

Produced by The Small Business Community Network (SBCN)
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Founders Message

By *Dave Ockwell-Jenner*

Business never stops, not even for the summer. That doesn't mean we can't enjoy it a little and still continue our networking! There are plenty of opportunities to network, even briefly, as we take in some of the delights of summer, such as local festivals and other events.

The Small Business Community Network (SBCN) recently held our Summer Social event, a chance to connect, network and enjoy the warmer weather. Little did we know it would be the hottest networking event of the summer - in more ways than one! As well as having a great time, Linda and I also received some fabulous feedback about the event. We also had chance to chat with many new faces as well as catch-up with long-time SBCN members and guests alike.

We're now turning our attention to the MarketPlace Conference on September 23rd. It might sound like a long way off, but it will be here before you know it! Read later in The Hub to find out more about the event and how you can SAVE BIG by being a subscriber! Tickets are already selling and we have some fantastic speakers lined-up this year. We hope to see you there!

Upcoming Events

- | | |
|----------------------------|--------------------------------|
| September 10 th | Monthly networking - Stratford |
| September 18 th | Monthly networking - Kitchener |
| September 23 rd | MarketPlace Conference |
| September 25 th | Monthly networking - Barrie |

visit www.sbcncanada.org/events for more details





Marketing's Not Something New

By Linda Ockwell-Jenner

Marketing is something we all have to do in business, and if we can't do it ourselves, we tend to outsource this work.

I looked back over time and discovered some interesting facts about how marketing has changed, grown and become more dependent on automation and online resources.

Evidently in 1041, movable clay type was first invented in China. Johannes Gutenberg, a goldsmith and businessman from the mining town of Mainz in southern Germany, borrowed money to invent a technology that changed the world of printing. Johannes Gutenberg invented the printing press with replaceable/moveable wooden or metal letters in 1436. By the 1730's magazines were becoming popular and these were the forerunner of niche marketing. Around 1836 the idea of paid advertising in newspapers became the thing to do. Along comes 1864 and 'spam' came into being and could be sent via the telegraph, but was unsolicited and sent out to the masses. 1880 was when the first trademarks and any sort of branding were recorded. So you can see it was seen as relevant and important all those years ago and not just a recent thing.

Harvard Business School was founded in 1908, probably because people realised they needed to learn more about marketing and Harvard jumped in to fulfill that need. 1922 was an exciting year because radio advertisements were offered and this meant a wider reach. 1940 is a surprise to some when it is revealed that the first electronic computers were developed, and without computers today where would we be, I wonder? Not long after radio advertising became popular television advertisements came to the fore and could be seen as well as heard which meant marketing to the masses could be more fun as well as beneficial.

By the time the 1950's were upon us there follows quite a list of exciting developments in the marketing World:

- 1950s: systematization of telemarketing
- 1970s: E-commerce invented
- 1980s: development of database marketing as precursor to CRM
- 1980s: emergence of relationship marketing
- 1980s: emergence of computer-oriented spam

"there are so many opportunities to market our business, our brand, our products and services."

- 1984: introduction of guerrilla marketing
- 1985: desktop publishing democratizes the production of print-advertising
- 1991: IMC gains academic status
- 1990s CRM and IMC (in various guises and names) gain dominance in promotions and marketing planning
- 1995-2001: the Dot-com bubble temporarily re-defines the future of marketing
- 1996: identification of viral marketing
- 2000s: Integrated marketing gains acceptance and in 2002 its first dedicated academic research centre

(Source: Wikipedia)

I found the facts about early marketing surprising because I had no idea some of the concepts we use today were used so many years ago. Our lives have been made easier because of the earliest forms of marketing and with the technology we have today there are so many opportunities to market our business, our brand, our products and services. But sadly, a lot of small business owners are still way behind in their marketing initiatives and don't get how accessible their target market is, and because of this those companies get left behind.

Obviously a lot of the marketing techniques from way back are still used today, but combined with the new technology businesses are able to reach out to a broader audience, which can sometimes mean more cost effective, but there are always opportunities that are free if your budget is small.

*- Linda Ockwell-Jenner, Motivational Steps
www.motivationalsteps.com / www.lindaaj.me*



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We're always on the lookout for great reader-submitted content for **The Hub**. Find out how to contribute at <http://www.sbcncanada.org/the-hub/submissions>.

