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# Five Cities Marketing Forum

## WELCOME!

Wednesday  
May 13th



**BUSINESS OF THE MONTH**

South County  
Chambers of Commerce

**CONGRATULATIONS!**

**Hubbalicious**  
Sweet Shoppe

May 2026



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# Marketing Planning and Budgeting Benchmarks

A high-level overview of marketing budget guidance by company size and growth posture for strategic planning.



# Marketing Budget Benchmarks by Company Size

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## Small Businesses

8–20% of gross revenues

Average: 15.6%

Source: Revenue Memo



## Mid-Market (>\$10M Revenue)

6–12% of gross revenues

Balanced investment for sustainable growth



## Large Enterprises (>\$100M Revenue)

5–8% of gross revenues

Efficiency at scale with established brand equity

## Budget Allocation by Growth Posture

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### Aggressive Growth / Market Entry

Allocate 15–25% of revenue to capture market share, launch new products, or enter new markets rapidly.



### Steady Growth

Allocate 8–12% of revenue to maintain momentum while scaling operations sustainably.



### Maintenance / Defensive

Allocate 4–7% of revenue to protect market position and optimize existing customer relationships.

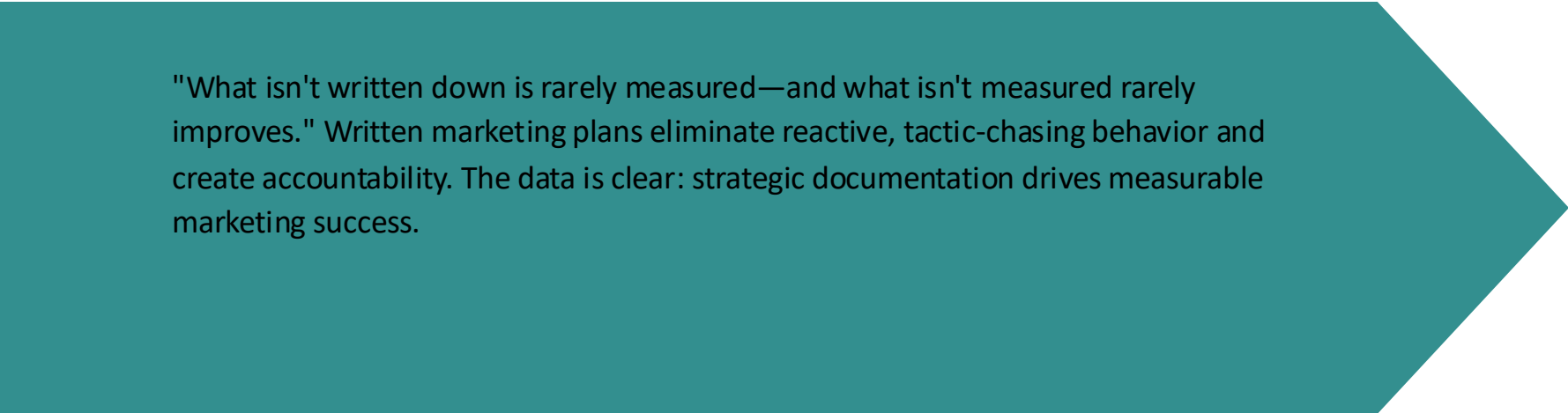


## Marketing Planning Effectiveness

60–75% of U.S. businesses have a written marketing plan

Small businesses: only 6.7% adoption rate

Written plans = 6–7× more likely to report success



"What isn't written down is rarely measured—and what isn't measured rarely improves." Written marketing plans eliminate reactive, tactic-chasing behavior and create accountability. The data is clear: strategic documentation drives measurable marketing success.





# Key Insight

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Planning and measurement are more critical than exact budget percentages.

Focus on strategic alignment and ROI tracking rather than hitting specific percentage targets. The most successful marketing teams prioritize clear goals and consistent measurement over arbitrary budget thresholds.



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**TEELING**  
**MARKETING SERVICES**

**5 Cities Marketing Forum**  
*May 12, 2026*

**Michael Teeling**  
**415-215-1769**  
**Mike@Teeling.com**



# About Mike Teeling...

I'm a **STORYTELLER**

...Mike coaches, advises, and mentors small businesses & nonprofits on Marketing strategy, planning, messaging, and success measurement

- ❖ Live in Grover Beach, serve the entire Central Coast
- ❖ 30+ years experience advising business owners
- ❖ 60+ companies helped – small biz, nonprofits, public corps

[www.Teeling.com](http://www.Teeling.com)





# The Power of Story

***Storytelling isn't just something humans do.***

***Storytelling is central to who we are.***



**Makes You Memorable & Relatable**

**Evokes Emotional Response in Buyers**

**Drives the Desired Action**



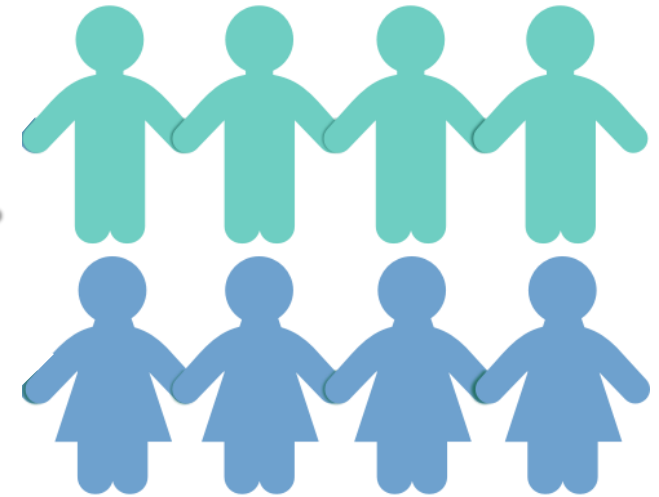
# Marketing is a Conversation

My Story...

Your Brand...

Your brand is what your customers say about you.

**BRAND  
HAPPENS.**





# In Brands We Trust

**Real  
Values**

**Real  
Stakes**

**Real  
Impact**

**Authentic  
Story**

**TRUST**

**Unique  
Voice**

**Humanize  
Company**

**Build  
Credibility**



# Elements of a Good Brand Story

1. **The Mission**



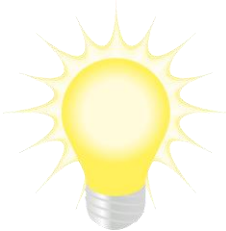
2. **A Hero** (your customer)



3. **The Need**



4. **A Guide** (your company/product)



5. **The Transformation**



6. **The Impact**





# CASE STUDY 1:



- Mom & Pop
- Local service provider
- Business to consumer



## Soft Washing

Soft washing is a cleaning method that uses low-pressure water and specialized cleaning solutions to remove dirt, algae, and other build-up from surfaces without causing damage.

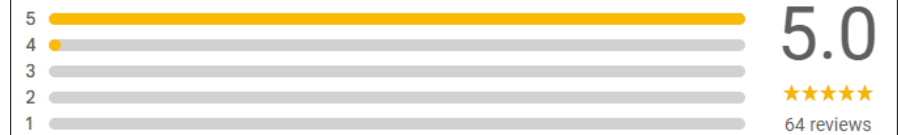
### What's Included:

- ✓ Low-pressure, gentle process
- ✓ Protects siding & paint
- ✓ Long-lasting results
- ✓ Eco-friendly solutions
- ✓ Removes algae & stains

[Get a Quote](#)

### Google review summary

[Write a review](#)



<https://popssoftwash.com/why-us>



# CASE STUDY 2:



- National franchise
- Baking goods & services
- B2C / B2B

House of Bread Bakery Cafe is in San Luis Obispo. · Follow  
November 17 at 10:37 AM · 🌐

We've heard your concerns... and honestly? We get it. 🥰🍞🍞

## Apology Statement

It has come to our attention that several customers have recently experienced unexpected side effects after consuming House of Bread's fresh loaves, cinnamon rolls, samples, and daily specials. Out of honesty (and mild confusion), we felt obligated to address these reports.

