sweeping, Temp Concrete Washout, Temp Active Treatment System, Temp Creek Diversion System, Water Quality Monitoring, Temp Wildlife Exclusion Fence, Remove Traffic Stripe, Work Area Monitoring, Remove Fence, Remove Guardrail, Remove Painted Traffic Stripe, Remove Pavement Marking, Remove Pavement Markers, Remove Roadside Sign, Remove Culvert, Remove Headwall, Remove Asphalt Concrete Surfacing, Remove Base and Surfacing, Reset Gate, Relocate Gate, Bridge Removal, Clear & Grub, Develop Water Supply, Dust Palliative, Roadway Excavation, Structure Excavation, Structure Backfill, Concrete Backfill, Lean Concrete Backfill, Imported Borrow, Soil Amendment, Landscaping, Erosion Control, Rolled Erosion Control Product, Hydromulch, Fiber Rolls, Hydroseed, Compost, Hot Mix Asphalt, Tack Coat, Steel Solider Pile, Structural Concrete, Minor Concrete, Ashlar Stone Texture, Precast Prestressed Concrete Girder, Joint Seal, Rebar, Furnish Single Sheet Aluminum Sign, Roadside Sign, Timber Lagging, Clean and Paint Steel Solider Piling, Prep and Stain Concrete, Stain Galvanized Surfaces, Anti-Graffiti Coating, Alternative Pipe Culvert, Plastic Pipe, Corrugated Steel Pipe, Permeable Material, Corrugated Steel Pipe Inlet, Welded Steel Pipe, Alternative Flared End Section, Rock Slope Protection, Misc. Iron and Steel, Misc. Metal, Fence, Temp Fence, Temp Gate, Delineator, Object Marker, Special Marker, Midwest Guardrail System, Tubular Bicycle Railing, End Cap, Concrete Barrier, Stripe and Markers, Construction Equipment and Rentals, Trucking.

C.C. Myers, Inc. is willing to break down items of work into economically feasible units to encourage DBE participation. If you are interested in any of this work, please provide us with a scope letter or contact us immediately. Plans and Specifications are available from the Caltrans website at http://www.dot.ca.gov/hq/esc/oe/contractor_info/.

Conditions or exceptions in Subcontractor's quote are expressly rejected unless expressly accepted in writing. Subcontractor and Supplier quotes are required 24 hours prior to the bid date to enable thorough evaluation.



C.C. Myers, Inc.

3286 Fitzgerald Rd. • Rancho Cordova, CA 95742

916-635-9370 • Fax 916-635-1527

Each Subcontractor shall be prepared to submit faithful performance and payment bonds equal to 100% of their quotation. The Contractor will pay standard industry rates for these bonds.

Contact C. C. Myers, Inc. for assistance with bonds, insurance, lines of credit, equipment, supplies or project plans and specifications. C.C. Myers, Inc., is a Union Contractor.

AN EQUAL OPPORTUNITY EMPLOYER

REQUESTING SUB-QUOTES FROM QUALIFIED LBE/SLBE/VSLBE SUBCONTRACTORS/SUPPLIERS FOR:

Latham Square Streetscape Improvements

City Project No: C464560

Owner: City of Oakland

Engineers' Estimate: \$3,150,000.

BID DATE: January 22, 2015 @ 2:00 PM

Items of work include but are not limited to: Trucking, Traffic Control, Asphalt Milling, Clearing & Grubbing, Class I and II Material Disposal, Concrete Pavement, Stone Paving, Water Proofing, Concrete Pavers, Brick Paving, Minor Concrete, Drainage Structures, Underground Utility Work, Landscaping, Irrigation Systems, Electrical, Lighting, Traffic Signals, Street Furnishings, Roadside Signs, Remove Striping, Install New Striping, Remove Trees, Remove Concrete and Adjust Utilities to Grade.

Granite Rock Company 'Graniterock' is signatory to Operating Engineers, Laborers, Teamsters, Carpenters and Cement Masons unions. 100% performance and payment bonds will be required from a qualified surety company for the full amount of the subcontract price. Bonding assistance is available. Graniterock will pay bond premium up to 1.5%. In addition to bonding assistance, subcontractors are encouraged to contact Graniterock Estimating with questions regarding obtaining lines of credit, insurance, equipment, materials and/or supplies, or with any questions you may have. Subcontractors must possess a current contractor's license, insurance and worker's compensation coverage. Subcontractors will be required to enter into our standard contract. Graniterock intends to work cooperatively with all qualified firms seeking work on this project. Granite Rock Company is an equal opportunity employer.

