

### YOUR LOCAL CONNECTION

Partnerships for Regional Economic Performance (PREP) is PA's network of business assistance partners designed to help companies start, grow and prosper.

Our local and regional PREP partners have the experience and know-how to assist individuals who have an idea and need help with the basics of starting a new venture. PREP also meets the demands of existing companies that seek assistance in all aspects of successful business development and growth.



## Marketing and Communications Assistance Program

**ASSISTING BUSINESS TO INCREASE THEIR MARKET SHARE**



Southern Alleghenies Planning and Development Commission  
3 Sheraton Drive • Altoona, PA 16601



p: 814-949-6550f: 814-949-6505 [www.sapdc.org](http://www.sapdc.org)

A Local Development District Serving Bedford, Blair, Cambria, Fulton, Huntingdon & Somerset Counties



Progress Through Regional Cooperation



## MARKETING STRATEGY for Business Success

**SAP&DC's Marketing and Communications Assistance Program (MCAP) aids businesses in the region by providing one-on-one consultive assistance. We guide you through the**

**static to get your business, idea, message and brand moving! We work with you to create a comprehensive marketing plan rooted in a deep understanding of your brand, goals and mission. We then put everything into an action plan for you and meet with you regularly to measure results and make adjustments as needed. We understand that your success means the retaining and creating jobs here in the Southern Alleghenies.**



The Southern Alleghenies region is home to many small businesses. To fully realize their potential these businesses could benefit from professional assistance in developing their product, attracting new customers, strategically positioning their business in regards to their competition, refining and effectively delivering their message, and making the best use of their resources. Through implementation of targeted strategies they will be able to maintain and grow their revenues and ultimately retain and create jobs.

Southern Alleghenies Planning and Development Commission's goal is to develop strong local businesses through providing marketing and communications assistance for retention and/or expansion of existing firms that have shown the ability to withstand economic downturns in the economy. These small yet thriving businesses will contribute to reaching the goal of making the region a great place to work, live and play.

## The MCAP Services and Processes

### INITIAL ASSESSMENT

We conduct an on-site initial assessment with your business to evaluate the current product, customers, competition, the message delivered to customers, methods you use to deliver your message, networking and partnerships, customer feedback, defining success and measuring it, resources, and work style.

### ASSESSMENT REPORT

MCAP will then develop and deliver an Assessment Report for each business. A marketing audit is a comprehensive, systematic, independent and periodic examination of a business' marketing environment, objectives, systems, strategies, and activities in order to determine problem areas and opportunities. We will share this report with you to validate its accuracy.

### MARKETING PLAN

MCAP will develop a detailed Marketing Plan that will present a series of opportunities and specific suggestions including product enhancement strategies, strategies to secure new customers, suggest effective ways to position the business in regard to the competitors, develop methods to refine the message, and much more. We will also present specific plans to utilize a variety of tools to effectively deliver your message.



## STRATEGIC MARKETING + a Genuine Love for Our Region

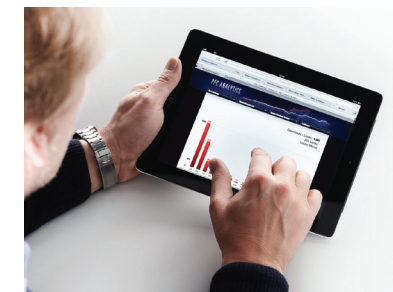
Our genuine love of marketing and the Southern Alleghenies makes us who we are. This passion drives our curiosity, feeds our ambitions and pushes our talents. We approach each client's marketing problems differently. We're born strategic thinkers who look at strategic marketing challenges from every angle — and then hammer out insightful, innovative solutions. The creative process kicks into gear following a round of research, strategic marketing and planning. Taking these critical first steps makes ideas stronger — which builds our clients so they can grow, spread and flourish here in the Southern Alleghenies.



### Who we serve

Southern Alleghenies Planning and Development Commission's Marketing and Communications Assistance Program (SAP&DC's MCAP) offers specialized marketing consultation and assistance to small and medium-sized businesses in Bedford, Blair, Cambria, Huntingdon, Fulton and Somerset Counties with 100 employees or less.

All for-profit businesses in any industry/sector except retail are eligible. Due to the support of our generous sponsors, SAP&DC MCAP provides marketing assessment and marketing plan development services FREE of charge. The implementation of the strategy and advice in the plan and its associated costs will be at the business's discretion.



**CONTACT SAP&DC's Marketing and Communications Specialist at 814-949-6552**