



Know Your Market @ Your Library

Joan C. Divor

**Business Services Librarian
Coordinator of Community Partnerships
Burlington County Library System**

Library Business Services

We help startups / owners bring knowledge and direction to their path to business success by providing:

- **EXPERTISE:** Librarian know-how to get answers & leverage tools
 - **TOOLS:** Access to powerful business research & sources
 - **CONNECTIONS:** A hub for education & community / peer connections
- ...plus a commitment to integrity, service and free access.



Reference USA – Find your people!

Suite of B-to-B, B-to-C, & specialty directories

- Create business-to-business and business-to-consumer contact lists
- Customize lists – very flexible - based on YOUR parameters: business industry, size, location etc; consumer interests
- Powerful mapping and data visualization capabilities
- Specialized databases include homeowners, new movers, and healthcare providers

Targeting HR Managers

Executive consultants and trainers:

- Communications
- Ethics
- Group / employee effectiveness
- Sexual harassment awareness / prevention



	A	B	C	D	E	F	G	H	I	J
	Company Name	Executive First Name	Executive Last Name	Executive Title	Address	City	State	ZIP Code	Phone Number Combined	Primary SIC Description
1	5 Star Cab Svc	Mary	Fortuna	HR Executive	3920 Westfield Ave	Pennsauken	NJ	08110	(856) 757-9590	Taxicabs & Transportation Service
2	A E Litho Offset Printers Inc	James	Garland	HR Executive	450 Broad St	Beverly	NJ	08010	(609) 239-0700	Printers (Mfrs)
3	Abigail House	Yaakov	Berger	HR Executive	1105 Linden St	Camden	NJ	08102	(856) 365-8500	Hospices
4	Academy Bus	Phil	Daniels	HR Executive	2042 Mount Holly Rd	Burlington	NJ	08016	(609) 265-2400	Bus Lines
5	Academy Express LLC	Phil	Daniels	HR Executive	6 Western Dr	Mount Holly	NJ	08060	(609) 265-2400	Buses-Charter & Rental
6	Accume Partners	Melissa	Landsman	HR Executive	341 New Albany Rd # 100	Moorestown	NJ	08057	(910) 338-2371	Financial Advisory Services
7	Accurate Lift Truck	Gary	Christinsen	HR Executive	200 Cooper Rd	West Berlin	NJ	08091	(856) 767-2122	Industrial Trucks Tractors/Trailers (Mfrs)
8	Accsis Inc	Maureen	Konecky	HR Executive	9 E Stow Rd # D	Marlton	NJ	08053	(856) 673-3000	Data Processing Service
9	Acuity Speciality Hospital	Lisa M	Sinnott	HR Executive	220 Sunset Rd # 1b	Willingboro	NJ	08046	(609) 835-3650	Hospitals
10	Admiral Insurance Co	Patricia A	Vreeland	HR Executive	1000 Howard Blvd # 300	Mount Laurel	NJ	08054	(856) 429-9200	Insurance
11	Advocare Berlin Medical Assoc	Jeanne	Rosser	HR Executive	175 Cross Keys Rd # 300a	Berlin	NJ	08009	(856) 767-0077	Physicians & Surgeons
12	Alaimo Group	Terry	Mulligan	HR Executive	200 High St	Mount Holly	NJ	08060	(609) 267-8310	Engineers-Consulting
13	All Risk Property Damage	Lou	Crisci	HR Executive	501 Kennedy Blvd	Somerdale	NJ	08083	(856) 546-0016	Fire Damage Restoration
14	Allshore Heating & Cooling Inc	Michelle	Rowan	HR Executive	440 Elmwood Rd N	Marlton	NJ	08053	(856) 596-5000	Air Conditioning Contractors & Systems
15	Almond Glass Works Inc	Jackie	Fieni	HR Executive	120 Ferry Ave	Camden	NJ	08104	(856) 962-6900	Glaziers
16	Aluminum Shapes LLC	Sherie	Jones	HR	9000 River Rd	Pennsauken	NJ	08110	(856) 662-5500	Aluminum Fabricators (Mfrs)
17	AMC Fire Protection	Frank	Lawson	HR Executive	1803 Underwood Blvd	Delran	NJ	08075	(856) 608-7878	Fire Protection Equipment & Supls (Whls)
18	American Biltrite Inc	Frances	Venneri	HR Executive	105 Whittendale Dr	Moorestown	NJ	08057	(856) 778-0700	Coated & Laminated Paper NEC (Mfrs)
19	Ann A Mullen Middle School	Carol	Fredericks	HR Executive	1400 Sicklerville Rd	Sicklerville	NJ	08081	(856) 227-1400	Schools
20	Aramark Uniform Svc	Mark	Livingston	HR Executive	1178 Marlkrass Rd	Cherry Hill	NJ	08003	(856) 874-8034	Uniform Supply Service
21	Arc Of Camden County-Atco Atc	Dawn	Parker	HR Executive	215 W White Horse Pike	Berlin	NJ	08009	(856) 767-3650	Cognitive Disability-Dev Disability Svcs
22	Archer & Greiner PC	Kathleen	Lauria	HR Executive	33 E Euclid Ave	Haddonfield	NJ	08033	(856) 795-2121	Attorneys
23	Arden Courts Cherry Hill	Cynthia	Rodriguez	HR Executive	2700 Chapel Ave W	Cherry Hill	NJ	08002	(856) 667-6543	Residential Care Homes
24	Artcraft Promotional Concepts	Phil	Edelstein	HR Executive	1270 Glen Ave	Moorestown	NJ	08057	(856) 727-5200	Advertising-Agencies & Counselors
25	Atco Dragway	Joe	Sway Sr	HR Executive	1000 Jackson Rd	Atco	NJ	08004	(856) 768-2167	Race Tracks
26										
27										
28										

