

Clients & Collaborators: Marketing Your Revolving Loan Fund

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RC&D

About Me

Professional

- Director of Loan Services @ BLDC/ Headwaters since 2016
- Blackstone LaunchPad- collegiate entrepreneurship program
- Project Executive @ Flood Marketing

Personal

- Rocky Mountain Rambler
- XC Skiing, Hiking, Backpacking, Rafting, Fly-Fishing



About Us: Butte Local Development Corporation (BLDC) & Headwaters RC&D

Butte Local Development Corporation

- Lead Economic Development Organization for Butte, MT
- Financial Assistance

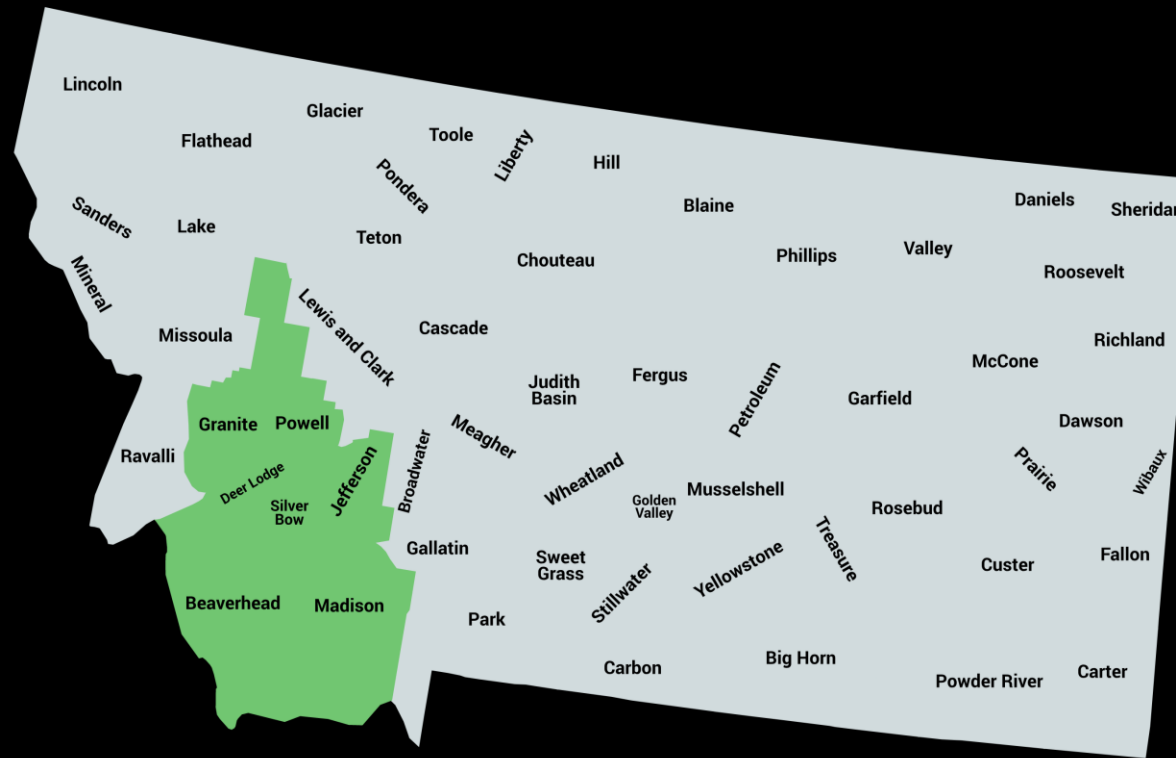
Headwaters RC&D

- 7 counties in southwest Montana
- Technical Assistance

Joint Venture in 2018



BLDC & Headwaters Team!



