



Use Market Research to Find Customers

Market research blends consumer behavior and economic trends to confirm and improve your business idea.

It's crucial to understand your consumer base from the outset. Market research lets you reduce risks even while your business is still just a gleam in your eye.

Gather demographic information to better understand opportunities and limitations for gaining customers. This could include population data on age, wealth, family, interests, or anything else that's relevant for your business.

Then answer these questions to get a good sense of your market.

- **Demand:** Is there a desire for your product or service?
- **Market size:** How many people would be/or are interested in your offering?
- **Economic indicators:** What is the income range and employment rate?
- **Location:** Where do your customers live and where can your business reach?
- **Market saturation:** How many similar options are already available to consumers?
- **Pricing:** What do potential customers pay for these alternatives?

You'll also want to keep up with the latest small business trends. It's important to gain a sense of the specific market share that will impact your profits.

You can do market research using existing sources, or you can do the research yourself and go direct to consumers.

Existing sources can save you a lot of time and energy, but the information might not be as specific to your audience as you'd like. Use it to answer questions that are both general and quantifiable, like industry trends, demographics, and household incomes. Check online or start with our [list of market research resources](#).

Asking consumers yourself can give you a nuanced understanding of your specific target audience. But, direct research can be time consuming and expensive. Use it to answer questions about your specific business or customers, like reactions to your logo, improvements you could make to buying experience, and where customers might go instead of your business.

Here are a few methods you can use to do direct research:

- Surveys
- Questionnaires
- Focus groups
- In-depth interviews

For guidance on deciding which methods are worthwhile for your small business, the Small Business Administration provides counseling services through our [resource partner network](#).



The 2019 Cranberry Festival is coming up! The theme this year will be Cranberry Carnival. It will be a fun filled weekend, and a great opportunity to attract some new customers! Make sure to mark September 13-15 on your calendars!



Meet this year's Cranberry Court!

Listed from left to right: Samantha Marsh, Allie Hennick, Ashley Strain, Rylee Kreutzer, Natalie Vincent

Make sure to say hi when you see them around town in their tiaras and sashes!

Welcome to our Newest Members!

- Pacific Coast Myrtlewood, LLC
- Suppes CPA, LLC
- Historic Wilson's Market
- Eichelberger & Company
- Bandon Auto Repair

Thank you to our Renewing Members!

- | | |
|----------------------------|-------------------------------------|
| Bandon Vision Center | Baltimore Center Mail & Ship |
| Bay Area Copier | Tony's Crab Shack |
| Wheelhouse and Crows Nest | Inn at Old Town |
| Bandon School District #54 | Bandon Well & Pump |
| Bandon Bait | Ned Reed Charts & Graphs |
| Gibson Graphics | Stillwagon Distillery |
| Moore Mill & Lumber | Coastal Paper and Supply |
| Devon's Boutique | Port of Bandon Economic Development |
| Foley's Irish Pub | Second Street Gallery |
| 7 Devils Brewing | Bandon RV Park |
| Sweet Insurance Agency | Jerry Fedler Construction |
| Bandon Inn, Inc. | Bandon Mercantile |
| Bandy Key Works | David L. Davis |
| Port of Bandon | Bandon Beach Motel |
| Pahl's Family Dentistry | Winter River Books |
| The Arcade | Bandon IT |
| Coquille Point Condos | Best Western at Face Rock |
| Bandon Professional Center | Bandon Dunes |
| Twin Creek Ranch | North Bend Medical Center |
| Essential Balance Massage | Cardas Audio |
| Bandon Veterinary | Maggie's Seaside Getaway |
| Bart Stein - Edward Jones | |

One Year Celebrations!

Bandon Coffee Cafe

Mara Rutherford and Kenny Maddux of Bandon Coffee Cafe invited the Chamber and the community to help them celebrate their first year in business. It was a fun and packed house event filled with music, food, and coffee. We wish them many more celebratory years doing business in Bandon.



Located at: 325 2nd St

Rawsome Juices and Smoothies

The Bandon Chamber celebrated the one year mark for Rawsome Juices and Smoothies owners Denise and David, and their becoming a Bandon Chamber member in late June. Attendees learned so much about their products and had wonderful samples of all the great food and drinks they make in-house and sell. Do you and your health a favor and stop in to see all they have to offer!