Target Customers -- Business to Consumer

To find my ideal client:

- Age
- Income
- Location
- Interests
- Lifestyle
- Marital Status
- Children

In order to:

- Assess market potential.
- Identify best business location
- Determine who to target for marketing purposes
- Find an effective marketing voice
- Develop my strategy

Business to Consumer – Financial Services – Lifestyle Data

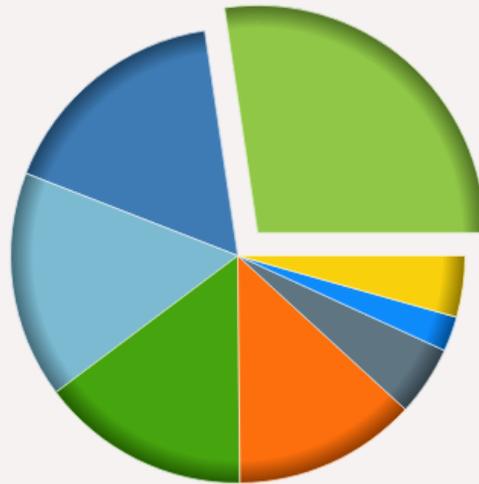
- Targeting high income households in Medford – legal and estate planning
- *Early adopters - interest in personal finance.*

Est. Home Value | State | City

filter by: \$1-\$24K >\$1000K
[Slider bar] Set



161 U.S. Consumers



\$500,000 - \$599,999	44 (27.33%)
\$450,000 - \$499,999	27 (16.77%)
\$400,000 - \$449,999	26 (16.15%)
\$600,000 - \$699,999	24 (14.91%)
\$350,000 - \$399,999	21 (13.04%)
\$700,000 - \$799,999	08 (4.97%)
\$1,000,000+	04 (2.48%)
Other	07 (4.35%)

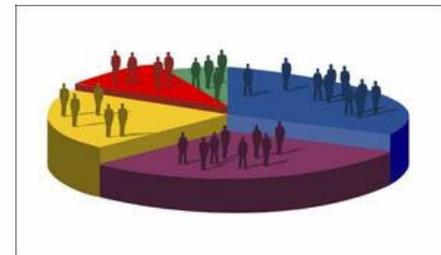
\$500-\$599K \$450-\$499K \$400-\$449K \$600-\$699K
\$350-\$399K \$700-\$799K >\$1000K Other



Know your Target Market

- Sizing the market
- Channels: How to find and reach target customers
- Where to locate your business

<http://persuasion-summer11.wikispaces.com/Plato%27s+Audience+Segmentation>



Demographics Now

Sophisticated analysis, mapping and GIS capabilities

- Who are my best customers?
- Where do they live?
- How much do they spend?
- What & why do they buy?
- Media



