

# *Duncan Small Business Forum*

National Entrepreneurship Week Celebration  
on February 24, 2011

Inducted Marcus & Leigh McEntire owner's of

*Distinctive-Décor.com*

into the National Honor Roll of American Entrepreneurs

for Creating the American Dream

[www.entre-week.org](http://www.entre-week.org)



**Distinctive-Decor.com** is a locally owned and operated retail business that has been proudly serving the internet community since 1999. Distinctive Decor was started by husband and wife team, Marcus & Leigh McEntire. Their retail showroom is located on Main Street in historic downtown Duncan, Oklahoma. Their goal is to consistently provide our customers with a unique selection of quality merchandise while providing exceptional personal service. They offer a wide variety of dinnerware, tea & coffee wares, kitchen wares, home accents and collectibles from established brands as well as contemporary and up-and-coming designers.

Marcus is currently involved with the Duncan Regional Hospital Foundation Board, Duncan Community Fund Board, Rotary International (Past President), Friends of Scouting Community with the Boys Scouts of America. Marcus is a member of Leadership Duncan XIV and has served as board member for Main Street Duncan. Marcus is active in the community and helps other small business owners with tips he has learned over the years as his business has grown. Marcus was also recently named one of Oklahoma's Top 10 Outstanding Entrepreneurs by Engage Oklahoma.



# *Distinctive-Décor.com*

Duncan, Oklahoma

## **Marcus McEntire**

**What We Do:** We are an online store and have a brick-and-mortar showroom on Main Street in Duncan, OK. We sell more than 25,000 high-quality products for the tabletop, kitchen and home.

### **Best Piece of Advice I Received Before Starting My Company:**

Once we started growing rapidly, my father-in-law would – and still does – tell us, “Do not grow too fast.” This is hard to do when you have more than 25,000 items and allow most of the world to order from you, but we have managed it fairly well.

### **Advice I would Offer to Future Entrepreneurs:**

**First, learn how to read financial statements.**

**Second, if you want to be successful, be prepared to work extremely hard, take calculated risks, avoid nay-sayer’s and be prepared to spend money to learn.**

**Also, learn from your mistakes because you will make them.**

### **Goals for the Future:**

Our goals are modest. We want to be able to take care of our employees. take care of our customers and make a profit as we go. We aim to double our workforce and triple our sales volume within the next five years. This may be a stretch for us, but it is possible if we keep doing what we are doing.

Marcus gave the following presentation to the  
Small Business Forum on February 24<sup>th</sup>, 2011

# Social Marketing

By Marcus McEntire

foursquare

 Find us on  
Facebook



# Why You Need a Fan Page on FB

- It is FREE!
- You can have an unlimited number of fans
- Promotion
- Build a community of your customers and prospects
- You can add all the pictures and videos you want. Alternative to TV advertising.
- It is BIG!