BLDC & Headwaters Region

Southwest Montana

Regional Overview:

- Population: ~82,500
- Size: 17,886 Sq. Miles
- Rural Communities & Small Towns
- Agriculture, Mining, Tourism

Agenda

- **Foundations of RLF Marketing**
- **Two Audiences**
 - **Clients & Collaborators**
- **Key Takeaways**
- **Discussion + Q&A**



**BUT
FIRST...**

**A STORY OF POOR
MARKETING...**

**“YOU GUYS
GET PAID
LAST...”**

Loan Client

**“THE BLDC WILL GIVE
YOU WHATEVER YOU
WANT.”**

Member of City Council to potential
client

**“WE’RE THE
LENDER OF
LAST RESORT.”**

Board Members

MARKETING

The goal of marketing your RLF is to create **quality** relationships with clients & collaborators built on mutual respect and accurate information



General RLF Marketing

What you need to know before you market your
RLF

Messaging

- Mission/ Vision Statement
- Consistent with RLF program design
- Avoid Acronyms & Jargon
 - Would you like to hear about the BLDC EDA RLF?
- Clear value proposition
- Set expectations early
- Toolkit Item: **Elevator Pitch**
(~15-30 seconds)



General RLF Marketing: Print & Digital Materials

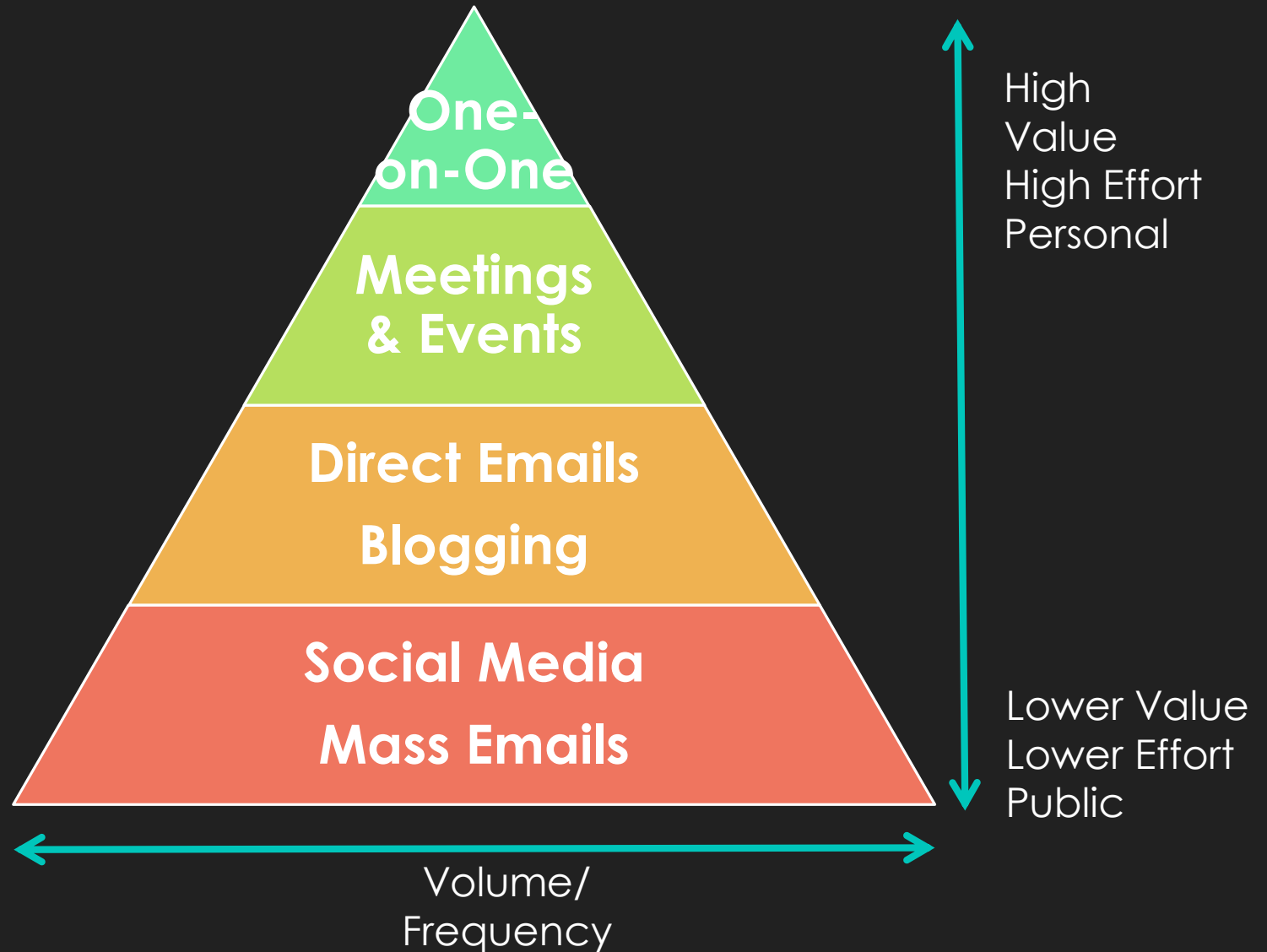


Print & Digital Marketing Materials

- Brochures
- "Rack Cards"
- Project Signs
- Client Folders
- Misc. Swag
- Loan Applications
 - Easy-to-Complete!
- Website
- Blogs & Newsletters
- Social Media
 - Facebook
 - Instagram
 - Twitter
 - LinkedIn

Building Relationships

- Takes more than print & digital materials
- Cover the entire pyramid with each contact
- Consider Time & Cost
- Shared resources/
Partnerships



Marketing your RLF to Two Audiences

Marketing your RLF to prospective **clients** and
potential **collaborators**

Client Marketing: Social Media & Newsletters

- Social Media- Cost Effective
- Sharable/ Two-Way
- Provide marketing value to clients
- May not receive significant engagement from public

- *Remember:* Receive permission before you share!


BUSINESS. COMMUNITIES. DEVELOPMENT.

RESOURCES TO TAKE SOUTHWEST
MONTANA BUSINESS TO THE
NEXT LEVEL

Hello All,

Financial Assistance-- Revolving Loan Funds (RLFs)

One of the questions we hear the most is "where do I get money for my business?"
Indeed, *access to capital* is a perpetual challenge facing new and existing

Client Marketing Toolkit:

Events & Meetings



Client Events & Meetings

- Business Meet-Ups & Networking
- Classes & Trainings
 - “Business 101”
 - Preparing for Financing