Located at: 77 Michigan Ave SE

The New Bandon Vision Center!

The Chamber joined the Bandon Vision Center in June to help them celebrate their new offices located in Old Town Bandon. Dr. Nicole Rush is joined by Dr. Morgan Grove, Dr. Kevie Kawasaki, and their entire staff. Great food provided by Bandon Brewing Company, and awesome door prizes were just a few of the treats of the evening.

Anthony Zunino, President of the Board of Directors of the Bandon Chamber, thanked Dr. Rush for her investment in Bandon, both in her new offices, and in additional staff hiring.



According to Bandon Vision Center, eye care professionals specialize in understanding how the human eye really works, as well as diseases and conditions that affect your vision – many of which do not have obvious symptoms. Our optometrists take the time to explain the results of your eye exam, describe your options and listen to your eye care needs.

Check out the new offices at: 395 2nd St SE, Bandon, OR 97411
 You can make an appointment on their website: www.cooseyecenters.com or call 541-347-3622

Business Spotlight!

WinterRiver Books

WinterRiver Books is an independent bookstore located in the heart of Old Town Bandon, In 1983, Center Books was formed by Jane and Ray Comerford.

In 1990, Debby Johnson and Grover Hatcher purchased the operation and formed WinterRiver Books. Thanks to the support of the community, WinterRiver Books has expanded into a full

service bookstore. Their staff continues to take pride in providing friendly service and in creating a relaxing atmosphere for their customers to browse the unique selection of books, cards, jewelry, music, games and more.

On April 1, 2018 Veronica and Brian Foley purchased the bookstore from Debby and Grover. Their goal is to continue operating the bookstore in very much the same way as Debby and Grover did with new exciting products, and continued focus on helpful customer service.

One of the best things about WinterRiver Books is walking in and seeing the same friendly faces smiling back at you, year after year. When they remember your name, and ask how life has been treating you. Picking up a conversation when you thought "they would never remember me". The Foleys thrive and strive to give the best customer service experience possible and always hope everyone leaves in a great mood.

They sell New Books, Sale Books, Jewelry, Life is Good Apparel, Hats, Scarfs, and other Gift Type Items.

WinterRiver Books is open every day from 10am - 6pm

They are located at: 170 2nd St SE Bandon, OR 97411

You can visit their website at: www.winterriverbooks.com



Chamber members, we want to feature you and your business as much as possible; in the newsletter, on the Bandon Chamber of Commerce Facebook page, and possibly in stories within the news and/or business sections of print media.

Please feel free to go to: <https://bandon.com/business-spotlight/>

Fill out the form and submit.

Promote yourself!

4th of July in Bandon!



Bandon did the 4th of July right with a day full of festivities. Kicking things off was the annual parade down highway 101 and through Old Town.

Later in the day you could stop for lunch and fun activities at the Lion's Club BBQ at the Bandon City Park, or you could check out the booths at the Farmers Market.

A crowd favorite is always the Cardboard Boat Regatta races at the Port of Bandon Coquille River waterfront.

In the evening there was the Alive After Five Wine Walk and live music in the Old Town Marketplace.

Last but not least, it wouldn't be the 4th of July without the Grand Fireworks Display over the Coquille River!

A HUGE thank you to our music sponsors:

- Wild Rivers Coast Alliance
- Farm & Sea
- Port of Bandon, Oregon
- Bandon Chamber of Commerce
- Cardas Audio
- Rhett Kreutzer Trucking
- Gary Lebrun
- Ray Brown

All sponsorship money went directly to the musicians who performed all day long, and the amazing sound guys who made sure it all worked.



Another BIG thank you to our firework sponsors:

Face Rock Creamery

Bandon Chamber of Commerce

City of Bandon

Thank You!



The Bandon Chamber wishes to thank Chris Powell, of Bandon Baking Co., for his "longer than he planned" service on the Chamber Board of Directors, as he steps down this year. Chris has served for more years than we all can remember, and with his business acumen along with

regional and city overviews, has helped guide the Chamber to be a strong, community based organization. We will miss him, but know where he is when we need his knowledge and wisdom. Thank you, Chris (and Kim, his understanding and supportive wife).



The Bandon Chamber wishes to say Thank You to Rushel Reed, of Beach Loop Realty, for her service and incredible amount of volunteer hours she's given as a Board member and volunteer extraordinaire. Her energy, strength, and behind the scenes ideas have served this organization well, and we wish her the best.

