economic development committee
november, 15, 2011

Charlotte Business Resources.com

INFORMATION FROM A TO Z

FIRST FIVE MONTHS:
(may - october)

"We're receiving calls from businesses that found us on CharlotteBusinessResources.com. They not only learned how to connect with us, but they also learned about what we do and that we're the right resource to help them with their business needs. As a result the caller does not feel like they are being passed around from one organization to another and we can quickly start working on their business issue."

– George McAllister, Regional Director
Small Business & Technology Development Center

GOALS

Develop a reliable brand for business information.

Create a consolidated small business event calendar.

Increase referrals to Small Business Resource Partner websites.

KEY ACTIVITIES

Focused marketing dollars on search engine optimization.

Developed robust calendar of business events to drive site visits.

Concentrated marketing through Business License & Register of Deeds Office.

Created Public Service Announcement with broadcast on GOV Channel and CPCC television (ongoing).

Article in Charlotte Observer – July 2011.

Placed 1/2 page ad in Charlotte Business Journal special insert – July 2011.

Launched monthly e-newsletter – August 2011.

Created posters with QR Code linking to PSA videos to go up at uptown kiosks – November 2011.

TOP CONTENT

1. Starting a Business
2. Licensing & Permitting
3. Calendar of Events
4. Financing a Business
5. Contracting

Scan to watch a 30 second video.

SITE PERFORMANCE:

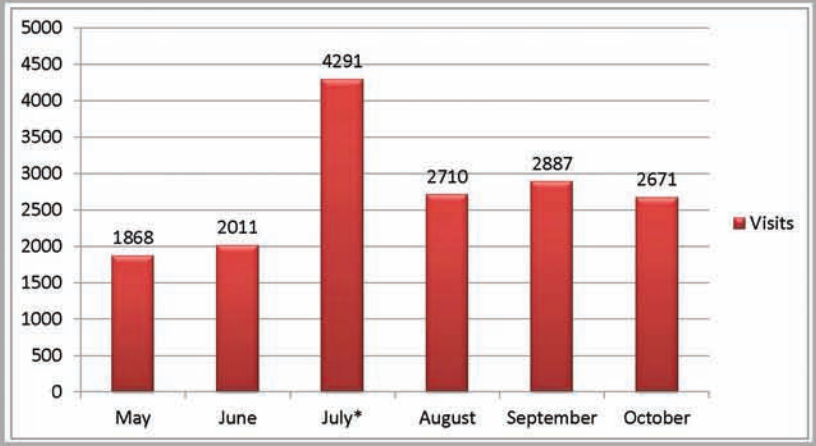
"I've been considering starting my own tile & flooring company. CharlotteBusinessResources.com helped me understand the resources that are available to help me begin making my dream a reality."

– Jean Castillo
Future Business Owner

OVERVIEW

Launch Date: May 16, 2011
Unique Visitors: 11,664
Returning Visitors: 4,831
Total Visits: 16,438
Total Page Views: 45,008
Average Page Views: 2.74
Average Time on Site: 3:05
Referrals to Partners: 721
Number of Events on Calendar: 219
Newsletter Subscribers: 994

MONTHLY SITE VISITS



*Spike in July site visits due to Charlotte Observer article.

NEXT SIX MONTHS:

GOALS

5,000 visits monthly
1,500 e-newsletter subscribers

KEY ACTIVITIES

Create & implement "Road Show" outreach to local business organizations.
Investigate social media options.
Explore adding video content.
Explore Phase II "How to Start a Business" wizard.