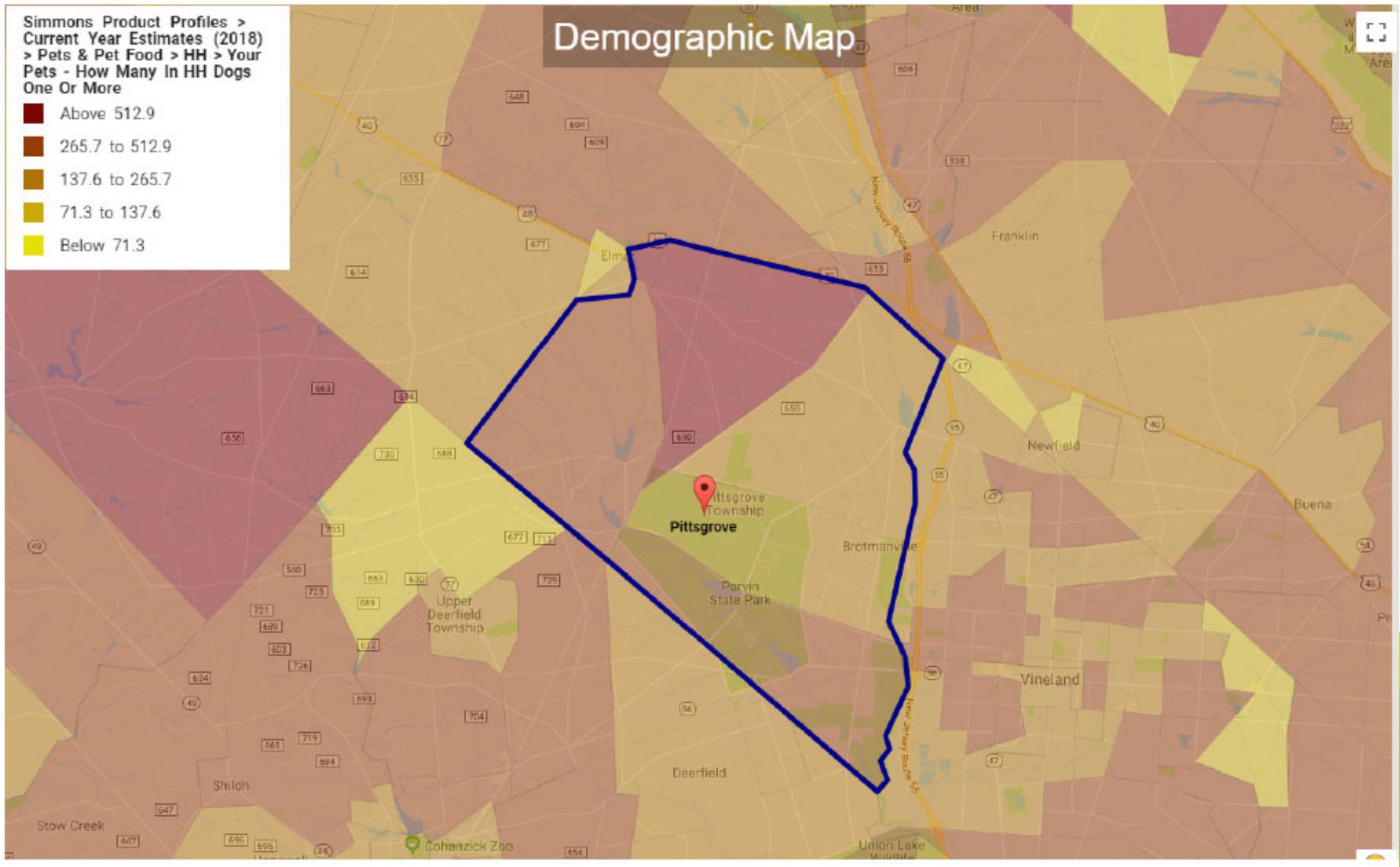
Dog Owners???

