



Montana Department of Transportation  
 DBE Program  
 Civil Rights Bureau  
 P.O. Box 201001  
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## The Ultimate Guide to Using Social Media for Small Business

The growing social media scene has given small business owners yet another way to promote their businesses online for relatively little investment. In fact, time is the most significant cost when it comes to social media. From: About.com

Since most small business owners are busy running all aspects of their businesses, they do not have much extra time to spend on social media. This is why it is so important to create a marketing plan, set goals for your social media activity, and learn as much as you can about each network you plan to participate in so you can reduce the learning curve and avoid wasting time.

Small business owners who haven't gotten started with social media might be overwhelmed, intimidated and confused by sites like Twitter, Facebook, Pinterest, Google+, YouTube and Quora when they consider what to do and what not to do when using these sites for business. The good news is that it can be easy to get started using social media sites for your business, and not only can it be fun, but it can also open up the possibility of new opportunities. Here are a few tips to help you navigate the social media waters in a manageable and effective way.

### **Pick One Social Media Site to Start**

Most small businesses that are active in social media participate on more than one site, but trying to do too much too fast can not only be overwhelming but it can also prevent you from learning how to effectively use each site. Choose one site to start with and focus your attention there first before moving onto others.

### **Create a Social Media Time Budget**

You could easily spend hours each day getting up to speed on the popular social media sites. While that may be a good way to learn the ropes, you probably don't have the time, energy or interest in putting so much of your time into social media. Instead, create a time budget that limits your social media time to a daily or weekly total that you can fit into your schedule fairly easily.

### **Clarify Your Social Media Goals and Objectives**

Once you know how much time you will be spending on social media sites, you will need to make sure you are clear on your goals. What do you want to accomplish with social media? Are you interested in generating leads, finding colleagues to collaborate with, establishing yourself as an expert in your industry?

### **Outline Your Approach**

There are hundreds of different ways to use social media for business, and one way is not necessarily better than another. The key is knowing what your intended approach is before you start. Will you be a communicator, provide and industry-related news feed, present a mix of business and personal information? Outline your intended approach and work it into your goals as you get started.

### **Complete Your Social Media Profiles...Consistently**

Each of your social media accounts will include some kind of profile. Profile fields may include a bio, websites, blogs, location and a headshot. Be sure to completely fill out your profile on any social media sites you use.

Consistency is vital when it comes to social media, especially as you being to explore more than one site. Not only should you complete your profiles, but it's also a good idea to keep your data as consistent as possible across all of your social media sites. This will aid in recognition, broader reach, and ongoing communication with the same contacts on multiple sites.

### **Lurk and Observe**

Sometimes, the best way to get started on a new social media site is by signing up and then watching the prose, or at least the people who have been using the site for a while. Each social media site has a very unique set of nuances, and it can be a smart move to spend some time observing and learning the ins and outs before deciding how you will approach the social media site to promote your business.



## Welcome, Recently Certified DBEs!

**AAA Contractors Inc**  
Pavitarpal Purewal  
Retaining walls, landscaping

**TerraQuatic LLC**  
Lynn Bacon  
Environmental Consulting



# INROADS

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## MONTANA DEPARTMENT OF TRANSPORTATION MDT holds two bid lettings each month. Proposed for letting July 2012:

