



NVBDC Services Committee

Marketing 101: Building the Foundation for Business Growth



NVBDC.ORG

Today's Agenda

- Opening Remarks
- Meet Our Presenters
- Presentation
- Q&A
- Wrap-Up





Opening Remarks



In 2026, NVBDC is launching new international initiatives to expand global market access and exporting opportunities for certified veteran-owned businesses.



Connects NVBDC-certified Veteran-Owned Businesses with global buyers and distributors.



Offers financing, insurance, and loan guarantees to help VOBs compete globally.



Supports veteran-owned businesses with export loans and international training.

U.S. Small Business Administration

Expands NVBDC's international network across 195 countries.



Meet Our Presenters



Paul Mara
Founder & CEO
Diverse Supplier
Development Corp.



Mark Hollingshead
President
DeltaPoint Partners





DELTAPOINT
P A R T N E R S

Marketing 101 and WHY IT MATTERS

Presented By
Mark Hollingshead (DPP) and Paul Mara (DSDC)

March 24, 2026, 11:00 a.m. Eastern



Agenda



1. **Welcome-Introductions**
2. **What Marketing Really Is**
3. **Why Marketing Matters More Than Ever**
4. **The Core marketing Activities Everyone Needs**
5. **The Cost of Not Marketing**
6. **Simple Marketing Framework For Businesses**
7. **Key Takeaways & Next Steps**
8. **Q & A**

Marketing Is a System — Not a Single Activity

A Balanced Marketing Framework for Small Business Growth



5 P's of Marketing

The foundational elements of any effective marketing strategy. They help businesses position, promote, and deliver value in a structured way.



Product

What you sell and the value it provides

This includes:

- Features & benefits
- Quality & design
- Branding
- Packaging
- Differentiation

Key Question:

- Why should someone choose this over alternatives?*



5 P's of Marketing



Price

What customers pay and how it's positioned

This includes:

- Pricing model (flat fee, subscription, hourly, performance-based)
- Discounts
- Payment terms
- Perceived value vs. cost

Key Question:

- *Does the pricing reflect the value and the market position?*
- Price sends a signal. Premium pricing communicates expertise. Budget pricing communicates accessibility.

5 P's of Marketing



Place

Where and how the product is delivered

This includes:

- Physical location
- Online platforms
- Distribution channels
- Direct vs. indirect sales

Key Question:

- *How easy is it for the customer to access what you offer?*

For example:

- A pizzeria → storefront + online ordering
- A consulting firm → LinkedIn, website, email outreach, webinars

5 P's of Marketing

Promotion

How you communicate and attract attention

This includes:

- Advertising
- Email marketing
- Social media
- Events & sponsorships
- Public relations
- Sales outreach

Key Question:

- *How do people find out about you and trust you?*
- This is where consistency matters, especially in 2026 when attention spans are short and visibility drives credibility.



5 P's of Marketing

People

The human element behind the brand

This includes:

- Customer service
- Sales team
- Brand ambassadors
- Company culture
- Client experience

Key Question:

- *How does every interaction make the customer feel?*
- In service-based businesses (like many you work with), **People** is often the true differentiator.

Simple Way to Remember It

- **Product – Price – Place – Promotion – People**
- If one of these is weak, the whole strategy suffers.





QUESTIONS



Marketing 101

Why It Matters

What You Should Be Doing Consistently and Why It Matters!

Building Visibility, Credibility, and Trust in Today's Market



WHY THIS TRAINING EXISTS

Most small businesses don't fail because of poor service.

They fail because:

- Not enough people know who they are
- Their message isn't clear
- They aren't visible when buyers are looking

Marketing fixes this.



WHAT MARKETING REALLY IS

Marketing is about:

- Being found
- Being understood
- Being trusted
- Being remembered

Marketing opens doors. Sales closes them.



WHAT MARKETING IS NOT



Marketing is NOT:

- Posting randomly
- Running ads without a plan
- A logo or website alone
- Something you do only when sales slow

Marketing is a **system**, not a reaction.

WHY CONSISTENCY MATTERS



People trust what they see:

- Repeatedly
- Clearly
- Consistently

Inconsistency creates doubt. Consistency creates confidence.

