

21. Describe the marketing techniques, strategies, and tools you will use in the future to promote your business. Address 8(a) market segments and non-8(a) market segments separately.

Marketing techniques for 8A markets:

- Set up appointments for a site visit with companies having 8A participation. A brochure and packet of information on our company will be provided to these respective clients.
- Online tools such as Facebook as well as our own company website will be utilized to market our business to general contractors needing 8A participation. In addition, we will use online tools to search for and identify these companies needing 8A participation.

Marketing techniques for Non 8A Markets:

- Goudy Construction Inc.'s primary marketing efforts for Non 8A markets will be directed towards its major client The Birmingham Housing Authority. This includes completing applications to be listed on their vendor's list. Therefore, we can receive all bid opportunities from them in our specialty.
- Other marketing efforts include radio advertising, Facebook, and maintaining membership in organizations such as BCIA and Home Builder's Association which will also provide us with listings of job opportunities.