



## Who we are

Our center is one of 11 Small Business Development Centers in Kansas and one of more than 1,000 SBDCs in the United States. We are a partnership program between the U.S. Small Business Administration (SBA), the Kansas Department of Commerce (KDOC), and the University of Kansas School of Business.

The KU-KSBDC serves the following counties: Douglas, Franklin, Jefferson, Atchison, Leavenworth, Doniphan

## What We Do

The KU-KSBDC provides completely free and confidential individual advising services to small business owners, managers and prospective owners. Small businesses can leverage our services on an on-going basis.

The KU-SBDC supports aspiring business owners, startup companies, existing small businesses, and those who wish to sell or purchase a small business. Typical areas covered in advising include:

- Start Up Process
- Business Plans
- Financial Projections and Analysis
- Cash Flow
- Marketing
- Market and Customer Research
- Strategic and Growth Planning
- Human Resources
- Resources & Referrals

The goal of our advising services is to promote a healthy small business community and to foster economic development through new business starts, expansions, job creation and retention, and sales growth.

**SCAN TO LEARN MORE**



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# THE MARKETING FOCUS

## Google My Business

Claim, Personalize, Manage

*Accurate Info - Engaging Photos - Compelling Business Description - Keyword Optimization - Customer Reviews - Leverage Q & A*

## Website & SEO

Customer Awareness, Important Info, Update consistently, Leverage Resources

*Alt Text - Title Tags - Meta Text - Keywords - Organize - Backlinks*

## Social Media

Goals, Audience, Right platform, Content Calendar, Engagement Strategy, Visual Content, Collaborate + Cross Promote

*Canva - AI ex. ChatGPT - KS Micro Internship - KU SBDC*