HOW BUYERS ACT TODAY

Before contacting you, buyers:

- Google your company
- Visit your website
- Check your social media
- Look for proof and clarity

You are judged before you are contacted.



FIRST IMPRESSIONS ARE DIGITAL



Your digital presence answers questions like:

- Are they legitimate?
- Do they understand my problem?
- Are they active and credible?

If the answer is unclear, buyers move on.



YOUR WEBSITE IS YOUR HOME BASE



Your website is:

- Your credibility engine
- Your 24/7 salesperson
- The destination for all marketing

Social media points to your website. Your website supports sales.



WHAT YOUR WEBSITE MUST DO



Every website should clearly show:

- What you do
- Who you help
- Problems you solve
- Proof you can deliver
- What to do next

Clarity beats creativity.



COMMON WEBSITE MISTAKES

- Too much jargon
- No clear call to action
- Outdated information
- Designed for you, not the buyer

If visitors are confused, they leave.



WHY SOCIAL MEDIA MATTERS



Social media is not about:

- Going viral
- Being perfect
- Posting constantly

It Is about:

- Visibility
- Familiarity
- Legitimacy



WHAT SOCIAL MEDIA REALLY DOES



Social media helps buyers say:

- “I’ve seen them before”
- “They seem credible”
- “They understand this space”

People buy from familiarity.



WHAT TO POST (KEEP IT SIMPLE)



Post content around:

- Who you help
- Problems you solve
- How you help
- Results and proof
- Education and insights
- Your people and culture

CONTENT RULES FOR SMBs



- Be clear, not clever
- Be helpful, not salesy
- Be consistent, not perfect

Consistency beats creativity.

EMAIL MARKETING STILL WORKS



Email marketing matters because:

- You own the list
- No algorithms
- Direct communication

It keeps you top-of-mind.

WHAT TO SEND BY EMAIL



Simple emails work best:

- Helpful insights
- Educational content
- Case examples
- Company updates
- Light calls to action

1– e-mail per week is enough.

Plus your follow up to those who went to your website

CONSISTENCY IS THE SECRET



Marketing works like fitness:

- One workout doesn't change anything
- Consistency creates results

Most businesses quit too early.

WHY STOPPING STARTS OVER



When you stop marketing:

- They forget who you are and you lose credibility and trust
- Familiarity resets
- Momentum disappears

Consistency compounds over time.

MARKETING SUPPORTS SALES



Marketing:

- Warms prospects
- Builds familiarity
- Supports follow-up

Sales conversations are easier when trust already exists.

MARKETING SUPPORTS SALES



When aligned:

- Shorter sales cycles
- Fewer objections
- Better conversations

Marketing doesn't replace sales; it empowers it.

WHAT TO MEASURE (KEEP IT SIMPLE)



Track trends, not vanity metrics:

- Website traffic
- Engagement
- Inquiries
- Conversations booked

Progress over time matters most.

BUILDING A SIMPLE MARKETING SYSTEM



A strong SMB system includes:

- Clear messaging
- Website support
- Consistent social presence
- Email communication
- Sales alignment

Simple. Repeatable. Sustainable.



THE BIGGEST MARKETING MISTAKE



The biggest mistake is not doing it wrong, It's **not doing it long enough**.

FINAL TAKEAWAYS:

- Marketing creates opportunity
- Visibility builds trust
- Consistency drives growth
- Your website is your foundation
- Social media reinforces credibility

FINAL MESSAGE



- Marketing is not about doing more.
- It's about doing the **right things consistently** and letting trust do the heavy lifting.
- Get Organized
- Develop a method of communication plan
- Develop a budget
- Create a systematic process
- Get A Website
- Leverage Social Media
- Set up and claim your business online
- Use Google AdWords
- Create local awareness and develop a network
- Offer coupons or something free
- Advertise



QUESTIONS



How Is Marketing Like Running a Marathon?

Why Sustainable Growth Requires Endurance, Strategy, and Consistency

Marketing isn't about:

- Quick wins
- Overnight success
- One viral campaign

Marketing is about:

- Endurance
- Strategy
- Consistency

Success is built over time, not in a single push.



THE MARATHON MINDSET



- A marathoner doesn't win in the first mile.
- A business doesn't build a trusted brand overnight.