Are You... Maximizing Your Brand?

By *Martin Buckland*

We all know brands that are successful. We all know brands that have been unsuccessful, many are no longer in existence. Remember Simpson's and Eaton's? Brands that have gone bust that you might remember include Ponderosa, Blockbuster, Talbot's, TWA, Pan-Am, Circuit City, and Knob Hill Farms.



Successful brands maintain a deep understanding of their roots, their niche in the market and their customer base. They evolve their offerings, whether they be products or services, to retain their prominence as a competitor and leader in their sector.

Do YOU maximize your brand? Do YOU know what your brand buzz is? Some do; some don't.

A good brand manager uses networking and the Internet to track positive and negative comments. You may not like to hear it, but negative feedback can be a positive. Remember the unsuccessful Coca-Cola rebrand? Negative feedback from social media forced a return to the original brand formula.

To me, brand reputation is a critical element to success. A resonating brand where people can latch on to the name and the logo, sets me apart from my competition and has driven my business into a unique niche serving a select and demanding sector. Have you defined your brand and sector? Many small business owners haven't and are struggling to find their unique promise of value.

Are you content with your brand? Are your clients happy with your brand position and service offerings? If not, perhaps its time to maximize your brand.

- *Martin Buckland, Elite Resumes*
www.aneliteresume.com

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Security Corner

By *Dave Ockwell-Jenner*

Metadata

I've had a few questions recently asking what 'metadata' is. It's likely that this question is cropping up more frequently after we are learning that the United States government has been collecting and storing metadata on telephone calls and Internet communications.

Quite simply, metadata is 'data about data.' It's information about a communication or transaction. Let's use an example to help us understand more clearly and to keep with the theme, let's look at a telephone call. Phone call metadata might be:

- Number calling
- Number being called
- Call answered / no answer
- Duration of the call

This data doesn't include the voice conversation itself, just details about the call. Metadata is often used for billing and diagnostic purposes and it's quite normal that the telephone company would collect this.

Metadata exists elsewhere—and sometimes in places you wouldn't expect. You may not think it, but digital photos also contain metadata! When you take a snap using your smartphone, chances are that the phone will store metadata along with the photo. That metadata describes things like the make and model of the camera, the orientation, date and time of the photo, and sometimes even geolocation information to say where the photo was taken. If you ever wondered how some programs put flags on maps where you took your photos, chances are it's the metadata supplying that information.

You'll also find metadata in other types of files, such as word-processor documents. Here, metadata records things like the name of the computer where the document was last worked on, the name of the author (and previous authors), document revisions, the organization name that created the document, and so on.

E-mail messages have metadata, too. This metadata is stored in what we call the 'e-mail headers' and contains information much like the telephone call metadata example. E-mail headers also include information about the route



"There are a variety of software tools available that can remove metadata from files."

the e-mail took: which servers the message passed through on it's way to the recipient. It sometimes includes the name of the e-mail program or service used, and other information used to fight spam. Metadata is necessary for e-mail to function. If we think of the traditional equivalent, it would be the envelope: the metadata being the name and address of the sender and addressee.

There are a variety of software tools available that can remove metadata from files. Whilst this isn't usually necessary, it's a step I like to take when I'm exchanging documents with untrusted third parties.

If I'm going to post a photo to an unknown sharing site, I'll remove the so-called 'EXIF' metadata (camera information, location, etc.). Many major sites will do this for you, including Facebook, but you never know what a new site's policy is.

So next time you send your files to someone else, take a second to learn about what metadata might be present. Ask your IT professional to recommend some metadata-cleaning tools that can help remove metadata from your documents.

- Dave Ockwell-Jenner, Prime Information Security
www.primeinfosec.com

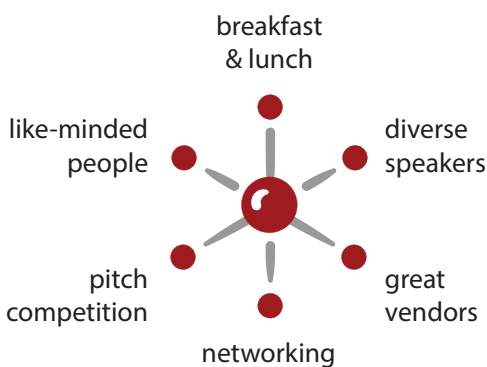
MarketPlace Conference 2013

It's back! Our biggest and best event of the year is taking place on **September 23rd, from 9am - 4pm at THEMUSEUM** in downtown Kitchener. Now in it's third year, the MarketPlace Conference bring together fabulous speakers, great vendors and YOU in the most affordable and valuable conference around.