UPN/UNIT	PROJECT ID	FINANCIAL DISTRICT	PROJECT DESIGNATION	TYPE OF CONSTRUCTION	LENGTH MILES
7739 000	NH-ER 1-9(50)543	4	GLASGOW SLIDE REPAIR	ROADWAY & ROADSIDE SAFETY IMPROVEMENTS	
7771 000	NH-ER 20-1(16)13	4	SLD REPR-NE OF GLENDIVE	ROADWAY & ROADSIDE SAFETY IMPROVEMENTS	
4338 000	NH 37-2(27)63	4	ASHLAND – EAST	RECONSTRUCTION - W/O ADDED CAPACITY	6.9
7582 000	STPP 60-1(22)10	2, 3	KINGS HILL	RESURFACING-ASPHALT (THIN LIFT<=60.00MM)(INC SAF IMP)(PAVE PRES)	19.0
6945 000	STPP 13-4(4)93	2	JCT US 287 – THREE FORKS	RESURFACING – SEAL & COVER	2.2
6944 000	STPP-STPE 13-5(8)	2	THREE FORKS – URBAN	RESURFACING – ASPHALT (THIN LIFT<=60.00MM)(INC SAF IMP)(PAVE PRES)	1.7
7538 000	STPS 384-2(10)32	5	TREASURE CO LINE – N	RESURFACING – ASPHALT (THIN LIFT <=60.00MM)(INC SAF IMP)(PAVE PRES)	9.1
6696 000	HSIP 60-1(18)27	2	SF089 KING'S HILL GUARDRAIL	ROADWAY & ROADSIDE SAFETY IMPROVEMENTS	
7749 000	ER-IM 90-7(100)348	2	GREELEY CREEK (I-90)	BRIDGE REPLACEMENT WITH NO ADDED CAPACITY	
7732 000	ER 384-2(12)36	5	SARPY CR SLIDE REPAIR	RECONSTRUCTION – W/O ADDED CAPACITY	1.1

## Ideas for Growing Your Business

From the SBA

For those of you who have already successfully started a business and are ready to take the next step, you may be wondering what you can do to help your business grow. There are many ways to do this, some of which are outlined below. Choosing the proper one (or ones) for your business will depend on the type of business you own, your available resources, and how much money, time and resources you're willing to invest all over again. If you're ready to grow, take a look at these tips.

- 1. License your product.** This can be an effective, low-cost growth medium, particularly if you have a service product or branded product. Licensing also minimizes your risk and is low cost in comparison to the price of starting your own company to produce and sell your brand or product. To find a licensing partner, start by researching companies that provide products or services similar to yours.
- 2. Diversify.** Diversifying is an excellent strategy for growth, because it allows you to have multiple streams of income that can often fill seasonal voids and, of course, increase sales and profit margins. Here are a few of the most common ways to diversify:
  - Sell complementary products or services
  - Teach adult education or other types of classes
  - Import or export yours or others' products
  - Become a paid speaker or columnist
- 3. Target other markets.** Your current market is serving you well. Are there others? Probably. Use your imagination to determine what other markets could use your product.
- 4. Win a government contract.** One of the best ways to grow your business is to win business from the government. Work with your local SBA and Small Business Development Center to help you determine the types of contracts available to you.
- 5. Merge with or acquire another business.** Two is always bigger than one. Investigate companies that are similar to yours, or that have offerings that are complementary to yours, and consider the benefits of combining forces or acquiring the company.
- 6. Expand globally.** To do this, you'll need a foreign distributor who can carry your product and resell it in their domestic markets. You can locate foreign distributors by scouring your city or state for a foreign company with a U.S. representative.
- 7. Expand to the Internet.** Very often, customers discover a business through an online search engine. Be sure that your business has an online presence in order to maximize your exposure. **(See article on Page One)**



### DBE participation for MDT Awarded Contracts for April and May:

Prime <i>DBE</i>	Location	Project	DBE Participation
A M Welles Inc	SF099 East of Bozeman	HSIP 90-7(96)324	0%
Helena Sand & Gravel Inc <i>Arrow Striping</i>	11 <sup>th</sup> Ave – Helena, South MT Ave, Helena	NH 8-2(81)44 & UPP 5811(2)	5.24%
Knife River – Belgrade <i>Arrow Striping Hardrives Construction</i>	Madison/Broadway/Dry-Belgrade	UPP 0603(2) & UPP 1209(5)	33.92%
Knife River – Belgrade	Greeley Creek Crossovers	ER 90-7(104)348	0%
Knife River – Kalispell	Polson Urban	STPS 354-1(21)0	0%
Knife River – Missoula	Carlton Creek Rd/Florence – North	NH 7-2(55)78 & NH 7-1(133)74	0%
LHC Inc	Blvd Ave – 16 <sup>th</sup> W-W 11 <sup>th</sup> St – Havre	STPU 5799(24)	0%
Pavement Maintenance Solutions <i>Arrow Striping Wharton Asphalt</i>	Conrad-West	STPS 534-1(6)27	29.76%
Pavement Maintenance Solutions <i>Arrow Striping</i>	York Road – East	STPS 280-1(27)5	10.37%
Pumco Inc	Blackfoot R Near Bonner	ER 24-1(72)2	0%
Riverside Contracting Inc – Msla	Saltese-East	IM 90-1(162)6 & IM 90-1(193)16	0%
Riverside Contracting Inc – Msla <i>Arrow Striping</i>	Chinook – South	STPS 240-1(8)0	12.79%
SK Construction Inc	S-228 – S of Highwood	ER 228-1(9)15	0%
Sletten Construction Co Inc <i>Yellowstone Environmental Contracting</i>	Big Dry Crk – 14 M E of Jordan	NH-BR 57-5(34)226	.35%
<i>Wharton Asphalt LLC</i>	Fairfield – JCT US-287	STPS 408-1(8)0	100%
<b>Average Participation</b>			<b>1.84%</b>