# My Thoughts on Social Marketing

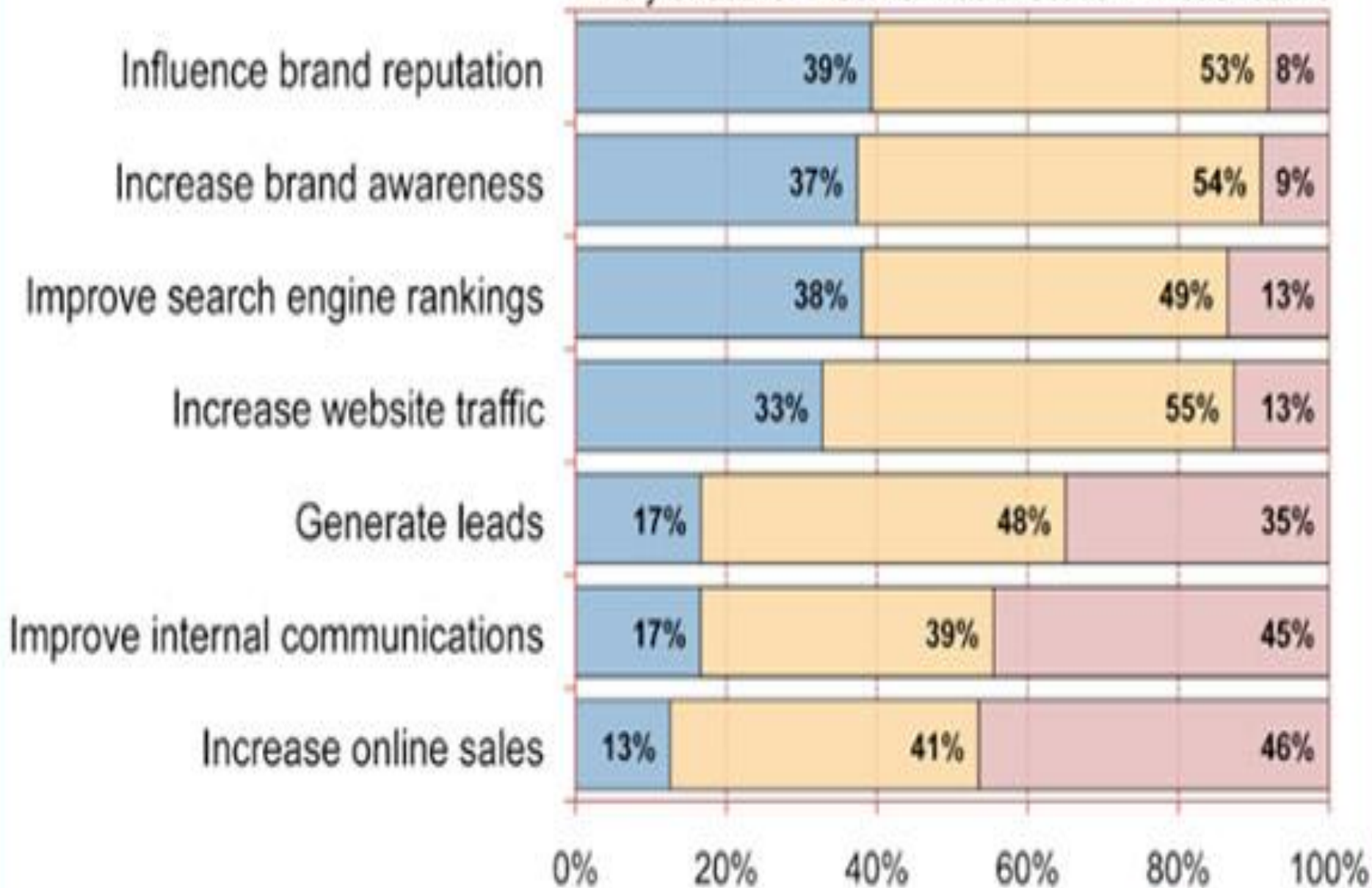
1. Do NOT market from your personal page!
2. Create a Fan Page for your Store. Easy!
3. Build your audience. How?
4. Retain your audience. How? All below.
5. NEVER talk about you business being slow, never talk about customers, deadbeats, hot check writers on your store page. Or...other stores.
6. Do not post personal opinions or comments about politics or religion on your store page. (maybe even your personal page)

# My Thoughts Continued

7. Be compelling.
8. Don't hard sell. Expertise/Advisor/give information away.
9. Make sure people know who you are and what you look like.
10. Be active.
11. Persevere.



Very effective   Somewhat effective   Not effective



Source: MarketingSherpa Social Media Marketing and PR Benchmark Survey 2008

Methodology: Fielded December 4-10, 2008, N=1886

# Parting Thoughts “Magic?”.

- Does SM create sales? That is widely debated.
- Think of social media this way. Social media can help you build your brand, show your expertise and build your credibility. A good step toward a conversion.
- Create a Google Places location on Google. 43% of searches are local. You can be found easily here.