This year's theme is **Connecting in the Community** and we're delighted to welcome some extremely sought-after speakers. We're confident you won't find a better line-up anywhere!

Come connect with great local businesses in our Vendor Village and network with some of the brightest minds in our community. There's a reason that we've been described as "one of the most practical and beneficial conferences I've been to in a really, really long time"

Did we mention attendees get free breakfast and lunch, too?



We also want to say a big thank you to all our MarketPlace Conference sponsors! TELUS have just confirmed as this year's title sponsor and join the following organizations who have helped us put together an amazing event.

Thanks to: Skylight Productions, The Waterloo Region Record Community Partnerships Program, THEMUSEUM, Sherwood Digital Copy & Print, Stephanie Canada Photography, Izzio Financial Solutions Inc., Hillside Professional, Motivational Steps, Prime Information Security, Downtown Kitchner BIA, THINK | DIFFERENT[LY] and the Waterloo Region Small Business Centre.

Early bird tickets \$49.99 - FOR A LIMITED TIME ONLY!

Hub Subscribers use discount code **HUBSTER** for an **additional 50% off** until Monday August 5th! *(only applies to Early Bird Tickets)*

Register today at www.marketplaceconference.com



Exhibit in Vendor Village \$229.99 - SOME SPACES STILL AVAILABLE!

Includes two tickets to the conference and display table to help you showcase your business!

Register today at www.marketplaceconference.com

Pitch Perfect

This year's MarketPlace Conference includes a fantastic new competition called Pitch Perfect. You may have seen shows like Dragon's Den, where business hopefuls pitch to a team of professionals to try and win an investment in their company.

Our Pitch Perfect competition is open to all MarketPlace Conference ticket holders and here's how it works. Entrants upload a short (60 second) video to YouTube explaining why they'd like to win the amazing Pitch Prize Pack that includes **\$500 in cash and over \$500 of additional prizes!**

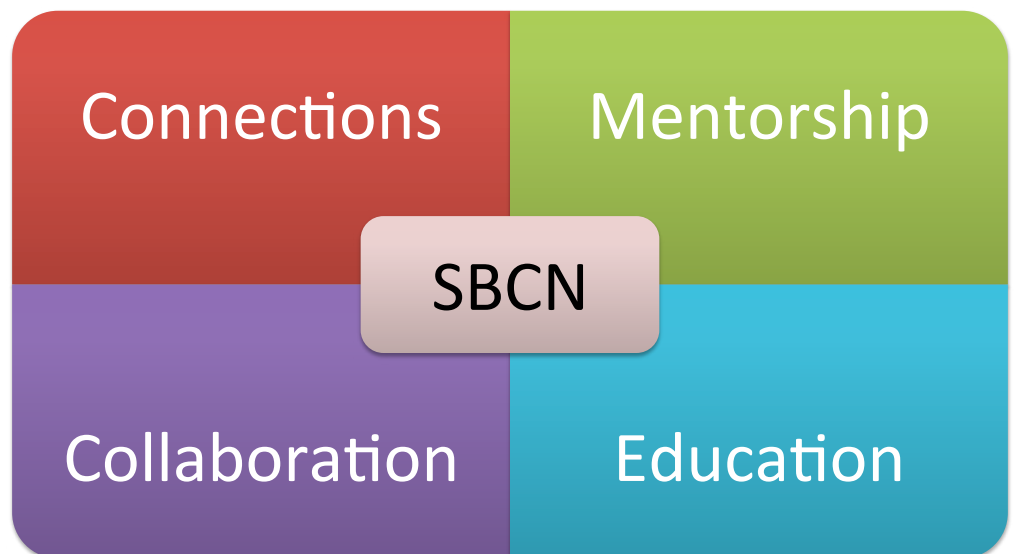
Entrants whose videos receive the most 'likes' or 'votes' will be invited to pitch live at the conference to a team of pitch judges. The winner will walk away with the Pitch Prize Pack - it's that simple!

To find out more, and get started visit...

www.marketplaceconference.com/pitch.php

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