SBS Shephard
BRAND STRATEGIES

TOLEDO, OHIO

BUSINESS DEVELOPMENT & MARKETING FOR SERVICE BUSINESSES

Who should know about your business?

We find organizations that serve your customers, make introductions on your behalf, and help people understand what you offer online.



ON THE SBS FACEBOOK PAGE

Find ideas for approaching local partners, writing a first email, and using your website or a service sheet to answer a buyer's next question.

Follow Shephard Brand Strategies

Scan for outreach ideas or search our name on Facebook.

Floyd Shephard

Director of Business Development & Marketing

313-269-7700

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BUSINESS HOURS · EASTERN TIME

Mon–Fri 9:00 am–6:00 pm

Sat 10:00 am–4:00 pm · Sun Closed

Toledo, Ohio · Local and remote

Consultations by appointment

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PARTNERSHIP OUTREACH

FOR LOCAL SERVICE BUSINESSES

Looking for your next referral partner?

Tell us which businesses you want to reach. We'll research the fit, write an introduction you approve, and follow up on your behalf.

Find the right contact

Identify businesses that serve the same customers and the person who handles partnerships or vendor requests.

Make a specific offer

Explain what you can do for that organization. Give them a service sheet or a web page they can share with a colleague.

Keep track of replies

See who responded, what they asked for, and when to follow up.

Discuss a partnership project

Scan to visit the SBS website or call to request a 30-minute discovery call.

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WHO WE HELP

When your business runs on relationships.

Property services

Introduce cleaning, maintenance, or cleanout services to local property managers.

Healthcare & senior services

Explore community education and introductions to complementary organizations.

Professional services

Find businesses with a reason to connect, from tax practices to independent bookkeepers.

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Tell us about your business.

What do you do, where do you work, and who would you like to meet?

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BUSINESS DEVELOPMENT & MARKETING

A personal introduction can open a door.

Outreach, digital marketing, and website design for service businesses.



RESEARCH

Find the right organizations.

We start with your service area, the work you want, and the kinds of businesses that buy it.

What we look for

A shared audience, an upcoming need, or a service you could provide.

What you receive

A list of prospects, contact routes, and a reason for each introduction.

FOR EXAMPLE

A cleanout company might approach property managers who need help between tenants.

DIGITAL MARKETING & WEB DESIGN

Show what you offer.

We write service pages, design or refresh websites, and plan digital campaigns around what your customers need to know.

What we prepare

A service page with clear next steps, a campaign message, or a one-page service sheet.

What you review

The design and copy, including the contact details and services you want customers to see.

FOR EXAMPLE

A cleanout company's website can show its coverage area and give property managers a way to request a quote.

OUTREACH & FOLLOW-UP

Keep the conversation going.

We write personalized introductions, send approved messages on your behalf, and coordinate follow-up.

What we organize

Names, dates, responses, and the next action for each contact.

What you decide

Which opportunities to pursue and who should handle the next conversation.

FOR EXAMPLE

If a manager asks about vendor registration, you know who requested it and what to send.

BEFORE YOU REACH OUT

Make the introduction specific.

Choose one organization

Who already works with the people or businesses you want to reach?

Find the overlap

What could you offer that complements their work or solves a recurring problem?

Ask for one next step

Request a contact, propose a topic, or ask how vendors are considered.

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Have a partner in mind?

Tell SBS who you want to approach and what you could offer.

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SMALL BUSINESS FIELD GUIDE

Your next partner might already serve your customer.

Three ways local service businesses can start a useful conversation.



PROPERTY SERVICES

Become a vendor option.

A cleanout company could introduce itself to a property manager preparing units between tenants.

What to bring

A service sheet or web page showing your coverage area and how to request a quote.

Who to look for

A property manager, maintenance coordinator, or vendor contact.

A FIRST QUESTION

“Who handles vendor applications for move-out cleanouts?”

COMMUNITY OUTREACH

Offer a useful local event.

A senior service organization could ask a community center about hosting an educational session for caregivers.

What to bring

One topic, an intended audience, and a short description the center can share with caregivers.

Who to look for

A program coordinator or the person who schedules community activities.

A FIRST QUESTION

“Would a short session on local caregiver resources fit your program?”

PROFESSIONAL SERVICES

Share expertise with a partner.

A bookkeeper and a tax preparer could host a recordkeeping workshop for local business owners.

What to bring

A workshop outline, a role for each business, and a short invitation for email or social media.

Who to look for

A complementary professional who works with the same kinds of owners.

A FIRST QUESTION

“Would you be open to co-hosting a short workshop for small business owners?”

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What SBS can take off your plate

Choose a focused project or ongoing support. We agree on the audience, deliverables, and next steps before work begins.

Prospect research	A list of organizations to approach, why each fits, and how to reach the right business contact.
Partnership outreach	Personalized emails and proposals for vendor introductions, community events, and other collaborations.
Follow-up coordination	A contact log showing who replied, what they asked for, and who needs a response.
Digital marketing	A campaign plan and copy for emails or social posts, built around your audience and offer.
Website design & refresh	A new or updated business website with clear service pages and an easy way to inquire.
Marketing materials	Service sheets, brochures, company bios, and proposals you can share with a prospective client.
Business profiles & listings	A review of your online business profiles and updates to the contact details and services you publish.

Request a 30-minute discovery call

Scan to visit the SBS website, or call or email with your project and the audience you want to reach.

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A PLANNING SHEET FOR SERVICE BUSINESS OWNERS

Plan your next business introduction.

Choose one organization you'd like to meet. Use these four prompts to draft an introduction you could send.

Who would you like to meet?

Name the organization and the role that handles the work.

Why does it make sense to connect?

Which customer, service area, or business need do you share?

What could you offer?

Name one service or idea. Which web page or service sheet could you share?

What's a reasonable first ask?

Try a vendor application, an introduction, or a short call.

Want help making the introduction?

Scan for SBS outreach examples on Facebook, or call or email us about the organization you have in mind.

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