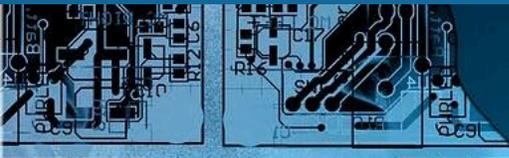




One To Many LLC Social Capital Marketing

"Growing local businesses through the power of social capital marketing."

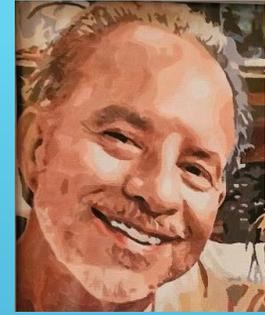




One To Many LLC **Social Capital Marketing**

About OneToMany LLC

<https://onetomany.biz>



OneToMany is the leading social capital marketer for small business owners in the Capital Region of New York, and beyond. We're passionate about our clients' success, both as businesspeople and human beings.

Social capital marketing and relationship development at-scale represent the latest approach to operationalizing small business growth. OneToMany provides affordable, innovative, and sustainable networking solutions to make the most of your business offerings within your community.

And, we put our own "skin in the game". No "one and done" phone calls or remote Zooms with us. WE ARE WITH YOU as the network you need is developed for recurring business and professional growth.

Often, we need to work with clients to develop foundational skills which will help us succeed in our mutual mission. This means we don't simply market you and network with you but we also can provide business consulting, sales coaching, speaker mentoring, and leadership development.

All of these services are executed within a fixed-price program, delivered within a specific time-frame, and governed by a detailed service agreement.

Contact Us today at connect@onetomany.biz !

You can also view the business profile of our Chief Relationship Officer, Bret Smith, at <https://www.linkedin.com/in/bretsmithhip/> .



One To Many LLC **Social Capital Marketing**

Our Mission

Are you an ambitious introvert? A shy entrepreneur? A small businessperson needing sustainable success that doesn't want to keep paying somebody's else's business in order to grow?

We bet you're darn good at what you do. But how to make a living of it? How to do it without lining everyone else's pockets?

So many choices, and as many possibilities. Maybe the answer to your question is already inside of you?

If you're serious about building your business, and would like to do it in an authentic fashion that reflects your social values, and that helps you grow as a person, and that creates both short-term and sustainable business outcomes, it's time we speak about OneToMany's social capital marketing.

It won't cost you anything more than your time, energy, and curiosity to learn more!

Visit <https://www.linkedin.com/in/bretsmithhip/> to learn more about our Chief Relationship Officer, Bret Smith!





One To Many LLC Social Capital Marketing

Why OTM and Social Capital Marketing?

EXPERIENCE

Lead by a serial entrepreneur with 30+ years of relationship marketing and business development experience, OneToMany brings a wealth of knowledge to small businesses.

INNOVATION

Social capital is a social science concept describing the networks of relationships and interactions that enable people to work together and achieve common goals. It involves shared values, trust, and reciprocity within social networks. It can also be thought of as the potential to gain resources and information through personal connections.

PASSION

One of the most satisfying aspects of what OneToMany does is witnessing - time and again - how relationship development and social capital marketing make small to medium businesses grow!

We're passionate about our clients' success, both as businesspeople and human beings. Playing a role in their lives through business consulting, speaker mentoring, and leadership development is extremely fulfilling.





One To Many LLC Social Capital Marketing

Client Spotlights



BRANCH MANAGER, LOCAL CREDIT UNION

"Our year-over-year branch growth exceeded 36%! We started gaining new clients shortly after contracting OneToMany, with the first client depositing \$103K. Their "skin in the game" approach is a true differentiator."



BRANCH MANAGER, FACILITIES MAINTENANCE COMPANY

"They're great about presenting us with new ideas to set ourselves apart from our competition. They've helped us achieve a lot more than we've ever achieved. Extremely responsive and overall a great firm to work with."



ENTREPRENEUR, HUMAN RESOURCES SERVICES

"I learn more in a 1-hour phone call about marketing than if I were to spend 48 hours reading about it. Our time together is one of the best investments of my time when it comes to growing my business."



One To Many LLC Social Capital Marketing

Core Services

TRADE AREA RESEARCH

Trade area research explores how businesses can leverage and benefit from building relationships and connections within a specific geographic area and the specific communities, groups, or networks within it. Here we focus on shared interests, goals, and opportunities to inform marketing strategies, create value, generate leads, and build brand awareness.

RELATIONSHIP MARKETING STRATEGY

In order to effectively conduct relationship marketing for our clients, we develop a strategy which encourages repeat business, ultimately aiming to increase customer lifetime value through personalized engagement and meaningful interactions.

RELATIONSHIP DEVELOPMENT

Relationship development focuses on implementing the process of creating and growing a connection between people to achieve shared goals. Here's where we put our own "skin in the game" by identifying new opportunities, forming partnerships, and adding value to a company.

RELATIONSHIP MARKETING

We create strong, emotional connections for clients, helping to ensure long-term customer satisfaction and brand loyalty. Benefits include driving ongoing business, generating free word-of-mouth promotion, and securing information to generate leads.





One To Many LLC **Social Capital Marketing**

Integrated Services

Business Consulting

Business consulting provides expert advice to help businesses improve their performance and success. We work with business owners and managers to help them identify and overcome obstacles that may be preventing their business from growing. We also serve as a "clearinghouse" for owners and managers to access vetted resources to help grow their business further.

Sales Coaching

We work with owners and managers to identify areas for improvement, set goals, practice new skills, analyze performance, and identify mistakes and missed opportunities.

Speaker Mentoring

Speaker mentoring is a one-on-one relationship between a mentor and a mentee where the mentor provides guidance, advice, and support to help the mentee improve their public speaking.

Leadership Development

Business development is the process of planning for future business growth by identifying new opportunities, forming partnerships, and adding value to a company.



One To Many LLC
Social Capital Marketing

Vetted Resources

CONTENT

Content Development
Content Strategy
Content Marketing
Leadership Development

SOCIAL MEDIA

Social Profile Development
Social Media Optimization
Social Media Marketing

CREATIVE SERVICES

Logo Development
Website Development
Search Engine Optimization
Leadership Development

MISCELLANEOUS

Influencer Marketing
Affiliate Marketing
Marketing Communication
and Public Relations



One To Many LLC
Social Capital Marketing

Contact Us For More Information!