Both require:

- Preparation
- Pacing
- Mental resilience
- Long-term focus

STRATEGIC PREPARATION



Training Before Race Day

- No runner shows up untrained.

Before launching campaigns, businesses need:

- Defined target audiences
- Clear messaging & positioning
- Budget allocation
- Measurable SMART goals

Preparation determines performance.

WHAT HAPPENS WITHOUT PREPARATION



Skipping planning is like running 26.2 miles without training.

It leads to:

- Wasted budget
- Frustration
- Burnout
- Inconsistent results

Strong marketing starts before the campaign launches.



PACING OVER SPRINTS



Consistency Beats Intensity

- Marathon runners fail when they start too fast.

Businesses fail when they:

- Blow budgets on one campaign
- Market only during slow periods
- Rely on short bursts of activity

Sprints create spikes. Pacing creates momentum.

WHAT SUSTAINABLE PACING LOOKS LIKE



- Regular content creation
- Ongoing outreach
- Steady brand visibility
- Continuous audience engagement

Consistency builds trust. Trust builds revenue.



“HITTING “THE WALL”



- Every runner hits a moment of doubt.

Marketing has its own version:

- Campaigns that don't convert immediately
- Lower-than-expected engagement
- Budget pressure
- Leadership impatience

The wall doesn't mean failure. It tests resilience.

HOW SUCCESSFUL BUSINESSES RESPOND



They don't quit.

They:

- Refine messaging
- Adjust channels
- Improve targeting
- Stay focused on the long-term goal

Resilience separates sustainable brands from short-term efforts.

INCREMENTAL PROGRESS:

- Marathoners don't double mileage overnight.
- Training increases gradually, often 10% at a time.
- Marketing growth works the same way.

HOW SMART BUSINESSES SCALE



They grow based on:

- Performance data
- Cost-per-lead
- ROI insights
- Audience response
- Incremental improvements compound. Over time, small gains create massive results.

THE POWER OF COMPOUNDING



Consistency over time builds:

- Stronger pipelines
- Better brand recognition
- More predictable revenue
- Greater market trust
- Marketing momentum is earned mile by mile.

SUPPORT ECOSYSTEMS

No runner wins alone.

They rely on:

- Coaches
- Training partners
- Hydration stations
- Encouragement
- Marketing is no different.



BUSINESS SUPPORT SYSTEMS



Successful marketing depends on:

- Mentors & advisors
- Internal teams
- External partners
- Specialized tools & platforms, Data & analytics
- A strong ecosystem prevents costly mistakes.**

TRUSTING THE PROCESS



One of the hardest parts of running and marketing:

- Effort doesn't always produce immediate results.
- Content marketing, brand building, and relationship outreach take time.
- But momentum builds when consistency remains.

FINDING YOUR RHYTHM

- Just like a runner settles into pace

Marketing eventually finds rhythm through:

- Clear messaging
- Repeated visibility
- Audience familiarity
- Consistent engagement

When rhythm builds, results accelerate.



SPRINTS VS MARATHONS



Quick wins feel good.

But sustainable growth:

- Is planned
- Is paced
- Is disciplined
- Is consistent
- Short-term spikes don't replace long-term strategy.

The 12 Marketing Activities That Actually Generate Revenue for Small Businesses in 2026



- **Email Marketing Campaigns:** Consistent outreach to prospects and past clients.
- **Referral Programs :** Turning satisfied customers into active promoters.
- **Strategic Networking:** Building relationships with decision-makers and partners.
- **Educational Webinars & Workshops:** Teaching prospects while positioning expertise.
- **LinkedIn Outreach & Thought Leadership:** Engaging professional audiences.
- **Search Engine Optimization (SEO):** Being found when buyers search online.
- **Targeted Paid Advertising :** Google, LinkedIn, and social ads focused on buyers.
- **Content Marketing :** Articles, videos, and guides that build trust.
- **Social Proof & Testimonials:** Reviews and case studies that build credibility.
- **Strategic Partnerships:** Alliances that create shared revenue opportunities.
- **Sales Funnels & Landing Pages:** Converting interest into real leads.
- **Consistent Follow-Up Campaigns:** Staying visible until prospects are ready.