Granite Rock Company

7700 Edgewater Drive, Building B, Suite 300
Oakland, CA 94621

Phone (408) 574-1400 Fax (408) 365-9548

Contact: Bob Williams

Email: estimating@graniterock.com

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Build Your Business For Lasting Success With This Tip From The Grateful Dead



The hedgehog knows one big thing — and that's enough to outsmart the fox.

Whether you're into hippy jam bands or not, you have to admit: The Grateful Dead were masters of their business. Sure, they only had one Top 10 song on the Billboard Hot 100 chart. They didn't win a Grammy during three decades of active music production (though they did finally receive a Lifetime Achievement Award in 2007).

But they found a niche and they dominated it — and their strategy is one that businesses of all kinds can learn from.

You've heard about the fox and the hedgehog: the ancient Greek poet Archilochus penned the oft-repeated phrase "... the fox knows many things, but the hedgehog knows one big thing." The poem is a philosophical touch point for business theory, personality testing, and more. The Hedgehog's one big thing — curling into a ball to protect himself from attack — helped him fend off the more cunning fox, whose every creative effort to eat the hedgehog is foiled.

The hedgehog approach is key to starting a successful business. A successful startup knows its one big thing and does it better — or cheaper, or faster — than anyone else.

It's exactly what the Grateful Dead did in developing and marketing their music. Brian Halligan

and Dharmesh Shah, the founders of Hubspot, argue in their book *Inbound Marketing* that the Grateful Dead found extraordinary success by doing three simple things: they created a niche market, they upended traditional marketing strategies to build an audience, and they focused like a laser on the one thing they could do best.

Instead of emulating the Beatles and Rolling Stones, as so many bands of their era did, the Dead fused jazz, rock, bluegrass and psychedelia to create a new and unique sound. It didn't appeal to the mainstream — but it didn't need to. The band chose not to meet the competition "Deadhead"-on and instead found a new market for their music.

As Halligan and Shah note, the Dead also bucked the trend when it came to marketing strategy. Most bands of their era relied on single and album sales and toured only to support records. The Grateful Dead flipped the model: they made concerts the primary attraction and then gave their music away, allowing fans to record shows and share copies freely.

The strategy helped the band build a following that was pretty much unrivaled in its devotion. Dead shows were an experience — and they were profitable. Even in 1991, 25 years into their life as a

band, the Dead were a top-grossing act. And to this day, you can listen to thousands of Grateful Dead shows online for free.

Still, a niche market and creative marketing aren't enough to sustain a business. To find lasting success, you have to focus on that one big thing and be the best at it. As 17th-century French poet Jean de La Fontaine said: "Too many expedients may spoil the business. One loses time in choosing between them and in trying too many. Have only one; but let it be a good one."

The Dead found a good one. They went narrow and deep in a niche they created and ended up defining a genre and an era. They focused on what they could be the best at, and then they made sure they were the best. It's the same way Papa John's succeeded in a sea of pizza delivery businesses and the same way Zappos succeeded in a crowded online retail market.

So take the Jerry Garcia road when it comes to creating a business that's Built to Last: Find your one big thing — and do it better than anyone else.

Source: <http://www.forbes.com>

4 Smart Marketing Resolutions for 2015

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2. Contact satisfied customers to see if they're willing to give you referrals. Then follow up with the referrals within a week or two.
- 4.) Always be looking ahead. It's easy to keep your head down, nose to the grindstone and work so hard on your current business that before you know it, your marketing methods are outdated and your

competitors have left you in the dust. Don't let this happen to you! Keep your head up and pay attention to your customers, your competitors and your industry. How are your competitors marketing? What new developments are affecting the way businesses in your industry market? How are your target customers changing and what new markets might you reach out to next? Growth can come from unexpected places, so don't discount anything you

notice. One startup entrepreneur I know noticed her marketing was drawing customers from unexpectedly far away to shop in her store. By paying attention to the results of her marketing and the demographics of her customers, she was able to seize the opportunity to open a second store. Now, both locations are thriving.

Source: www.sba.gov