This is where the DBE Program has been in the month of June:

Assistance for Business Clinics in:  
*Great Falls, Missoula, Havre  
and Billings*  
(You can still attend one of these if you want to, contact the DBE program if you are interested.) The ABC's are designed to assist New and Established employers, Accountants, bookkeepers, HR Professionals and lawyers.



***Montana Women in Business  
Conference in Hamilton***

Social Media Class in Butte  
*more classes to follow*

***SBA Small Business Awards  
in Gallatin Gateway honoring one of  
our DBE's, Brian Hoornbeek, who  
won the award for the Veteran  
Business Champion***

## MDT Civil Rights Bureau Directory

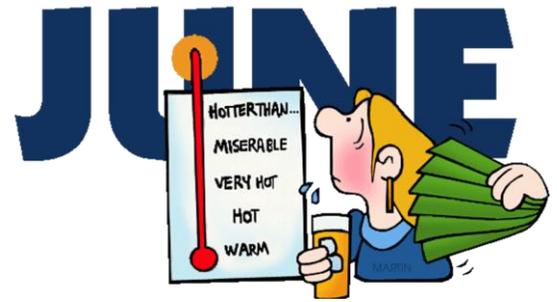
Wendy Stewart DBE Program Manager/Certifications	<a href="mailto:westewart@mt.gov">westewart@mt.gov</a>	(406)444-6337
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Bill Anderson Title VI & EEO Compliance Specialist	<a href="mailto:bianderson@mt.gov">bianderson@mt.gov</a>	(406)444-6334
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New fax number



Take a class anywhere, anytime with the Small Business Training Network (SBTN). The SBTN is a virtual campus offering online courses, publications, and other forms of technical assistance. Courses are self-paced and take about 30 minutes to complete.

Available classes include:

- Strategies for Growth
- Construction Safety & OSHA Compliance
- IRS Resources for Small Business Owners
- Recordkeeping

Access the full listing at:

<http://www.sba.gov/category/navigation-structure/counseling-training>

## July

7/12 Essentials of Marketing Strategy  
MonTEC, 1121 East Broadway, Missoula  
9 am  
Dr. Jakki Mohr, the Regents Professor of Marketing at U of M will be offering 1 ½ individual sessions  
Contact: Carol Hughes at 541-6461

7/13 Senator Tester's 12<sup>th</sup> Small Business Opportunity Workshop  
Gaines Hall at MSU, Bozeman  
8 am  
Connecting Montana companies and entrepreneurs with experts in finance and capital markets, and successful entrepreneurs  
RSVP at:  
<http://www.testersenate.gov/workshop>

7/18 Innovation Initiative Open House  
MonTEC, 1121 East Broadway, Missoula  
Mike Manhardt is available to help people take ideas from "napkin sketches to working prototypes" and eventually to mass production.  
Contact: Brigitta Freer 541-6461

7/21 Montana Renewable Energy Fair  
3040 Continental Drive, Butte  
Features workshops on solar, wind, micro-hydro and other technologies  
Contact: 214-9405

7/25 Innovation Initiative – Online Entrepreneurship  
MonTEC, 1121 East Broadway, Missoula  
5 pm  
Roundtable discussions on website reviews

7/26 Innovation Initiative - Online Entrepreneurship, individual sessions  
MonTEC 1121 East Broadway, Missoula  
9 am  
Contact: Carol Hedges 541-6461

