

# I'm DBE Certified...Now What? Tips & Tricks

You've completed your application package, passed the on-site audit/visit, and received your certification. Now what?

- B** - Build Online & Offline Marketing Strategies  
**U** - Use Resources & Tools Effectively  
**I** - Identify Key Relationships  
**L** - Leverage DBE Certification  
**D** - Do the Work

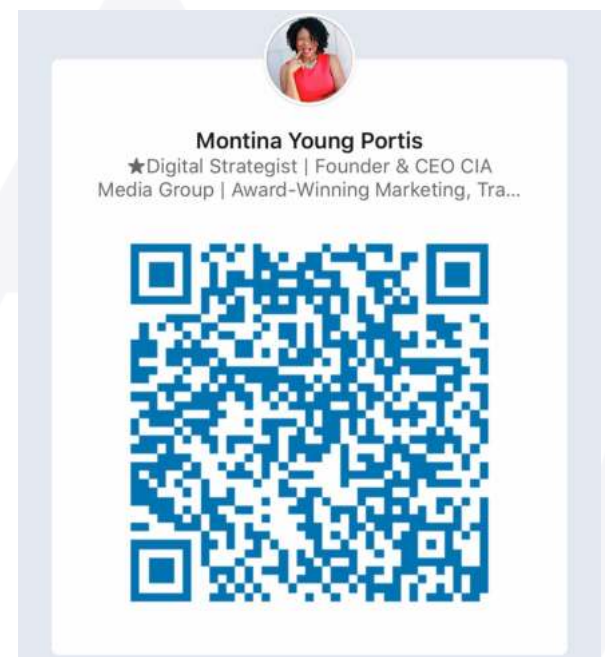
---

*"The essence of strategy is choosing what not to do."~Michael Porter*

## Build Online & Offline Marketing Strategies

LinkedIn is the world's largest online business networking platform with more than 350 million users in over 200 countries and territories.

- Leverage Relationships
- Identify New Opportunities
- Navigate the Platform Effectively
- Know When to Connect
- Educate Your Audience
- Determine the Best Times to Post
- Improve Engagement
- Narrow down new opportunities



## Resources & Tools

Payroll  
Healthcare  
Bookkeeping  
Access to Capital

## Leverage Your Certification

Capability Statement  
Elevator Pitch  
Online Presence

---

Whether you have a question about leveraging certifications, a specific strategy, or just want to learn more about digital strategies with us, we're here to help. Schedule a **free** clarity call at <https://ciamedia group.com/contact/>