The Bandon Chamber of Commerce began its' fiscal year 2019/20 with the election of the Board of Directors, and Executive Board.

President: Anthony Zunino - Freedom Graphics

Past President: Angela Cardas Meredith - Cardas Audio

Secretary: Sheila Langenberg - Edgewaters Restaurant

Treasurer: Larry Langenberg - Edgewaters Restaurant

Board Members:

Rick Stillwagon - Stillwagon Distillery

Carolyn Reed - First Interstate Bank

Sara Kimball - Umpqua Bank

Welcome Andrea!

Many of you have probably already met Andrea, our new staff member. The Chamber board surprised her with a gift basket from several merchants, thanking her for her volunteer work, and offering her a position with the Chamber/Visitors' Center. Andrea began as a volunteer with both the Chamber and in the Visitors' Center. One of her many talents is organizing, and in a few days she had the entire brochure area cleaned and orderly. We were lucky enough to be paired with Andrea as part of a training program for a new career. She is now on staff with us, training to assist in implementing membership retention and sales programs. She will also be working on member benefits and programs, along with support and assistance in the Chamber visitor's center.



The Visitors Center is excited to be a host for Alive After 5 this year. We are featuring cranberry ciders by Bandon Rain, and cranberry wine by Sea Mist Wine.

The Bandon Chamber of Commerce & Visitors Center has a fresh look. The long standing solid wood brochure rack will no longer divide the room. It has been updated to more modern brochure racks that makes everything much easier to find. The volunteers are excited as they can now see their visitors rather than "chase them" around the old rack.



We have a few open spaces, so if you have a rack card/brochure that is not currently on display, please bring it in. As usual, our visitor count continues to increase monthly as we reach peak summer months. Stop in and say hi!

Calling all Chamber members! The Bandon Chamber has its own Member Forum on Facebook. It's a closed group, only available to Bandon Chamber members, and it's a great place to talk business in Bandon. Promote what fellow business owners are featuring, ask questions, and get to know each other.

Go to Facebook, and search for Bandon Chamber of Commerce Members Forum. You will have to answer a couple of questions, then it will come to the Chamber office and you will be approved to join the group. It's a great resource and as it grows it will get better and better. Join up and join in!

<https://www.facebook.com/groups/bandonchamber/>

5 Ways to Get Noticed on Social Media

Post the Easy Shares

There are certain types of posts that a large number of people respond to. These include: funny posts, statistic or data posts (if it's from your business, even better), inspirational quotes, dramatic images. These sorts of posts are easy because not only are they popular with most audiences, you're not creating them, merely *curating* them. A quick search will land you several. You can auto-schedule them for times throughout your week.

Use Images

This is easy if your business is a restaurant but if it doesn't lend itself to images, you can still be creative. Use pictures of your community, the weather, your team, your pet... just give people something to look at.

Think Mobile

If you're sharing something, make sure it can be viewed on a mobile phone. Mobile is becoming *the* way to access social media and the Internet. Don't tease your audience by sharing something they can't see.

Remember It's About Them, Not You

A good conversationalist does not make it all about him/her but creates a dialogue instead. A *great* conversationalist learns quickly the interests of the person he/she is speaking to and turns the conversation to those. The same is true of good social media practices. The conversation needs to be about your audience 80% of the time. You can occasionally (20% of the time) mention something about your business directly.

Give Them Reason to Follow

The key to getting more shares is getting more followers. If they don't see your content, they can't share it. Most people follow brands and businesses for discounts or coupons. Keep this in mind and offer discounts to your followers or give them information before anyone else sees it, this could be a product preview or access to early buying opportunities.

Christina R. Green teaches small businesses, chambers, and associations how to connect through content. Her articles have appeared in the Midwest Society of Association Executives' Magazine, NTEN.org, AssociationTech, and Socialfish. She's a bookish writer on a quest to bring great storytelling to organizations everywhere.

Have feedback, ideas, or submissions? We are always happy to hear from you! Deadlines for submissions are the 5th of each month. You may email your thoughts, ideas and photos to: director@bandon.com

Watch for a two question survey each month, to come via email. We want to hear from you!

*Photographs courtesy of Angela Cardas, Bandon Chamber of Commerce, and Amy Moss-Strong/the Bandon Western World