The following incidents have been officially documented:

- Unplanned mood improvements after "just one bite" of our warm bread, followed by a sudden urge to smile at strangers, call your mom, or declare, "I could live on carbs forever."
- Deep emotional attachment to our cinnamon rolls, described as "the only thing getting me through the week" and "better than therapy, honestly."
- Conflicts over sharing, including reports of roommates labeling slices, families hiding loaves behind vegetables, and whispered warnings such as, "Touch my cinnamon roll and we're done."
- Unintentional detours leading customers to arrive at House of Bread "just to grab a sample," only to walk out with a full loaf, two pastries, and a sandwich they swear they didn't plan to buy.
- Extended daydreaming about warm sourdough, thick slices with butter, and what life would look like if carbs were a love language (they are).
- Highly emotional reactions after first bites, including happy tears, soft gasps, and phrases such as "there's no way this is legal in California," and "bread shouldn't hit this hard."

After thorough review, we've concluded that House of Bread San Luis Obispo products may, in fact, be too good.

We sincerely apologize for any cravings, emotional attachments, or unexpected life choices our cinnamon rolls, breads, or pastries may have caused. At this time, we do not intend to change the recipe.

Respectfully,  
House of Bread - San Luis Obispo  
11/17/2025 🍞🍞



👍🥰🍞 502

29 comments 11 shares

👍 Like

💬 Comment

🔗 Share

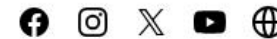


## Baking with House of Bread

By House of Bread

A podcast dedicated to the craft of baking delicious and wholesome bread brought to you by House of Bread founder and CEO, Sheila McCann.

🎧 Listen on Spotify



## Baking Classes

Take a Saturday Hands on baking class or a Friday Sip and Bake class. Both classes cover mixing, kneading, baking instructions and you will take home recipes and fresh bread!

Learn More





# What's Your Story?

- 1. What's the ONE thing that your Company does better than anyone?**
- 2. What gut-level PAIN do you cure for your Customers?**
- 3. Why do they BUY?**
- 4. Name 3 key Customer Outcomes.**
- 5. Tell a Customer Story that proves it.**



# Your Message Bible (service deliverable)

## What is it?

- Marketing Message cheat sheet: internal use only, confidential
- UVP in clear, concise, consistent, competitive terms

## Why is it important?

- Arms all market-facing employees to use the same exact language to describe your company and its offerings
- Simplifies creation of all outbound sales & marketing content

## How do you create it?

- Process = audit, interviews, research, 2 draft revisions to Final
- Training for all employees on how to adopt and apply it



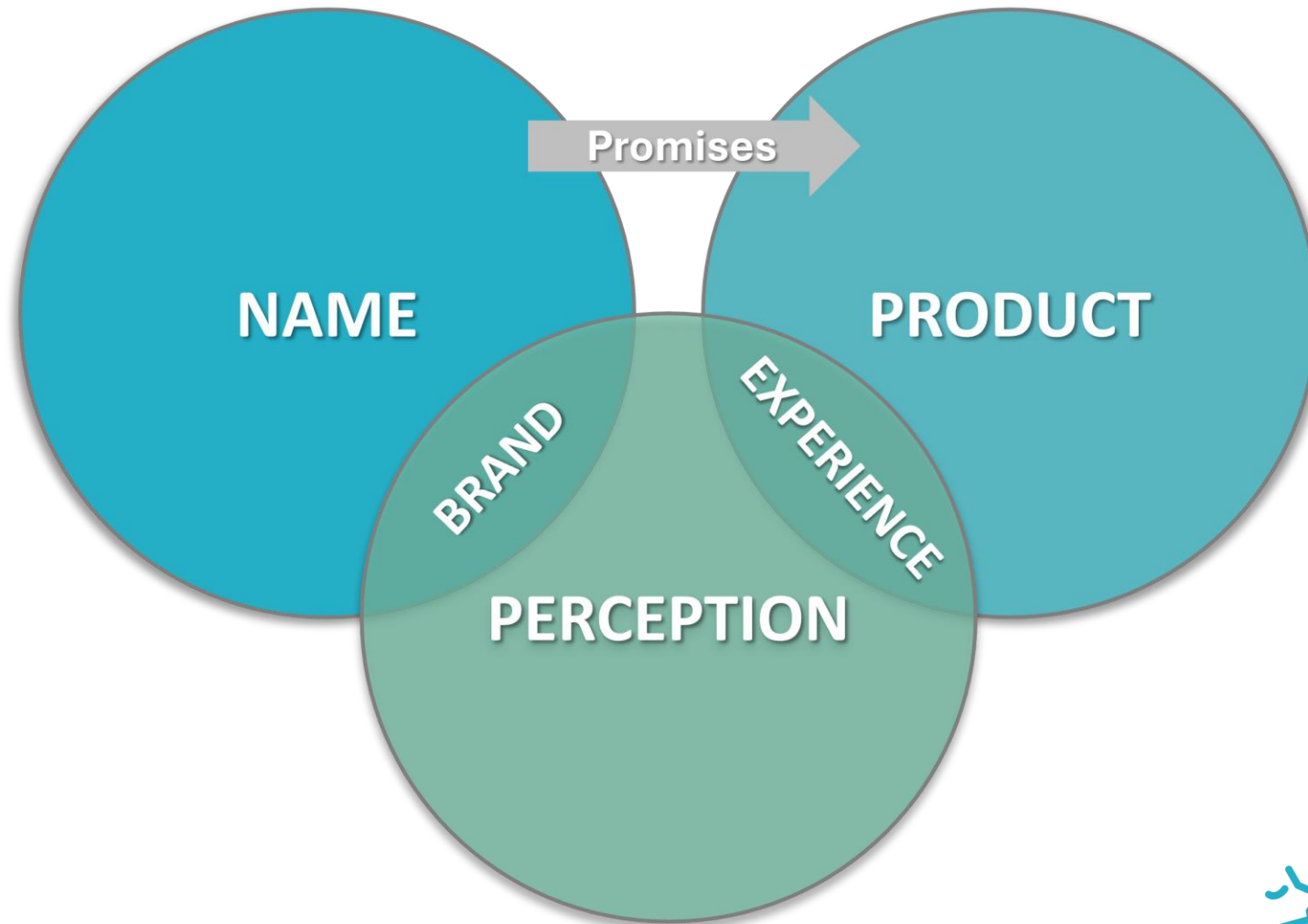
# Why Build a Brand?



