

## **Marketing Plan for Startup Woodstock**

Startup Woodstock will ask each business awarded funds from the Start Up Woodstock program to communicate to the community the support they received from the Start Up Woodstock program, and specifically mention the fact that Start Up Woodstock was funded in part by the Woodstock Economic Development Commission. We expect that each business will at a minimum:

- Post an announcement on the listserv at the appropriate time (perhaps when the business is launched publicly) stating their receipt of an award from Start Up Woodstock, mentioning the contribution made by the EDC
- Include as part of their initial marketing/communications to their customers and potential customers reference to the Start Up Woodstock program and the funding role the EDC played (e.g. via email, in newspaper ads, in press releases or newspaper interviews, in social media)