The Marketing Revenue Engine for Small Businesses in 2026



FINAL MESSAGE

Success Is a Marathon, Not a Sprint

Businesses that win long-term:

- Plan strategically
- Pace their efforts
- Stay resilient
- Trust the process

Growth is built mile by mile.



CLOSING THOUGHT



If you're committed to running the long race:

- Marketing becomes less about chasing results and more about building something that lasts.
- Endurance creates advantage.
- Consistency creates trust.
- Trust creates growth.

Thank you





QUESTIONS



THANK YOU FOR ATTENDING TODAY'S WEBINAR

We appreciate you taking the time to learn, **grow**, and invest in your future.

Your commitment to exploring new ideas, strategies, and opportunities is what drives **innovation, progress, and results.**

We hope today's session provided insights you can **immediately apply** to your organization.

Stay connected with us for more strategies, tools, and resources designed to help businesses **grow smarter** and **move forward** with confidence.

WE LOOK FORWARD TO STAYING IN TOUCH.



Thank You For Attending Please Feel Free To Contact Us For Any Questions You may have!



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NVBDC – Digital Readiness Webinars

In Partnership with the Diverse Supplier Development Corporation (DSDC) & DeltaPoint Partners

- **Pivoting to the Private Sector for Procurement Opportunities**
February 25, 2026 – Access the recording at nvbdc.org.
- **Marketing 101**
March 24, 2026 – Recording to be posted at nvbdc.org.
- **Private Sector Capability Statements: Best Practices***
Wednesday, April 22 – 11:00 a.m. to 1:00 p.m. ET
- **LinkedIn, Facebook and Instagram Profiles***
Wednesday, May 13 – 11:00 a.m. to 1:00 p.m. ET
- **Creating a Website Funnel Page***
Thursday, June 11 – 11:00 a.m. to 1:00 p.m. ET

**Registration Opening Soon! Visit
NVBDC.org/events.**



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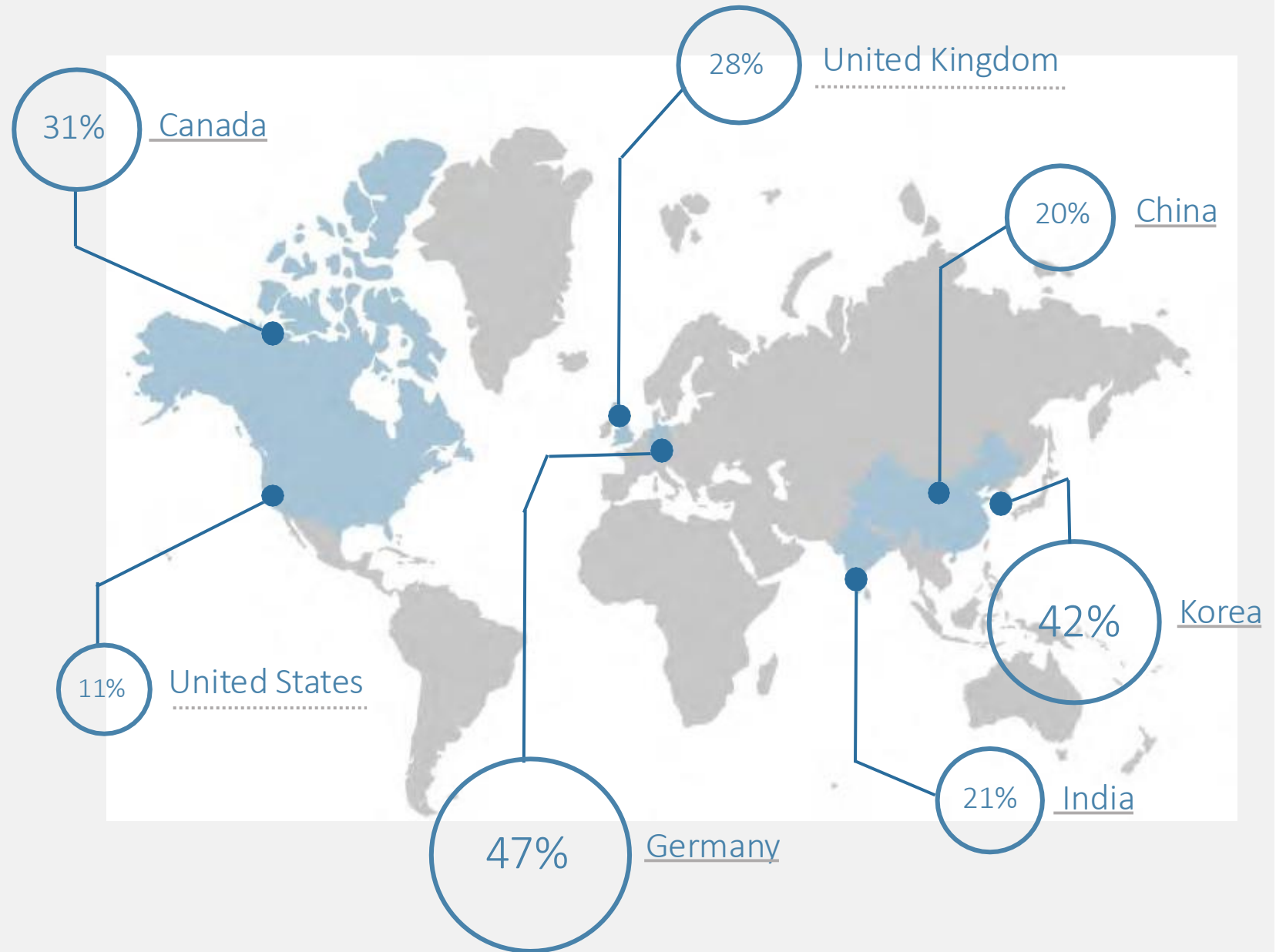