1. Strong brands command a **premium price point**
2. Strong brands rake in **higher profits**
3. Strong brands attract **loyal customers**
4. Strong brands are **more recommended** by others
5. Strong brands **focus marketing** strategy across tactics



# A Model of Brand





# Our Services

## We Can Help...

### ...Improve your brand.

Plans, key messages, creative look, taglines, presentations

### ...Tell your story.

Content, social media, website, blog, press releases, newsletters

### ...Manage your events.

Launches, grand openings, sponsorships, campaigns

### ...Be your voice.

Emcee, announcer, host, moderator, presenter, spokesman

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# TEELING

## MARKETING SERVICES

**Thank You!**

**Michael Teeling**

**415-215-1769**

**[Mike@Teeling.com](mailto:Mike@Teeling.com)**

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**Carol Chenot**

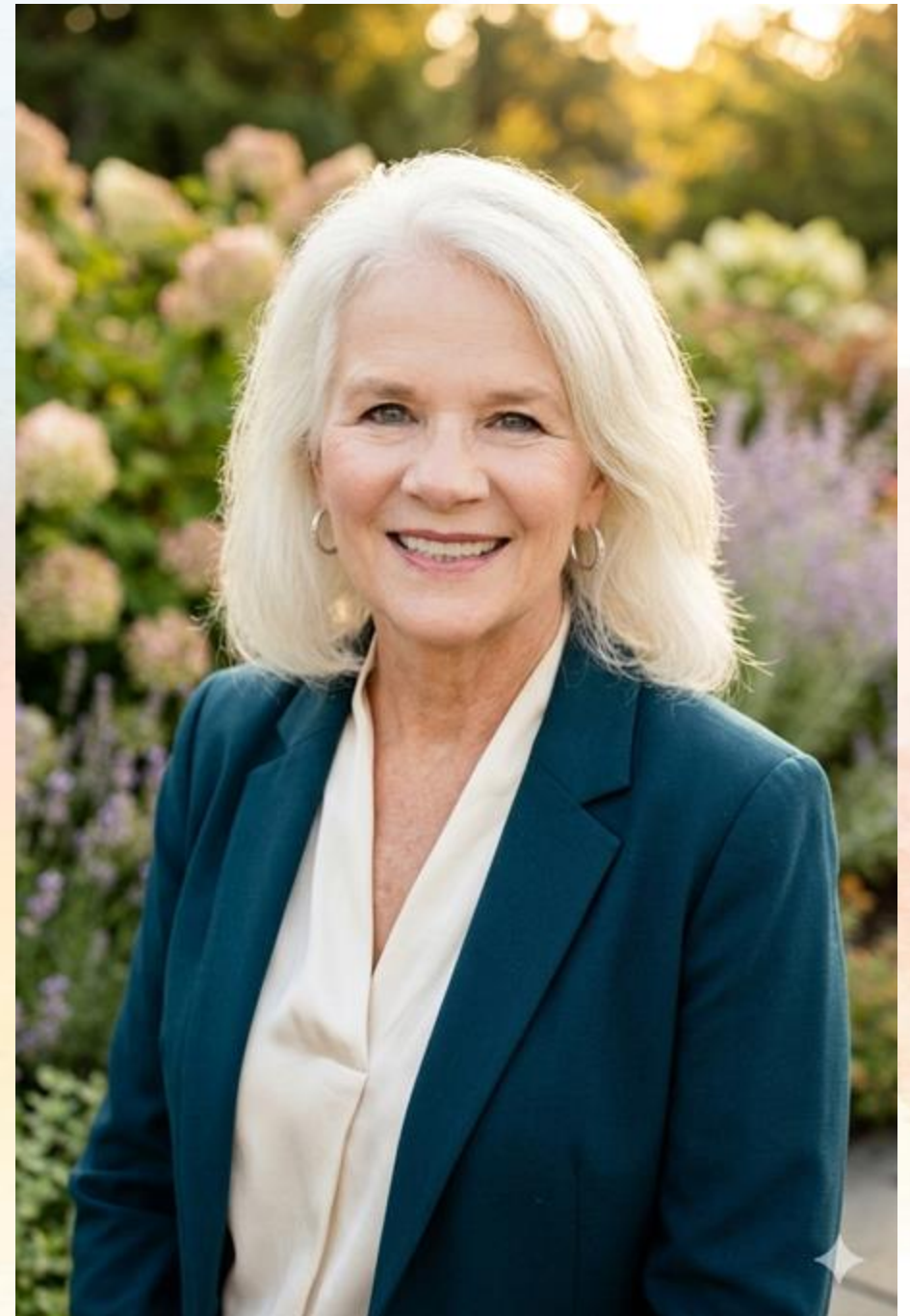
**AI ADVANTAGE**

**carol@AIAdvantage.cc**

**(805) 400-0017**



**WORKSHOPS | MEMBERSHIP COMMUNITY | AI MENTORING**



# The 10 Minute Marketing Department: How AI Scales Small Business

**Presented by Carol Chenot, Founder**



Making AI Accessible, Understandable & Useful

[carol@aiadvantage.cc](mailto:carol@aiadvantage.cc)



# From Content Clerk to Chief Executive



## Digital “chores”

- Posts
- Replies
- Photos
- Updates

# Your AI Is a **Multimodal Department**

**Images**



**Voice**



**Automation**



# TALK Your Way to a Total Brand Package



**A 2-minute voice memo**  
doesn't just  
write a caption.

# One Memo. Three Outputs. **Simultaneously.**

Voice Memo

2 minutes



Art Concept

Flyer visuals generated



Email Sequence

Lead nurture drafted



Instagram Post

Warm, friendly, “her voice”

Your voice now dictates the ***visual soul*** of your brand—not just the text.

# One Expert Insight = 7 Days of Omnipresence

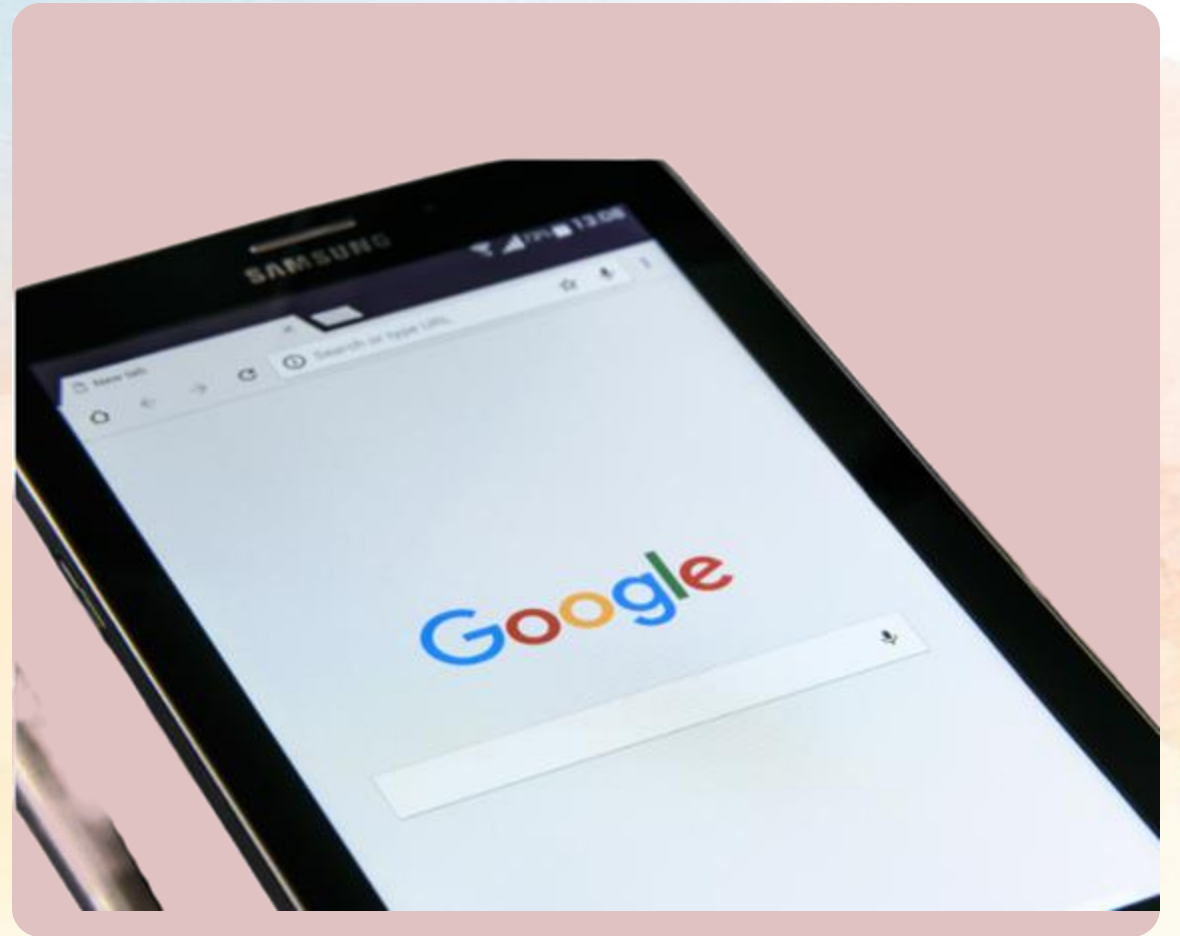
Workflow Automation  
turns a single idea  
into a  
chain reaction.