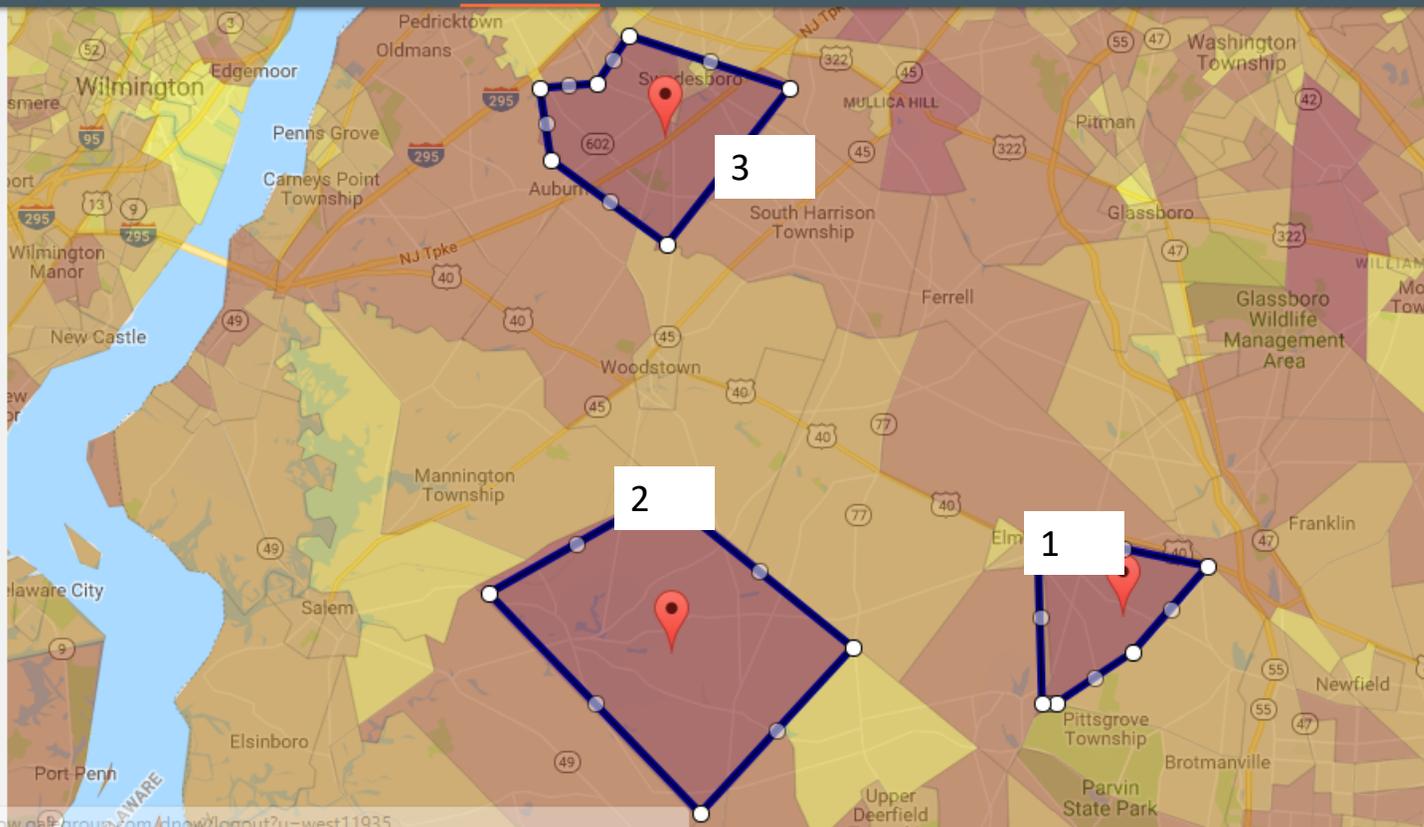
Looking at towns in Pittsgrove area, Salem County

Simmons Product Profiles >
Current Year Estimates (2018)
> Pets & Pet Food > HH > Your
Pets - How Many In HH Dogs
One Or More

- Above 512.9
- 265.7 to 512.9
- 137.6 to 265.7
- 71.3 to 137.6
- Below 71.3

Demographic Map





Shapes in current set:

Dog Owners 1



Dog Owners 2



Dog Owners 3



UPDATE GEOGRAPHY

Border



Geography Labels



▶ Export



▶ Download Geography



Mosaic Household Comparison Report



Date: March 21, 2019

	Dog Owners 1		Dog Owners 2		Dog Owners 3	
	2017A HH Count	%	2017A HH Count	%	2017A HH Count	%

Group B: Flourishing Families

B07 Generational Soup	0	0.0%	0	0.0%	3,033	74.7%
B08 Babies and Bliss	0	0.0%	0	0.0%	0	0.0%
B09 Family Fun-tastic	0	0.0%	0	0.0%	0	0.0%
B10 Cosmopolitan Achievers	0	0.0%	0	0.0%	0	0.0%