- Awards Dinners & Recognition Events
- Industry Roundtables
- Ribbon-Cuttings & On-Site Socials

Client Marketing Toolkit: One-on-One

Client One-on-One

- Interaction during Underwriting & Closing
- Follow-Ups & Phone Calls
- Formal Site-Visits
- Informal “drop-ins”
- Handwritten Payoff Note
- Ongoing client service



Collaborators & Strategic Partners

You can and should form strategic partnerships with **anyone** who may benefit from your RLF, provides client referrals, or publically discusses your programs.



Collaborators & Partners: Items to Remember

Collaborators

- May be **first source** of information about your RLF
- Word-of-Mouth & Direct Introduction to clients
- Help set client & community expectations
- Trusted & Respected
- Primary source of client referrals!



Common Collaborators & Strategic Partners

- Banks & Financial Institutions
- Economic Development Organizations
- Small Business Development Centers (SBDC)
- Local & State Government Officials
- Chamber of Commerce
- Non-Profit Community Organizations
- Real Estate Agents
- Accountants & Attorneys
- Business Educators
- Other Professionals
- Business Owners & Former Clients

- *Ask: Who do businesses trust in my community?*



Collaborator Marketing Toolkit: Events & Meetings

Collaborator Events

- Lender Resource Training
- “Banker’s Breakfast”
- Awards Dinners & Ceremonies
- Networking Receptions
- Local Government Public Meetings
- Non-Profit Meeting Presentations
- Partner Resource Training



Collaborator Marketing Toolkit: One-on-One



Collaborator One-On-One

- Semi-Annual Lender Visits
- Lunches & Coffee
- Handwritten Notes
- Common Deals & Shared Projects
- Introductions to Potential Clients

Collaborator & Strategic Partner Training

- New Board Member Orientation
- Lender Training Event
- Economic & Community Development Resource Training

- Simple, clear & consistent messaging!
- *Toolkit: One-Page Messaging Handout*



Key Takeaways

1. Marketing an RLF is about building quality long-term relationships
2. Quality marketing & messaging will lead to good client experience
3. One-on-One interaction is best, but not the only way
4. Develop marketing toolkit & tactics for both clients & collaborators
5. Referrals are often primary source of new clients
6. Listen to how others talk about your program & train partners on appropriate messaging



**Discussion +
Q&A**

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