# One Insight. Three Automations.

Google Business

Profile updated automatically



# One Insight. Three Automations.

Google Business

Profile updated automatically

Newsletter

Weekly draft written



# One Insight. Three Automations.

Google Business

Profile updated automatically

Newsletter

Weekly draft written

Team Alert

New strategy communicated

**IMPORTANT!**

Please read before our next meeting.

# One Insight. Three Automations.

Google Business

Profile updated automatically

Newsletter

Weekly draft written

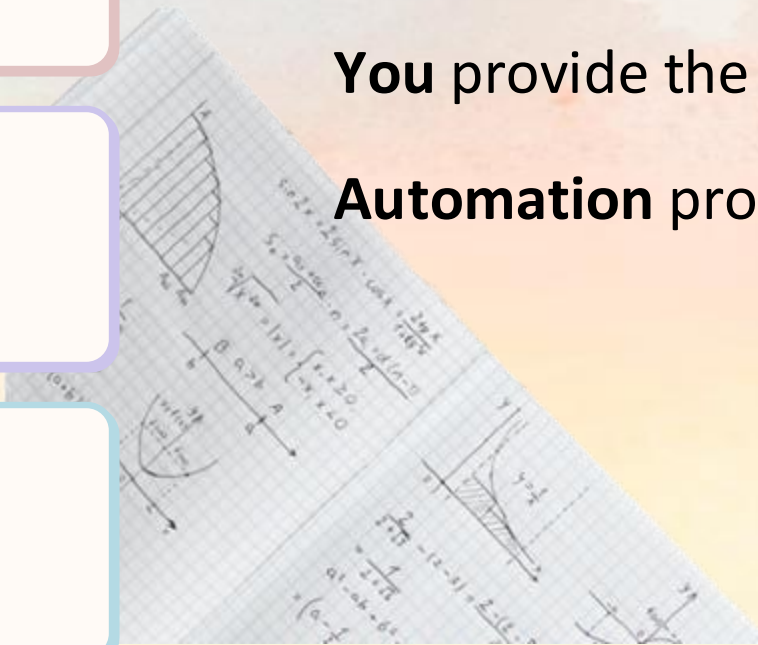
Team Alert

New strategy communicated

## The Formula

**You** provide the brain.

**Automation** provides the legs.





## MASTER Authentic AI & **Finally** **Walk Away**

**Calibration is Key.** How do you trust a machine with your reputation?

# How to “Brand-Code” Your AI



## On-Brand Images

Generated visuals that  
match your company vibe



## Your Voice, Automated

Workflows sound like your  
personal assistant



## Walk Away

The system knows your  
Standard of Excellence

# Your 10-Minute Marketing Department **Starts Now**



## Image Tools

Midjourney v8

Adobe Firefly 4

Canva Magic Studio+



## Voice Tools

ElevenLabs Pro

AudioPen Creative

Descript Underlord



## Automation

Zapier Central

Make.com

Relay.app

A modern office interior featuring a long wooden desk with several white office chairs. In the background, there is a conference table with more chairs. The room has large windows on the right side, letting in natural light. The ceiling is equipped with recessed circular lights. The overall atmosphere is clean, professional, and bright.

# Your Marketing Tech Stack Is Waiting!

**Carol Chenot**

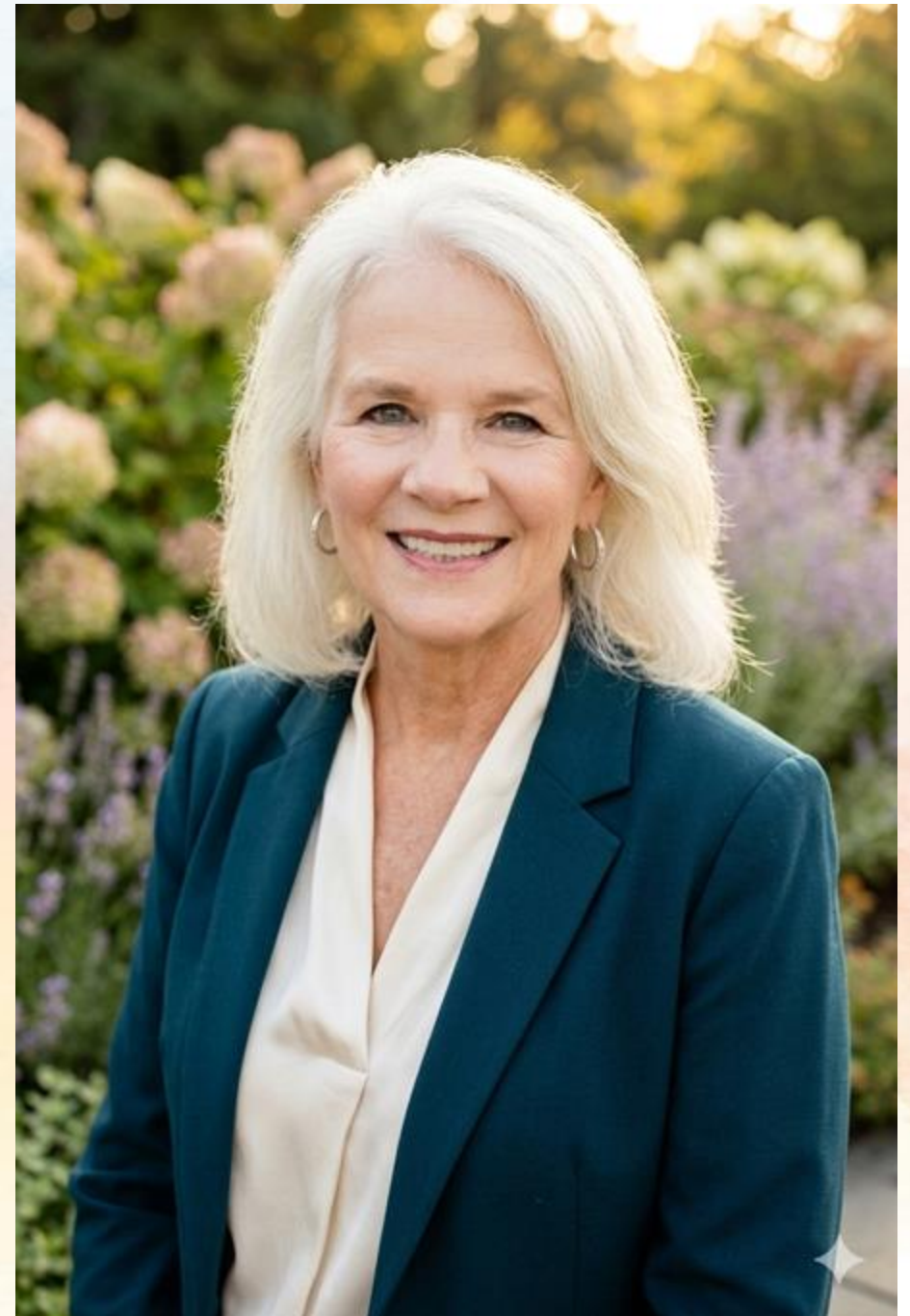
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South County Chambers Marketing Panel

# **Social Media that Actually Drives Local Business**

# TODAY'S FOCUS

- What works in 2026
- Local-first marketing
- Practical Strategies

# TRENDS

The image has a dark, textured background in the upper portion, transitioning into a bright, blurred gradient of orange, red, and yellow light in the lower portion. The word "TRENDS" is written in a white, sans-serif font in the top left corner.