Group I: Family Union

I30 Stockcars and State Parks	1,059	100.0%	0	0.0%	0	0.0%
I31 Blue Collar Comfort	0	0.0%	0	0.0%	0	0.0%
I32 Steadfast Conventionalists	0	0.0%	0	0.0%	0	0.0%
I33 Balance and Harmony	0	0.0%	0	0.0%	0	0.0%

Group M: Families in Motion

M44 Red, White and Bluegrass	0	0.0%	862	91.7%	0	0.0%
M45 Diapers and Debit Cards	0	0.0%	0	0.0%	0	0.0%

B • B07 • B08 • B09 • B10

B07

Generational Soup

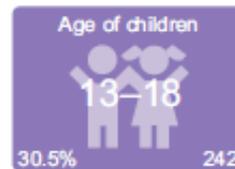
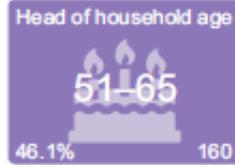
Affluent couples and multi-generational families living a wide range of lifestyles in suburbia

Mark & Deborah

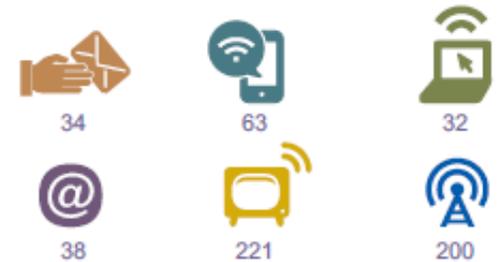
🏠 1.24% | 1.89% 👤



Who We Are



Channel Preference



Key Features

- Affluent
- Rooted in the suburbs
- Multi-generational households
- Fitness club members
- Outdoor hobbies
- Environmental donor

