

THE COMPETITIVE EDGE

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A Small Business Incubator

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All industries have buzzwords that are used daily but rarely understood. Brand is one of them in the marketing world. A brand isn't a logo, an advertising campaign, a slogan, or even a product. Instead, a brand is a gut feeling about a product, service or organization. It's a person's gut feeling because brands are defined by individuals, not companies, markets or publics. In other words it's not what YOU say it is, it's what THEY say it is.

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consulting
marketing | public relations | branding

So Why Do Companies Need a Brand?

Brands do a number of things. Not only do they differentiate you from the competition and deliver your messages clearly and quickly, but if done correctly, they make people aware of your company, understand what you do, choose your products or services, and then keep coming back time and time again. That's the main goal of a brand – to generate strong customer loyalty.

So What Do We Do?

At Communicate Consulting, we help businesses and non-profits increase their profits and build long-term relationships through strategic marketing and precise communication. So all that means is if you're going to say something, say it right the first time. That's why we tailor each message to the people you're trying to reach, and then follow-up by measuring the results. That way you know exactly what you're getting for your money and time.

Our services include:

- Marketing strategy and planning
- Graphic design
- Advertising strategy in all media
- Web design and development
- Event planning and strategy
- Public relations and media campaigns
- Staff training and presentations
- Public speaking training

How much will this cost me?

Whether it's a business card or a complete brand overhaul, we want to make sure that you are getting the most for your money. Sometimes you just need someone who can design your annual report or plan and execute a special event. And sometimes you need someone who can manage all of your marketing activities without the expense of hiring a full-time employee. Depending on your needs, we can either tailor a quote for hourly rates or create a monthly retainer program. Call us and we'll brainstorm ideas to see if it's a good fit!

Communicate Consulting has been a tenant of the New River Valley Competitiveness Center since fall 2009. They can be reached at 540.267.3404, 6580 Valley Center Drive, Suite 181 or online at www.communicateconsulting.com.

Bike Virginia to Tour New River Valley in 2011

Officials with BikeWalk Virginia have announced they plan to bring 2,000 bicyclists to the New River Valley in June 2011. It has been nearly a decade since they last visited the area, however that visit was largely



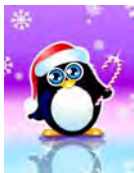
A Service of BikeWalk VA

anchored in the Wythe County/Bland County area. In past years, the tour has brought as much as \$3,000,000 in tourist dollars to the communities in which it visits. This coming year will be no different. If you have a small business related to camping (many of the bicyclists will be camping throughout the 5-day event), catering or food vending or anything that could remotely be used by 2,000 bicyclists during their 5-day visit, please stay tuned to the Bike Virginia website (<http://bikevirginia.org>).

ANNOUNCEMENTS AND UPCOMING EVENTS

LEADERSHIP NRV 2011 - The objective of Leadership New River Valley is to assist in the development of community leaders by providing participants from diverse backgrounds with an understanding of the strengths, weaknesses, opportunities and issues facing the community. The program will also foster the development of leadership skills and techniques in an environment that encourages the establishment of new relationships and communication networks between the participants.

Participation is open to all citizens of the New River Valley and classes will be held **March 2011-December 2011** at various NRV locations. Please call the Montgomery County Chamber of Commerce at 540-552-2636 for more information or to obtain an application. Deadline for registration is January 31, 2011.



The management and staff at the Competitiveness Center want to take this opportunity to wish you all a great Holiday Season and the best for the coming New Year!!!



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