---

# What's Working Right Now

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## The Reality in 2026

- 5B+ people are using social media globally
- Approximately 60k in South SLO County
- If you're not showing up consistently, you're increasingly invisible

---

## Short Form Video Wins

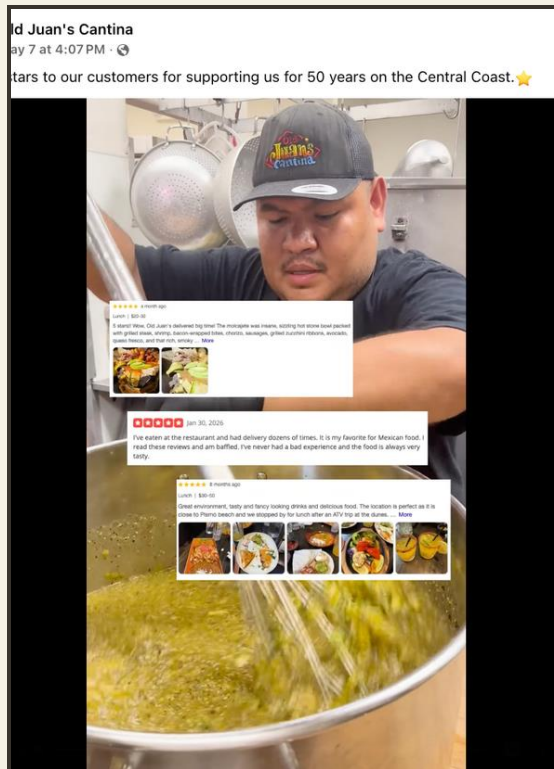
- Reels, TikToks, YouTube shorts
- Real > Perfect:
  - Behind-the-scenes
  - Authentic moments
  - Human content

---

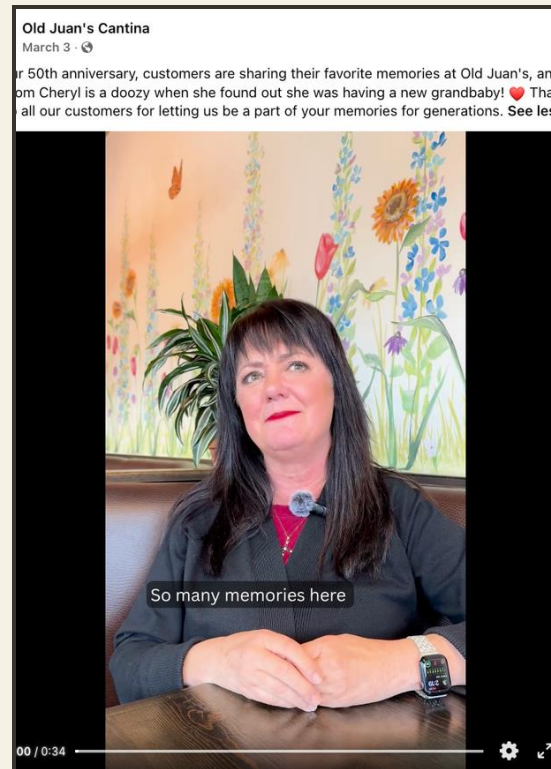
## Social is Now a Conversation

- Reply to comments
- Repond to messages
- Use polls & questions
- Tag local partners
- Start conversations

# Examples



[Behind the Scenes](#)



Authentic Moments



Human Content



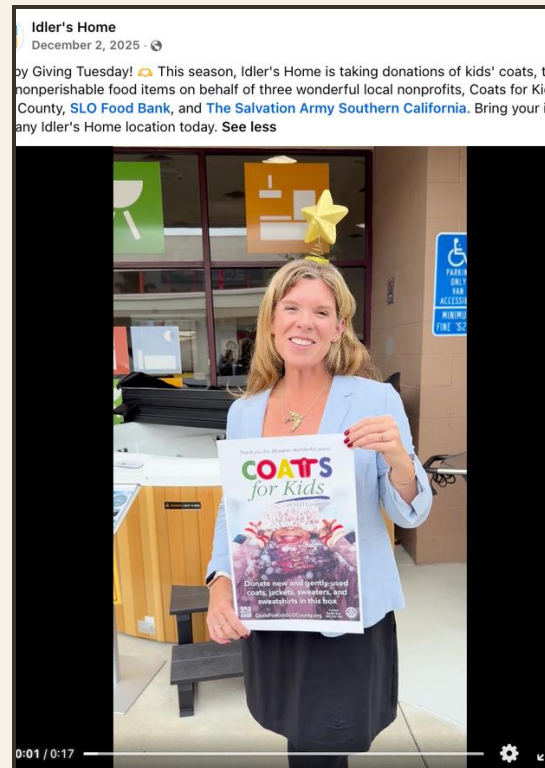
[Polls & Questions](#)

# Purpose Performs Better

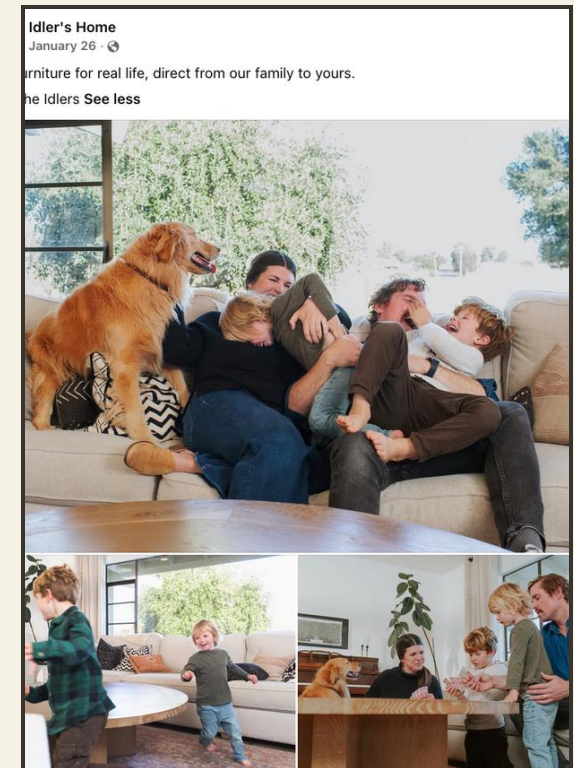
People respond to:

- Community Impact
- Partnerships
- Giving Back
- Local involvement
- Shared values

