



New Networking & Resource Group

Created just for us in the Baby Business!

Our Mission:

We are a network of proven local business owners working together to provide a thorough and reliable resource for expecting and new parents while also sharing experiences as business owners with one another.

Our Audience:

Parents, Expecting Parents, Grandparents, Brothers, Sisters, Aunts, Uncles, Cousins & Friends

Resources for Expecting Parents: www.localbabyresource.com

Local Resources

Proven group of businesses listed by category including a brief description, a link to their website and blog along with a coupon offer.

Current Trends

Learn about current local trends in preparing for and celebrating baby.

Local Events

List of "must attend" events in the area to help you prepare for baby.

Spotlight Business

Get an in-depth look at businesses started right in your neighborhood!

Instructional Video

Watch as our pros give quick "how-to" tips on a wide variety of subjects.

Monthly E-Newsletter

For Our Business Members

- Your Logo, Business Description, Coupon offer, Web & Blog link listed on Approved Local Resource Web Page
- Your business featured as one of our Spotlight Businesses
- Your Instructional Video highlighted in a monthly newsletter
- Your business information/coupon in Local Baby Resource Doctor Bags to be handed directly to expecting couples
- Opportunities to partner with like businesses to maximize return on marketing investments.
- Networking and educational events to help grow your business

Membership Requirements

Local businesses who want to become a member must submit an application along with references for the board to approve.

All members must display the LBR member logo/link on their website.

Membership Dues

Once approved, membership dues are \$75 every 6 months. All dues are applied towards LBR marketing efforts.

Local Baby Resource Canvassing the Market

- Website targeting the Dallas-Ft.Worth market
- Facebook page allowing members to become “fans” of our group
- U-Tube Page to place “how-to” video’s along with website URL’s at end.
- Cards in local boutiques, spas and learning facilities directing expecting couples to our website
- Promo items with LBR logo delivered to doctors who are willing to distribute to their patients.
- Public Relations - Strong relationship with local media in order to serve as a source tank for local reporters

Building an Audience & Database

- Sign up to receive bi-weekly video newsletters
- Monthly Give-Away – “Register to Win...”
- Current Specials – “Register to receive...”
- BIG Raffle once a year
 - Winner receives *ultimate package* including all of our services
 - Every visitor receives one entry for the chance to win