

HELP CUSTOMERS FIND YOU!

BY JEFF EASTERLING

HERE'S A QUESTION for you as a lumber retailer: Are you happy with the number of customers you have, or would you like more? Is that a silly question? Who *doesn't* want more business, right?

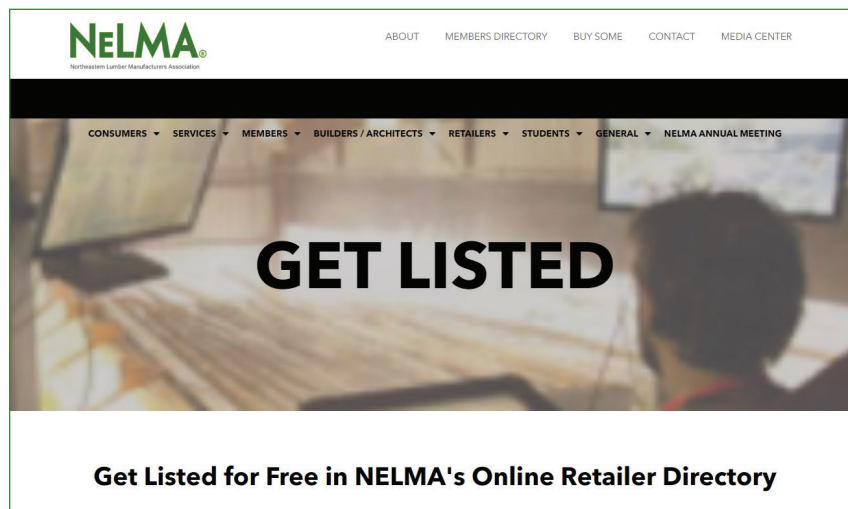
A super simple way for you to expose your business to consumers/potential customers nationwide: Get Listed! with NELMA.

The Northeastern Lumber Manufacturers Association offers a fantastic resource for lumber retailers and potential customers in the Retail Directory located at nelma.com. It's easy to share your information: click on the Retailers tab, click Get Listed, then click the link for the fillable form. Just a few minutes of work and your yard now has an extra little spotlight on it. And it's free!

Why would you want to submit your lumberyard's information to the NELMA Retail Directory? Because as consumers are leaning more and more toward sourcing local goods as much as possible, that needs to include lumber. We all know the locally grown, locally sourced lumber has a much, much smaller carbon footprint than buying lumber that had to be shipped across the country. Make it easier for homeowners in your area to find locally grown lumber... and to support a local lumberyard in the process.

How often do you get a free marketing tool dropped in your lap? We're guessing not often. But the NELMA Retail Directory is exactly that: a free listing on a free site and we, the association, promotes to consumers to drive them to choose local wood from local lumberyards.

Let's talk about how NELMA promotes the Retail Directory through a



series of varied ongoing promotional tools. First off: social media. You can find NELMA on Facebook, Instagram, and Pinterest; on each of these channels we use targeted messaging to share the good news about real, local wood with our followers. When we drive consumers to the NELMA site, we drive them to the Retail Directory, with the thought being that they love the wood they're seeing, so we hand them a way to purchase it quickly and locally.

The NELMA Virtual Tour, also found on the NELMA site, takes a closer look at projects showcasing the many ways in which eastern white pine may be used in commercial and residential applications.

What's a favorite place for homeowners to get their product information? Home improvement TV shows! NELMA has been working with two such shows—*Maine Cabin Masters* and *This Old House*—over the last several years as a way to once again highlight the power and beauty of wood in residential projects.

We offer multiple printed oppor-

tunities for consumers to learn more about (and eventually choose) wood. The most popular: the *Profiles in Pine* brochure. Absolutely drenched with gorgeous photography of projects featuring eastern white pine, this brochure is a timeless favorite with consumers and retailers alike.

All of these outreach tools work together to create and build interest with consumers for using eastern white pine, SPFs—and wood in general. Interest hopefully drives them to seek out sources for the products they like, which leads them right to the NELMA Retail Directory.

So go on—Get Listed!



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