*Connection creates loyalty*



Community Impact



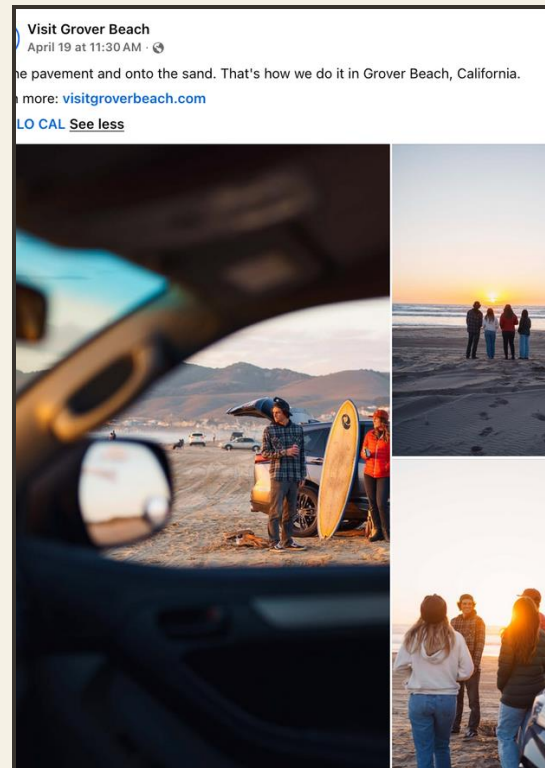
Shared Values

# The Local Advantage

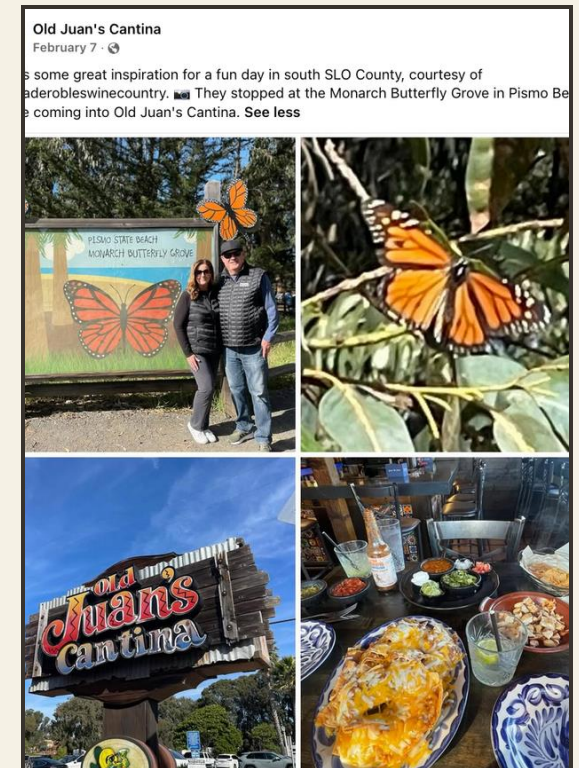
Big brands have big budgets; Local businesses have:

- Relationships
- Community trust
- Local relevance
- Familiarity
- Accessibility

*Aim to be locally known.*

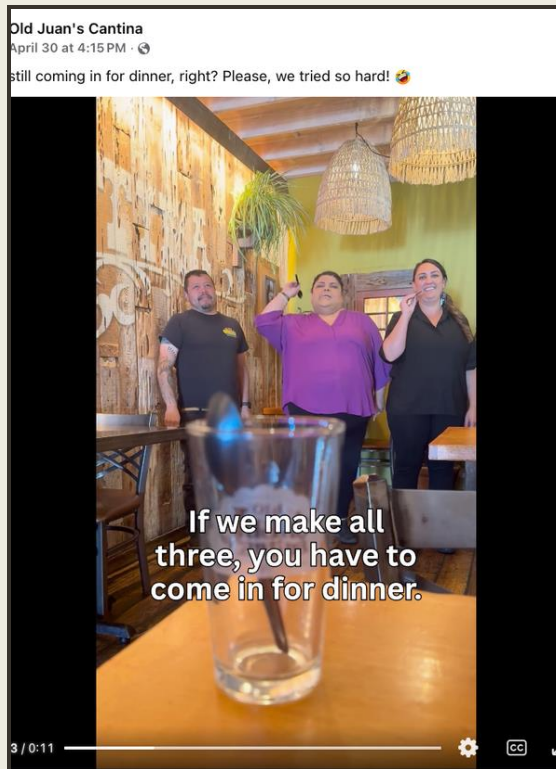


Local relevance

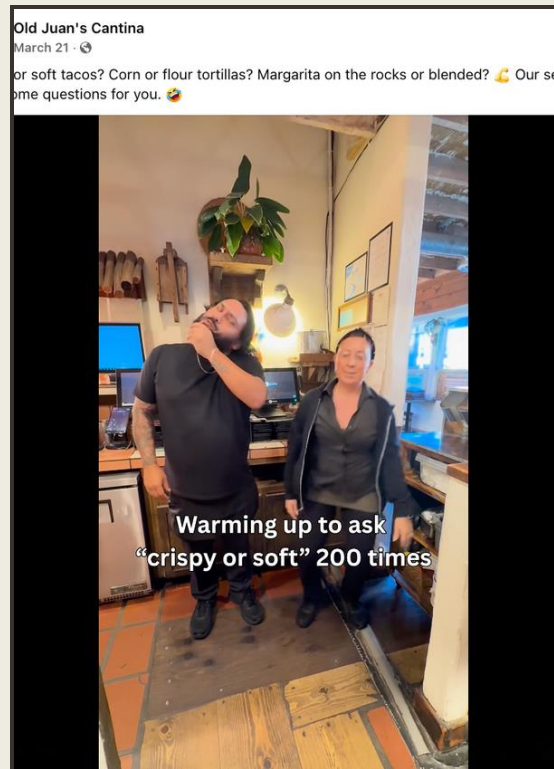


Familiarity

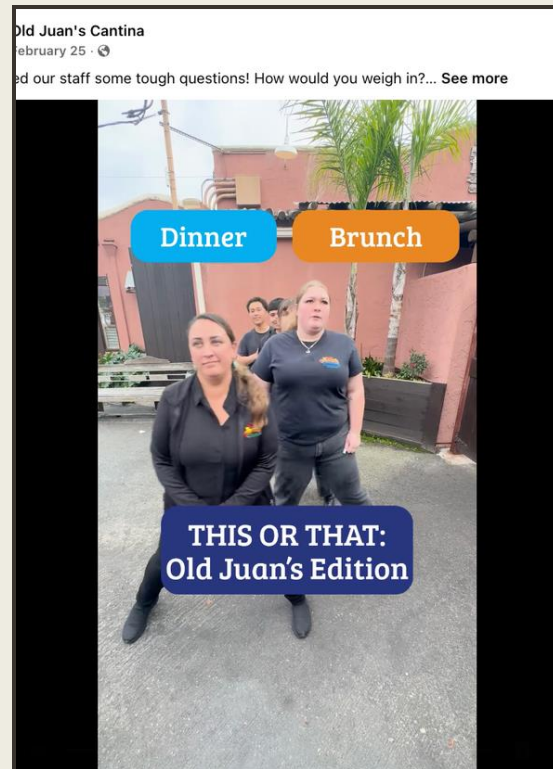
# Have Fun!



