

Profile your business through the SFA

As an SFA member you can profile your business to fellow SFA members in a variety of ways.

Membership of the SFA can give you common ground with a business that you would like to connect with and turn a cold lead into a warmer lead. Outlined below are a number of channels through which you can make the most of your SFA membership by connecting with fellow members.

Better Business magazine

What? Our quarterly, award-winning magazine is posted to all 8,500 members and to the broader SFA network and is also available through Easons and all good newsagents. Feature your business in this publication through a special discounted member rate for advertising or by submitting a relevant article. Along with the printed publication, there is a [digital edition](#), e-zine content and a website, which will enable you to market directly to the SFA membership community and beyond.

How? Add linda.barry@sfa.ie to your press release list and Linda will pass any articles on to the publishers, Ashville Media Group for consideration. To find out more about advertising rates in the publication contact Shane Kelly from the Ashville Media Group directly on 01 432 2234 or shane.kelly@ashvillemediagroup.com.

SFA Affinity

SFA are delighted to add value to your membership by offering you savings on utilities, professional services and insurance. If you would like to promote your business on our SFA platform you can do so in 3 easy steps

- 1) Be a member of SFA or Ibec
- 2) Send us a through a great offer, better than anything currently available
- 3) We pass your offer on to our SFA Affinity panel for approval

Once approved you will be added to the SFA Affinity page and your offer will be promoted to all SFA members.

Member spotlight at Business Bytes

What? On the second Wednesday of each month we run a Business Bytes training and networking session. At the beginning of the event we feature three member companies who have the opportunity to deliver a 90 second pitch on their business to the audience.

How? Email linda.barry@sfa.ie if you are interested in taking part.

Website – Member profile

What? The SFA website, www.sfa.ie, receives over 3 million hits per year. As an SFA member, your company has the opportunity to be profiled in the 'Member Spotlights' section. The profile is presented in a question and answer format, allowing you to share the story of your business with visitors to the website.

How? Log into the SFA website and go to 'My SFA Connect profile', then go to 'View my Member Spotlight' then 'Upload a member spotlight'. Complete the question and answer section and upload your company logo and a photo. The photo and the logo must both be jpeg files in the following dimensions: 200 pixels width x 200 pixels height. If you have any queries on this please contact gillian.okeefe@sfa.ie.

Website – Company advert

What? Members can advertise their business, products and services on the [SFA website](http://www.sfa.ie). Many businesses offer discounts to other SFA members and this can be highlighted in the advertisement.

How? Log into the SFA website and go to 'My SFA Connect profile', then 'View my adverts' then 'Upload a member advert' and complete the form. If you have any queries on this please contact gillian.okeefe@sfa.ie.

Connect with the SFA on social media

What? The SFA has significant reach through social media with all those involved or interested in issues affecting small firms. By connecting with us, you and your company can gain visibility and interact with those in the SFA digital network.

How? Follow us on Twitter at [@SFA_IRL](https://twitter.com/SFA_IRL), interact with us by using our hashtags, mentioning SFA in your tweets and retweeting and favouriting our content and we'll try to do the same for you. On LinkedIn, follow the [Small Firms Association](https://www.linkedin.com/company/small-firms-association) or connect with any of the SFA staff.

SFA member badge

What? We encourage you to proudly display the SFA member badge on your website, your email signature, your company stationary and in your business premises to demonstrate to your clients and stakeholders that you are a member of the SFA. Membership of the SFA can give you common ground with a business that would like to connect with and turn a cold lead into a warmer lead.

How? Email gillian.okeefe@sfa.ie to receive a copy of the logo.