

MarketLink in the Spotlight:

MarketLink is a service of the Oregon Microenterprise Network

OMEN's MarketLink program is dedicated to providing market research and effective marketing ideas that promote successful business development. In 2010, the program grew the number of agencies served and began offering expanded primary and secondary research services. Our focus remains on providing Oregon entrepreneurs with high quality and actionable business information that aids in strategic decision making.

MarketLink User Demographics

In 2010, MarketLink served 168 separate requests for services, of which:

- 64% are from Women
- 23% are from Minorities
- 87% are from Entrepreneurs classified as either Low or Very Low Income*
- 87% are from first time business owners
- 12% were from Non-Profits
- 44% received direct business counseling from MarketLink staff

*By HUD Income Classification



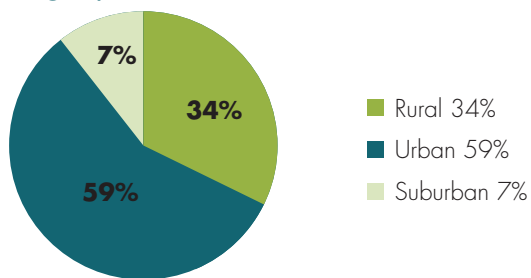
Jane Harshman of Ruby Peak Naturals, an NEOEDD client

"Market Link was exactly what I needed to understand the full scope of creating and keeping a business successful. I have no doubt that my business will be successful using these tools. I can't thank you enough for all your input, help and caring about me and my business endeavors. It has given me so much hope for building up my finances. Thank you for this wonderful opportunity. It has changed my life." – Corvallis

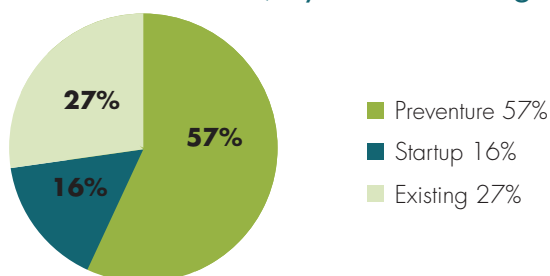
"Very helpful service, thanks! I hope to be able to put the information to good use." – Cave Junction

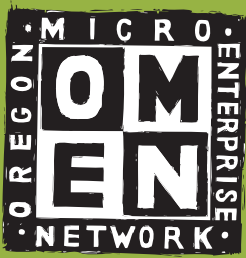
"I run and own a children's swim school. Market Link provided me with addresses of potential clients within my marketing parameters. I had postcards printed and sent them out and had approximately 10 people respond to them (most all became clients) which is a lot in my business. It was great! Thank you MarketLink!" – Rogue River

Geographic Location of MarketLink Clients



Clients Served, by Business Stage





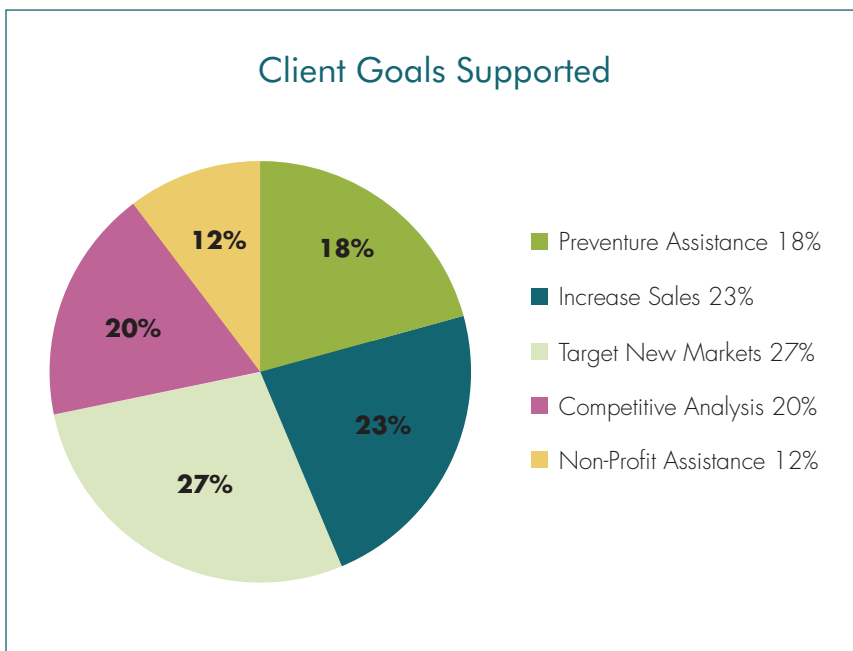
MarketLink in the Spotlight:

MarketLink is a service of the Oregon Microenterprise Network



Norm and Cinda Lehne of Lehne Farms, an Umpqua CDC client

At Intake, MarketLink clients identify the business goals that they seek assistance attaining with the help of our services. The graph below expresses those goals at the time of intake.



Outcomes and Measures of Success

- After receiving MarketLink assistance, 52% of entrepreneurs exhibited forward business stage development.
- 67% increased their sales
- 50% increased their capital expenditures.
- 46% entered new geographic markets after receiving MarketLink services.
- 43% Increased the customer segments they targeted

Notes on Outcomes:

Outcomes are based on 34 returned Outcome Surveys completed by clients who received services between 1/1/2010 and 6/30/2010. Surveying protocol allows 6 months between receiving MarketLink services and surveying for Outcomes.

“MarketLink was a very valuable resource for me as I explored starting my own small business. The market research information they provided really helped me better understand what the competitive landscape was like, and what I might need to consider to ensure our business could succeed.” – Salem

“I appreciate the market research for my business very much, Thank you for having it!!!!” –Coos Bay

“I appreciate the thoroughness of information provided by staff, especially the detailed neighborhood demographics and the mailing lists for various potential market niches. I have it and will be using it to expand my business.” –Portland