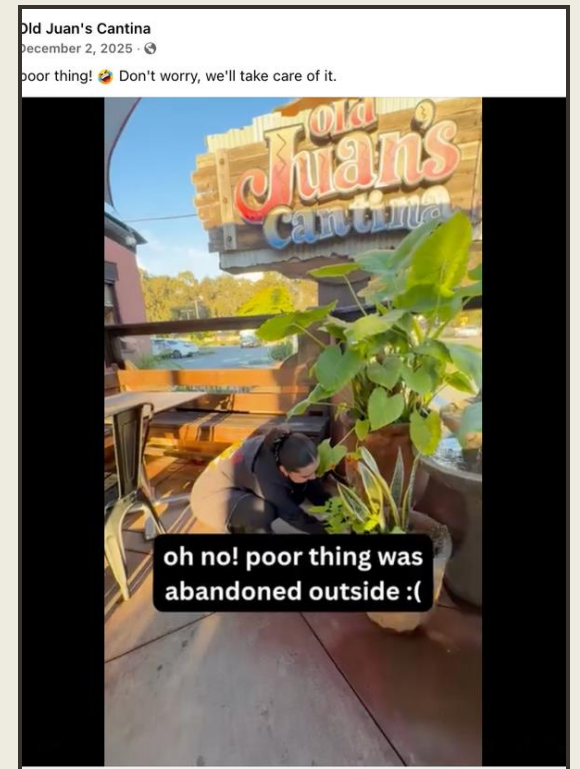
[TikTok Trend 1](#)



[TikTok Trend 2](#)



[TikTok Trend 3](#)



[TikTok Trend 4](#)

# AI... a time saver, not a replacement!

- Caption ideas
- Content planning
- Repurposing posts
- Brainstorming

Keep your voice human & local



WHAT DO  
YOU DO  
FIRST?

What's your first step?

Know your audience!

*Who are they and where are they?*

# Different Generations = Different Platforms

Audience	Best Platform
<b>Gen X &amp; Boomers</b> Age 46-61 & 62-80	Facebook, YouTube
<b>Millennials</b> Age 30-45	Instagram, Facebook, TikTok
<b>Gen Z</b> Age 14-29	TikTok, Instagram, YouTube

---

# Different Generations = Different Platforms

## Gen X & Boomers

---

- Educational content
- Trustworthy messaging
- Longer-form video
- Helpful information

## Millennials

---

- Authentic storytelling
- Lifestyle content
- User-generated content (UGC)
- Interactive posts

## Gen Z

---

- Short-form video
- Authenticity
- Interactive content
- Social search

# TENETS OF MARKETING

**The Right Message.**

**To the Right Person.**

**At the Right Time.**

*It's only how we do it that's changed.*

# Marketing Pillars

## Visibility

### What you do

- Products
- Services
- Expertise
- Offers
- Solutions

## Trust

### Why people believe you

- Testimonials
- Reviews
- Customer stories
- Staff spotlights
- Behind-the-scenes Moments

## Connection

### Why people feel connected to you

- Partnerships
- Local shoutouts
- Collaborations
- Giving back

CREATE  
A PLAN

# A Simple Weekly Plan

- Determine key audiences & platforms
- Determine KPIs (Key Performance Indicators) for metric monitoring
- Set baselines

## Sample Metrics

- Reach
- Impressions
- Engagement
- CTR
- Conversion rate
- Watch time

# A Simple Weekly Plan

- **Business Highlight**
- **Human Story**
- **Community Post**

## The 4-1-1 Rule

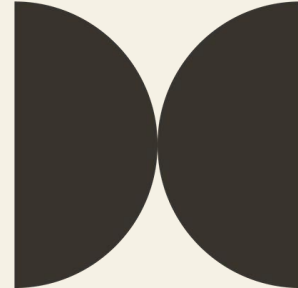
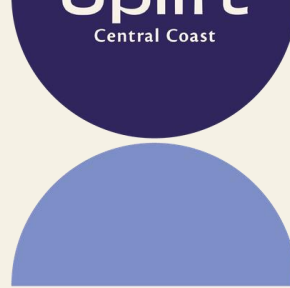
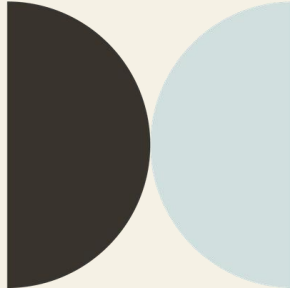
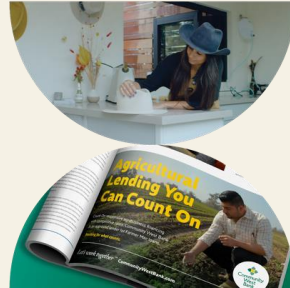
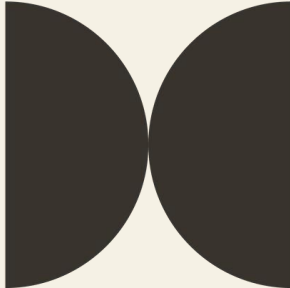
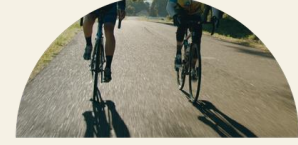
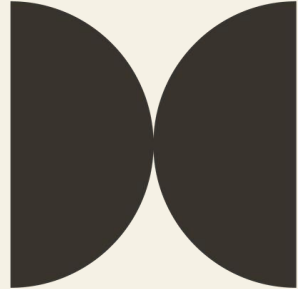
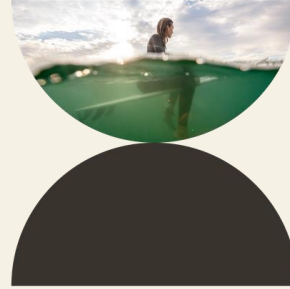
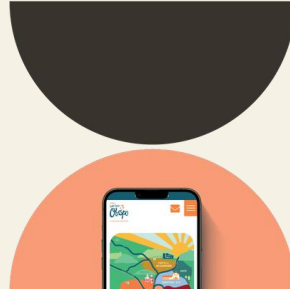
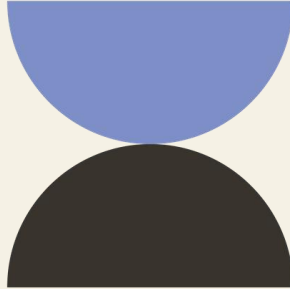
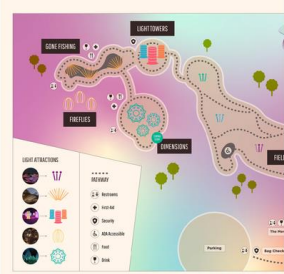
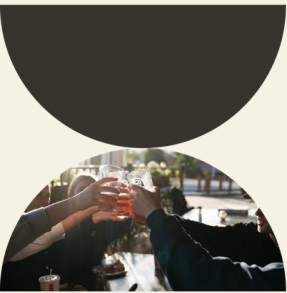
For every six posts:

- Four should entertain
- One should be educational (okay to be a "soft sell" that leads to a product)
- One can be direct promotion

## Common Mistakes

- Posting only promotions
- Inconsistent activity
- Overthinking content
- Ignoring engagement

# THANK YOU!



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Q & A



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*Welcome new Members!*

**Simply Clear Marketing & Media  
Neighbor Direct  
SuperStorage**



# AFTER HOURS

## *Business Showcase*

5.27.26

South County Events & Convention Center  
800 W. Branch Street, Arroyo Grande  
4:30-7pm

SHOWCASE YOUR BUSINESS, BUILD  
CONNECTIONS, AND GENERATE NEW LEADS!

