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XEDC Update

October, 2011

Issue: 29



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Workshop & Event Schedule

Blogging Basics

Wednesday October 12, 2011, 11:30am-1:00pm
 People's Place, Antigonish Library
 Facilitator: Crispin Corneet, Simply Ducky Web Design & Professional Services
 Cost: Free

Demystifying Workers Compensation

Wednesday October 19th, 2011, 11:30am-1:00pm
 People's Place, Antigonish Library
 Facilitator: Brenda Chisholm, Workers Compensation Board of NS
 Cost: Free

Social Media vs Traditional Marketing

Wednesday October 26, 2011, 11:30am-1:00pm
 People's Place, Antigonish Library
 Facilitator: Tabatha Bourguignon, Sandy Bay Networks
 Cost: Free

Registration required for all workshops. To register, or for more information contact Jackie at xedc@stfx.ca, or call 867-5543.

Small Business Networking Group

Meets the last Monday of each month at the Antigonish Career Resource Centre (ACRC), from 8:30-10:00am

For future events check www.xedc.ca/events.php

Announcements:

Small Business Week October 16-22 - "Power Up Your Business, Invest, Innovate, Grow".

Small Business Week has grown to become a national celebration with hundreds of activities providing training and development opportunities for entrepreneurs and potential entrepreneurs across the country spread across the whole month of October. The theme of Small Business Week 2011 is "Power Up Your Business. Invest. Innovate. Grow".

In This Issue

[Local Entrepreneur Profile](#)

[Youth Entrepreneur Profile](#)

Social Media Tips for Small Businesses

75% of social media users are over the age of 25 and 67% of those same users make over \$50,000 a year. So it's not just teens that are using Facebook and Twitter.

In order to effectively use social media as a small business, though, there are a few things you need to do:

1. Create a Social Media Marketing Plan

The first thing you should do is decide your audience and the tone of the communication to them. If you're attempting to connect with young adults or teens, you might want to use humor. For parents, you could take a more educational tone. Try to figure out where your audience "hangs out." Facebook and Twitter are a great way to communicate to your customers in a B2C business, but if you're more of a B2B business,

A schedule for Small Business Week Events in Antigonish will be released Wednesday October 5, 2011

Making the Career Connection - September 28th

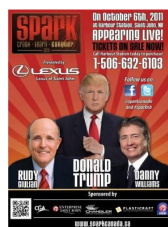
The Making Career Connection organizing committee would like to thank all sponsors, employers, entrepreneurs, and students that contributed to the success of the 2011 event.



Details of Making the Career Connection 2012 will be coming shortly.

SPARK- Donald Trump, Rudy Giuliani & Danny Williams - October 6, 2011

StFX Enterprise Development Centre is pleased to be a sponsor of SPARK, a high-impact event that is designed to push through a cultural shift towards encouraging people from all walks of life to try, risk, and dare to be different. It's messaging will challenge people to dig deep to be the very best that they can be.



To purchase a ticket phone XEDC at 867-5543

Mr. C Cleaning Service: Carmen Cameron



Carmen Cameron at Mr. C Cleaning Services offers a full array of cleaning services for residential and commercial clients in Antigonish and the surrounding area. Carmen has over thirty years of cleaning experience with St Francis Xavier University and is eager to build on that experience and his work ethic to build a successful business. Carmen will bring high quality service to all his clients along

with a friendly attitude.

To contact Mr. C Cleaning Services by phone: 867-5284 or 870-3178 or email: carmenkcameron@gmail.com

Five Star Carpet Cleaners: Jordan McKenzie

Jordan McKenzie is the owner and operator of Five Star Carpet Cleaners in Antigonish NS. Five Star is a local Antigonish Carpet Cleaning service that specializes in cleaning, removing stains, and restoring the life of commercial and residential carpets. Jordan started Five Star this summer in late July and plans to grow and succeed throughout the year. Jordan is a fourth year business administration student at StFX studying Enterprise Development and Leadership. Jordan has received support from both Northern

LinkedIn might be the right choice.

The next step in your social media marketing strategy is to plan out content in advance - create 30 days of content at a time. The rule of thumb we like to use is 90% educational or interactive content, to 10% sales or promotional content. Make sure your content has some substance to it. If you're just going to slap something up for the sake of creating content, it may be more profitable to forget the social media and go look for loose change in the couch cushions. Remember this: Good content is timely and relevant.

