



# QUARTERLY NEWS

## ENTERPRISE TEMISKAMING

SMALL BUSINESS RESOURCE CENTER

CENTRE DE RESSOURCE POUR PETITE ENTREPRISE

Next page...  
6 Content Marketing  
Principles Every  
Business Needs  
to Follow

### Upcoming Events !



#### Aboriginal Women in Mining December 18th In Kirkland Lake

Enterprise Temiskaming will be presenting a workshop session on developing a business plan

- Why a business plan?
- Components of a business plan
- Services/ Loans/ Grants
- Questions



#### Francophone Event - Événement Francophone 4 et 5 Février, 2014

##### Les séminaires présentés

- Service à la clientèle; comment séparer votre entreprise par rapport au reste. Présenté au Zante's Bar & Grill, coût d'enregistrement 5\$

- Comprendre l'assurance pour les petites et moyenne entreprises. Présenter au Zante's Bar & Grill, coût d'enregistrement 5\$

- Comment maintenir des limites efficaces entre votre vie personnelle et professionnelle. Présenté au Zante's Bar & Grill, coût d'enregistrement 5\$

#### Small Business Week

##### THANK YOU!

Thank you to all the participants that came and supported Small Business Week sessions that took place on October 22nd, 23rd and 24th.

We would like to say a special thank you to our wonderful speakers:

- Cora-Lyne Ethier, a Bilingual Regional Outreach Coordinator for NEOnet Inc. for the Broadband for E-business and Marketing Program session
- Joline Rivard owner of Once is Not Enough Boutique for our session - Customer Service; How to separate your business from the rest session
- Matt Duke from Tench MacDiarmid Insurance Brokers for our session - Understanding Insurance for Small Business session
- Brigitte Auger, a Professional Life Coach for our session - How to Maintain Effective Boundaries between your Business and Personal Life session

Enterprise Temiskaming is looking forward to seeing you next October for Small Business Week seminars delivered in the area.

### ENJOY THE SNOW!

#### Thank You to Our Sponsors

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Société de développement communautaire  
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Community Development Corporation  
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A Community Futures Development Corporation

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**2. Stay consistent.** The great hallmark of a successful publisher is consistency. Whether you subscribe to a monthly magazine or daily email newsletter, the content is always delivered on-time and as expected. This is where so many companies fail. Whatever you commit to in your content marketing, you must consistently deliver.

**3. Be human.** Find your voice. The benefits of not being a journalistic entity is that you have nothing holding you back from being you. Find your voice and share it. If your company's story is all about humor, share that. If it's a bit sarcastic, that's okay too.

**4. Have a point of view.** This is not encyclopedia content. You are not giving a history report. Don't be afraid to take sides on matters that can position you and your company as an expert.

Chipotle's runaway viral hit *The Scarecrow* clearly has a point of view -- that locally sourced and responsibly-produced food is superior to processed foods. Don't be afraid to take a stance.

**5. Step away from the sales-speak.** At my company, when we create a piece of content that is about our own products or services versus an educational post, it only garners 25 percent of the page views and social shares. The more you talk about yourself, the less people will share and spread your story. It's that simple.

**6. Be the best of the breed.** Although you can't get there right away, you want your content to be best of breed. This means what you are distributing is the very best of what is available in your particular content niche. I know this may sound overly simplified, but if you expect your customers to spend time with your content, you must deliver amazing value.

Take time to examine your content marketing strategy. How many of the six principles are you practicing?

Read more: <http://www.entrepreneur.com/article/229319#ixzz2hKuQhKrl>