**Space is limited, so reserve your exhibitor spot today  
and put your business in the spotlight.**

Exhibitor Booth - Member \$125  
Exhibitor Booth - Non-Member \$200  
Member VIP Registration \$0  
General Public \$0

*Sponsorship opportunities  
available!*

*Register*



[www.SouthCountyChambers.com](http://www.SouthCountyChambers.com)

Register



# Rise and Shine with us!



South County  
Chambers of Commerce

Serving Business Members in  
ARROYO GRANDE • AVILA BEACH • GROVER BEACH  
NIPOMO • OCEANO • PISMO BEACH

## Start your day informed, connected, and energized!

- Get updates from City and County officials
- Learn about Chamber news and upcoming events
- Network and make connections
- Enjoy coffee and a lite breakfast

 **Wednesday 6/10/26**

 **7:30am check-in & networking, 8-9am program**

 **South County Conference & Event Center  
800 West Branch Street, Arroyo Grande**

\$10 Members

\$15 Future Members



*Register!*

Sponsored by:



Register





CEO Jeff Chambers,  
South County Chambers



Mayor Caren Ray Russom  
City of Arroyo Grande



Mayor Kassie Dee  
City of Grover Beach



Mayor Ed Waage  
City of Pismo Beach

# State of the Cities

- Updates from Arroyo Grande, Grover Beach, & Pismo Beach Mayors
- Celebrate achievements
- Get info on progress and plans
- Learn about upcoming projects
- Networking Opportunities

 **Thursday 6/18/26**

 **10:30 Check-in, 11:30am - 1:30pm Lunch & Program**

 **Vespera Resort on Pismo Beach**

***Surfside Ballroom***

**147 Stimson Avenue, Pismo Beach**

\$85 Early Bird Member pricing until 5/28

\$95 Members

\$100 Future Members/General Public



*Register!*

[www.SouthCountyChambers.com](http://www.SouthCountyChambers.com)

Register



# Come Mix with us!

Connections start here



Serving Business Members In  
ARROYO GRANDE • AVILA BEACH • GROVER BEACH  
NIPOMO • OCEANO • PISMO BEACH



- Network with local professionals and grow your circle
- Learn about Chamber news and upcoming events
- Discover new businesses in a casual setting for all industries
- Enjoy light refreshments
- Business Card Raffle Prizes

 **Wednesday 6/24/26**

 **5-7pm**

 **Central Coast Carts  
231 Beckett Place, Grover Beach**

\$0 Members

\$10 Future Members



*Register!*



Register



# SOUTH SLO COUNTY

## Visitor & Community Guide



South County Chambers of Commerce  
Visitor's Guide 2026

# Join us!

## Membership Benefits & Tiers

*\*Each tier includes all benefits from the tiers above it*



### **Business Partner**

*Get connected in the business community fast.*

- Business Listing on Chamber Website (Single Category)
- 24/7 Referral Service
- Access to FREE Networking Events
- Connect with Local City Leaders and Government Officials
- Direct Links to Your Website, Email and Social Media
- Unlimited Job Postings, Hot and Member-to-Member Deals
- Discounts: Events, Co-Working Spaces, Advertising, Speaking Opportunities, and Leadership South County Program
- Virtual SCCC Badge, Plaque and Window Cling

### **Community Connector**

*Grow visibility and influence.*

- 1 Additional Category Listing on Chamber Website (2 total)
- One Social Media Spotlight
- Two E-Flyers in Flyer Friday Email Blast
- Priority Access to Speaking, Advertising and Sponsorship Opportunities
- Ribbon Cutting or Grand Opening Support
- Inclusion in New Member 'Welcome' Email Blast
- Certificates of Origin and Bulk Mail Permit
- One Article in Business Newsletter and Chamber Connection

### **Growth Advocate**

*Expand reach and elevate community impact.*

- 1 Additional Category Listing on Chamber Website (3 total)
- 1 Additional Social Media Spotlight (2 total)
- 2 Additional E-Flyers in Flyer Friday Email Blast (3 total)
- Complimentary Admission to Select Paid Events (2 total)
- Opportunity to Host a Chamber Mixer
- A Member Insight on Chamber Website
- Acknowledgement at Chamber Events, Website and eNews
- A Special Member Announcement Email Blast

### **Regional Leader**

*Become a visible community leader.*

- 1 Additional Category Listing on Chamber Website (4 total)
- 1 Additional Social Media Spotlight (3 total)
- 3 Additional E-Flyers in Flyer Friday Email Blast (6 total)
- Complimentary First Signature Notary Service at SCRC
- 1 Business Highlight at a Chamber Event: Speaking Opportunity
- Company Logo in Monthly Chamber Newsletter
- Sponsor Recognition: Events, Newsletters and Annual Dinner
- 1 Additional Special Member Announcement (2 total)

### **Executive Partner**

*Drive the future of our region.*

- 1 Additional Category Listing on Chamber Website (5 total)
- 1 Additional Social Media Spotlight (4 total)
- Unlimited E-Flyers in Flyer Friday Email Blast
- 2 Complimentary Tickets to Annual Dinner
- Name with Hyperlink on ALL eNews Publications
- 1 Additional Business Highlight at a Chamber Event (2 Total)
- Company Logo on Chamber Materials & Website
- Major Sponsor Recognition at ALL Chamber Events, Annual Visitor Guide and Map
- 2 Additional Special Member Announcements (4 total)
- Emcee a Rise and Shine Event with Elected Officials

## Become a Member today!



# Advertise with us!



## Member Pricing:

Reach over 2,000 local business owners, managers, staff, and community members through our Chamber Newsletters & e-blasts!

### \$90/PUBLICATION

- ✦ Published 1st week of each month
- ✦ Includes your graphic/flyer + link
- ✦ Complementary 2<sup>nd</sup> run in Flyer Friday
- ✦ Boost your visibility with trusted Chamber News!

### *Business Newsletter*

### \$90/PUBLICATION

- ✦ Published 2nd week of each month
- ✦ Includes your graphic/flyer + link
- ✦ Complementary 2<sup>nd</sup> run in Flyer Friday
- ✦ Get your message in front of engaged, community-minded readers!

### *The Chamber Connection*

### \$30-\$50/PUBLICATION

- ✦ Published 3rd week of each month, includes your graphic/flyer
- ✦ \$30 + Add your link
- ✦ \$50 + Get top tier placement. Space is limited, reserve your spot early
- ✦ Increase exposure, connect with our local audience, and get noticed!

### *Flyer Friday*

### \$150/PUBLICATION

- ✦ Published on date(s) of your choosing
- ✦ Includes your graphic/flyer + link and brief message
- ✦ Stand alone feature showcased prominently in larger format
- ✦ 6-months for \$125/month, 12-months for \$100/month

### *Special Member Announcement*

Contact us to get started today!

☎ 805-489-1488 x 205 ✉ [jen@southcounty Chambers.com](mailto:jen@southcounty Chambers.com)

# Events & Programming Guide 2026



[www.SouthCountyChambers.com](http://www.SouthCountyChambers.com)



## Events & Programming Checklist 2026

Please select the events you'd like to attend. You will be automatically pre-registered and will receive an Invoice once your selections are submitted.

### Breakfasts

#### Rise & Shines

- February 11<sup>th</sup>
- April 8<sup>th</sup>
- June 10<sup>th</sup>
- September 9<sup>th</sup>
- State of South County**

January 14<sup>th</sup>

- Five Cities Marketing Forum**

May 13<sup>th</sup>

- Creating a Great Culture for Employee Retention**

August 12<sup>th</sup>

- State of Healthcare**

October 7<sup>th</sup>

### Luncheons

- Workplace Wisdom: HR Insights for Business**

January 22<sup>nd</sup>

- Pismo Beach Business Summit**

April 15<sup>th</sup> - *In partnership with the Pismo Beach Chamber of Commerce*

- State of the Cities**

June 17<sup>th</sup>

- REACH Central Coast**

July 14<sup>th</sup>

- Technology & Digital Trends**

September 16<sup>th</sup>

- Small Business Spotlight Luncheon**

November 12<sup>th</sup>

[www.SouthCountyChambers.com](http://www.SouthCountyChambers.com)

Scan to view  
the online  
Checklist



# Stay in the Know!

Subscribe to our Newsletters:



**Business  
Newsletter**



**Chamber  
Connection**



**Flyer  
Friday**



**Executive Partner  
Sponsors**

**CULTURESTOKE**

**Regional Leader  
Sponsors**



**Growth Advocate  
Sponsors**



*Thank you for your generous support of the Chamber*