Why Exports Matter

More than 70% of the world's purchasing power and 95% of world consumers are outside of the United States. Competitors are increasing their global market share while the U.S. is underperforming.

With only 11% of our GDP generated by exports...

It's safe to say we have a lot of room for growth.



Exports of goods & services (% GDP)

Source: WorldBank 2021

A person wearing a denim shirt is sitting at a wooden table in a warehouse or office setting, packing a cardboard box. They are using a handheld scanner to scan the box. The background shows several other cardboard boxes and a window. The entire image has a blue tint.

Companies that export,
grow faster.

And are less likely to go out of business.

NVBDC – Going Global Webinars

- **Export 101: Getting Started with Global Sales & Market Entry**
March 18, 2026 – *Access the recording at nvbdc.org.*
- **Export 201: Executing Your Global Sales & Go-To-Market Strategy**
Wednesday, March 25 – 11:00 a.m. to 1:00 p.m. ET
- **EXIM Export Readiness Financial Training**
Wednesday, April 8 – 12:30 to 2:00 p.m. ET



**View All Events &
Register Today!**

NVBDC.org/events



Veteran-to-Veteran LinkedIn Group



A place for NVBDC Certified SD/VOB's to connect, build relationships and share business successes and challenges.

Corporate Members are encouraged to join and participate in the conversation!



We value your feedback!



Scan here or visit
bit.ly/49cMMKn

Please take a moment to complete our post-event survey. It only takes a few minutes and helps us improve future programming, resources and engagement opportunities.

Your input helps us better serve the Veteran business community!



Meet the Team



John ("JT") E. Taylor
Services Committee Chairman
NVBDC Board of Directors



**Annette Stevenson, US Army
Veteran, CPSD, C.P.M.**
NVBDC Board of Directors
Services Committee



David Brazda
Co-Treasurer, NVBDC
NVBDC Board of Directors



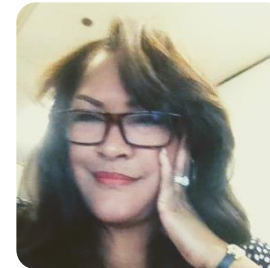
LTC (Ret) Kathryn M. Poynton
Director, MVO Task Force
NVBDC Board of Directors



Tammi Hart
Senior Vice President, NVBDC
Services Committee



Joann ("Jo") Cobb
Certification Analyst,
Certification Committee
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Toni Moses
Relationship Manager,
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Services Committee





Thank You For Joining Us Today!

**Marketing 101:
Building the Foundation for Business
Growth**