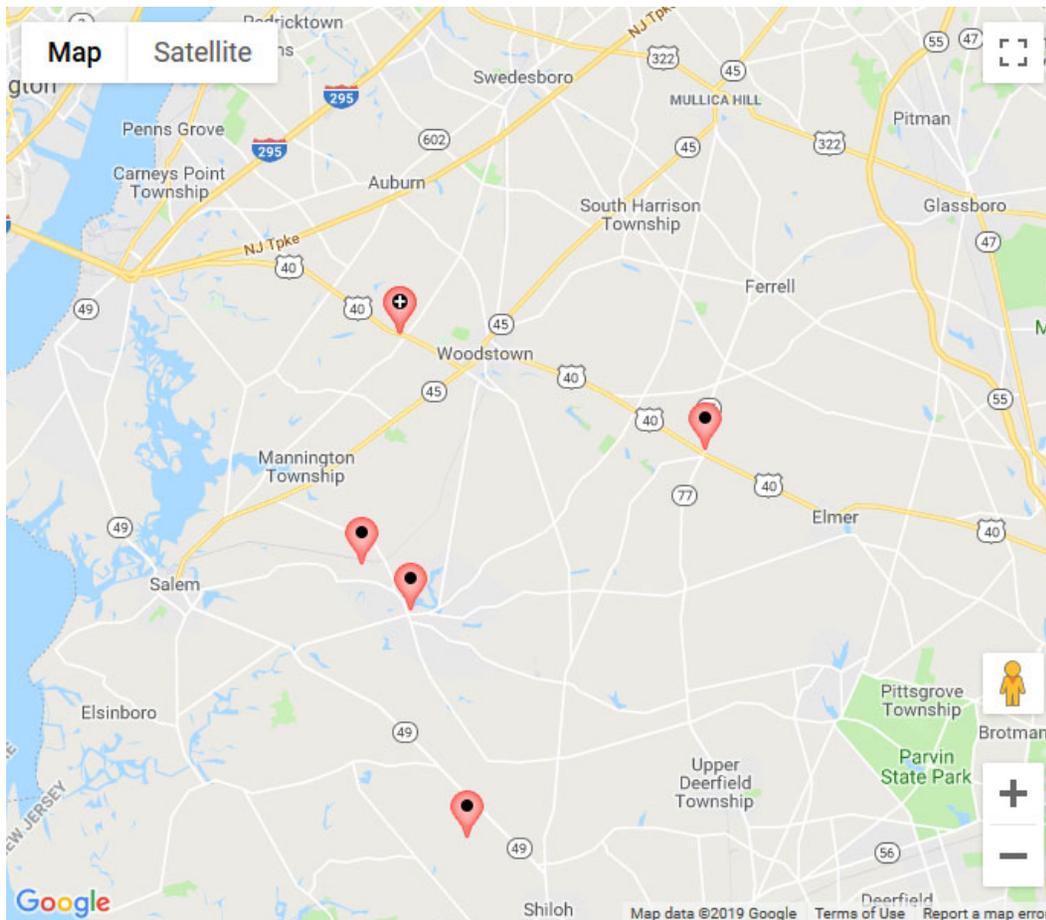
Technology Adoption



Know the Competitive Environment

- Competition
- Competitive / Industry Trends

Reference USA - local competition



1. Cedarview Kennel Boarding
348 Jericho Rd
Bridgeton, NJ 08302
Sales Volume: \$312,000
2. Alley's Friends Dog Grooming
439 Bridgeton Pike # B
Monroeville, NJ 08343
Sales Volume: \$104,000
3. A Pampered Pet
41 Commissioners Pike
Alloway, NJ 08001
Sales Volume: \$52,000
4. A Pampered Pet
22 Green Pilegrove
Sales Volume: \$52,000
5. A Plus Pet
22 Green Woodst
Sales Volume: \$52,000
6. Aunt Sandy's Pet Grooming
77 Kerlin Rd
Salem, NJ 08070

Dog grooming
in Salem
County, NJ

Business Source Elite (EBSCO) – Competitive Trends



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1944 Publication Date 2017

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Page Options

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1. Granite City Food & Brewery Ltd.



Granite City Food & Brewery Ltd. MarketLine Company Profile. 4/26/2016, p1-12. 12p.

Subjects: Hospitality industry; United States; Granite City Food & Brewery Ltd.

PDF Full Text (5.2MB)

2. Want to start a brewery?



By: HERNDON, C. TUCKER; SELLERS, MELINDA E. Beverage Industry. Sep2016, p69-69. 1p.

Subjects: Breweries; Tax remission; Business planning; United States; Breweries; Tax incentives -- United States

PDF Full Text (64KB)

AP Associated Press Video (6) View All



Strike affects coffee



Theres never been a



CEOs, Craft Brewers



Yoga and Beer: Bottoms

Company Profiles

Newswires

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1991 Publication Date 2017

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Online set

1. Delays help City Built find its niche: Brewery opens in Monroe North area after nearly two years of setbacks.

By: Evans, Pat. *Grand Rapids Business Journal*. 6/19/2017, Vol. 35 Issue 25, p3-8. 2p.
Subjects: COLLAZO, Edwin; BREWERIES; BUSINESS planning; BUSINESSMEN; BEER industry

Periodical PDF Full Text (2.7MB)

2. A footwear exec walks into a bar... Former Wolverine division president Ted Gedra opts for a brewery during 'retirement.'

By: Evans, Pat. *Grand Rapids Business Journal*. 6/5/2017, Vol. 35 Issue 23, p1-4. 2p.
Subjects: OCCUPATIONAL achievement; BREWERIES -- Finance; VENTURE capital companies; GEDRA, Ted; BEVERAGE processing plant design & construction

Periodical PDF Full Text (2.7MB)

3. Charter Oak Brewery finds permanent home in Danbury.

By: ZIMMERMAN, KEVIN. *Fairfield County Business Journal*. 6/19/2017, Vol. 53 Issue 25, p1-6. 2p.
Subjects: DANBURY (Conn.); CHARTER Oak Brewing Co. LLC; BREWERIES; WINE & wine making; INDUSTRIAL buildings

Periodical PDF Full Text (697KB)

Newsires

Madison Realty Capital Pr...
(Business Wire (English), 4 days ago)

Appalachian Mountain Brew...
(Business Wire (English), 4 days ago)

Lawmaker: '99 percent' su...
(AP Regional State Report ..., 5 days ago)

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Breweries – New Jersey

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Search Results: 1 - 10 of 72

Relevance Page Options Share

1. NJ craft **breweries** under influence of tour requirement.



By: EDMONDS, DAVE. *njbiz*. 5/7/2018, Vol. 31 Issue 19, p23-23. 1p.

Subjects: BREWERIES; ALCOHOLIC beverage industry; GOVERNORS (Machinery); CONSUMERS; WINE tasting

Periodical

[PDF Full Text](#) (1.5MB)

2. **Brewery** to expand its **Jersey** footprint.



By: Sheldon, Andrew. *njbiz*. 1/9/2017, Vol. 30 Issue 2, p3-3. 1/9p.