2. Build a **QUALITY** community, not a **QUANTITY** community

Yes, some people need to see big numbers to help them feel warm and fuzzy about their marketing efforts, but if there are only 3 out of 1,000 people who actually engage with you then your message is falling on deaf ears or blind eyes. If your company sells fashionable diaper bags look for people who are parents or parents to be, not single college students who play football and love motorcycles.

Depending on the business, a few thousand, a few hundred, or even a few dozen might be a great number. Just remember, as compared to yesteryear, today's marketing goals are even less 'how many' and more about 'who.'

3. **Post at least once a day**

Fact: 56% of Facebook users check their account at least once a day and 39% of Twitter users check their account more than ten

Opportunities Business Limited and XEDC. Jordan says "It has been both a challenging and rewarding experience to run my own business, and I am very excited for the upcoming year to continue to grow my clientele and knowledge base."

For your next carpet cleaning quote contact Jordan at 902 863 9567 or x2008laf@stfx.ca



Workshop Series: Sales Techniques for Small Business Owners

This four week series is intended to support participants in the development of selling and relationship building skills as well as the development of a strategic sales strategy focused on business growth.

When: Wednesday November 2,9,16,23 from 6:00-8:30pm
 Location: Antigonish Career Resource Centre
 Cost: \$120+hst/person
 Facilitator: Debbie Lawrence

Registration required for all workshops. To register, or for more information contact Jackie at xedc@stfx.ca, or call 867-5543.

XEDC Young Entrepreneur Award

The StFX Enterprise Development Centre (XEDC) presents for the first time the Young Entrepreneur award. The purpose of this award is to recognize young entrepreneurs for their hard work and success in operating their own businesses in the Town and County of Antigonish.

Criteria:

1. Nominees must be between the ages of 16-29
2. Nominees must have an active business located and/or operating in the Town or County of Antigonish.
3. Nominees must have been in business a minimum of two years but less than ten years as of August 31, 2011.

If you are a young entrepreneur or are aware of any deserving young entrepreneurs, please nominate them by completing the nomination [form](#). The deadline for nominations is October 7th, 2011.

All nominees for the Young Entrepreneur Award will be asked to attend the Antigonish Chamber AGM on October 20th where the winner of the award will be announced and all nominees will be recognized for their hard work and success in operating their own businesses in the Town and County of Antigonish.

times a day. If social media users are checking their accounts on a daily basis and you want to make your presence known on such platforms it is crucial to post regularly. Our rule of thumb is posting creative/quality content at least once a day. Also consider posting content people want to share with others: such as blogs, fun facts, humorous video of pets doing silly things or people falling on their face or even just a good quote. By doing so, you can continue building your community.

4. Share news about your company and promotions

There is a reason people are following your company... they like it or what you offer. So keep them up to date on what is going on.

Always remember that your social media campaigns should drive traffic back to your website! If this isn't happening consider restructuring. Think about how you can use ALL online efforts to generate traffic to your website.



XEDC - 54 St. Mary's St.
 Antigonish, NS

Contact us today if you have questions about starting or growing your business.

**xedc@stfx.ca or
 867-5543**

To nominate a young entrepreneur visit <http://xedc.ca/article9.html>

Program of the Month: Business Energy Rebates //

With Efficiency Nova Scotia's help, it is easy to increase energy efficiency and improve your bottom line. The steps you take now can reduce operating and maintenance costs, lower your power bill and make your business more competitive. Now that's energy well spent.

Business Energy Rebates

Instant rebates for energy-efficient equipment

- Offers rebates (\$10-\$3500) for installation of energy efficient:
- Lighting Fixtures & Bulbs
- Motors & Variable Speed Drivers (VSDs)
- Central Heating & Cooling (HVAC) products
- Refrigeration Equipment
- Compressed Air Equipment



Small Business Energy Solutions

Hassle-free, low cost way to upgrade lighting.

- Full service package of lighting improvements
- Includes complete project coordination (free initial energy assessment, sourcing of materials, contractor management, disposal of old materials)
- Covers up to 80% of upgrade costs
- Offers on-bill, interest-free financing for up to 24 months

To learn more about how Efficiency Nova Scotia's Programs can save you money and energy, contact a program advisor at 1-877-999-6035 or visit www.energycyns.ca

More Resources for Small Business

[XEDC Website Resources](#)

[CheckYourTech Online Assessment](#)

[XEDC eLearning Centre](#)

**Your XEDC Team
StFX Enterprise Development Centre**

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