Subjects: NEW Jersey; SHIP Bottom **Brewery** LLC; EXPANSION (Business)

Periodical

[PDF Full Text](#) (515KB)

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7 Courses 12h 25m ■■■ Advanced Feb 09, 2015



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This custom learning path is designed to teach key marketing skills for success in online marketing.

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Start-Up Information



A collection of state-specific resources, such as demographic data, fastest growing cities, licenses and permits, organizations, and more that are important to the start and development of business.

Pocket-Friendly Marketing Plan

Successfully Advertise Your Home Business on a \$5,000 Budget

By Philip Piletic

The beginning of a business adventure can be exciting. It all starts with an idea and a dream, but turning that dream into a reality takes solid planning. To make your business a success, you need to develop the marketing strategy that is right for you.

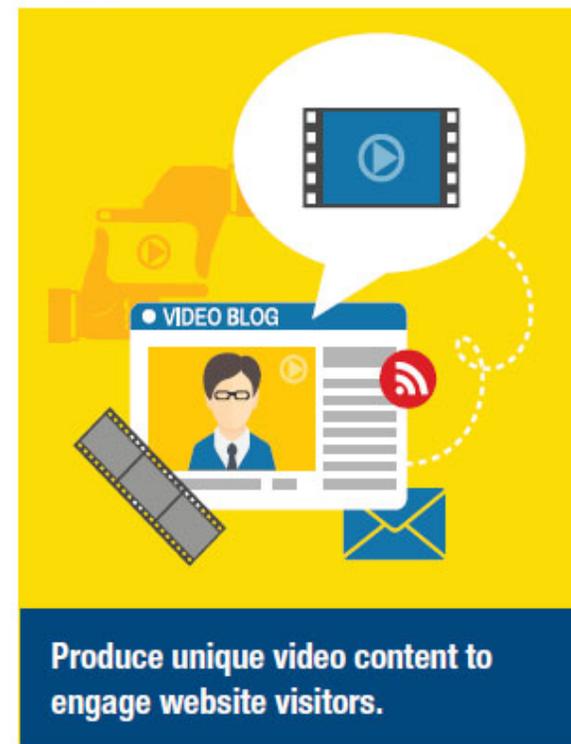
You may think that you need to have a large amount of capital upfront to develop a successful marketing plan, but with technology such as the Internet and social media, building a successful marketing plan is no longer a monumental task. There are many marketing avenues for building a successful business, many of which are low-cost or even free to integrate. Let's say that you only have \$5,000 to spend and you want to get the most out

Home Business Magazine, Fall, 2018

- Contact information
- Physical and web locations
- Map and driving directions
- Your uniqueness

If you do not have a website, you are missing out on the cheap way to give your customers basic information about your business, but you are also missing out on something else. You are missing out on the opportunity to connect with your customers and give them important information about why your product or service is unique, and how you are different than your competition. Getting your first client through your blog is the first major hurdle that you have to overcome when starting out.

“Giving something



Produce unique video content to engage website visitors.

your customers updated about your products and services, and to connect with them through special sales campaigns or newsletters.

One of the best tips for running a successful email campaign is to make your messages

bcls.lib.nj.us



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Any NJ library

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previous pause next

Novel

- Online Resources ▸ A to Z
- eGovernment Resources ▸ Business Resources
- Kids Page Community Resources
- Research Assistance Genealogy
- Teachers Page Homework Center
- Teens Page Jobs and Careers

Get help finding your next favorite book with suggestions based on others you love

NJ Dinos

Back-to-School

Staff Spotlight

Aug 20 | 6:30pm

Wii for Seniors

Evesham

Aug 21 | 11:00am

Chess Club

Burlington County Library

Aug 21 | 4:00pm

Magic: The Gathering Trading Card Game

Bordentown

Aug 21 | 6:30pm

Digital Marketing and Social Media for Small Business

Bordentown

Aug 22 | 10:30am

@ Your Library – Something for everyone....

- Museum Passes
- Meeting/Study Rooms
- Performances & Fairs
- Borrow a Book Club
- STEM programs for kids and teens
- Family activities and entertainments
- Something for everyone

...because...

The mission of the Burlington County Library System is to enrich lives by providing opportunities for learning, growth and personal development.

Check us out!



Knowledge to Empower – YOU!

Joan C. Divor

jdivor@bcls.lib.nj.us

<http://bcls.lib.nj.us>

<http://www.meetup.com/VentureHubBCLS>