



**SUCCESS STORY**

**Hasseman Marketing**

*Hasseman Team (2019) in Coshocton, Ohio*

**Ohio** | Small Business Development Centers

**SBDC HELPS MARKETING AGENCY TAKE THEIR BUSINESS TO THE NEXT LEVEL**

Hasseman Marketing was able to get Paycheck Protection Program and Economic Injury Disaster Loan funding in 2020. This helped them take their business to the next level by allowing them to invest in a printer. Steve and Kirby also created a budget strategy and worked through hiring decisions.

*“Steve and the SBDC have been incredibly valuable,” Kirby said. “I am a sales and marketing guy and having an expert has been huge.”*

Kirby said Steve made it possible for them to collaborate, rather than having someone come in and take over. This allowed Kirby to understand the process and feel more confident in his own financial abilities.

To learn more about Hasseman Marketing, visit [HassemanMarketing.com](http://HassemanMarketing.com).



*Kirby Hasseman, CEO of Hasseman Marketing*

Since the late 1800s, Coshocton, Ohio, has been at the forefront of the advertising industry and the sale of promotional products. The Hasseman family grew up in the bustling world of advertising and loved being involved in different businesses over the years.

In 2004, Kirby Hasseman decided to create Hasseman Marketing, a full-service marketing agency based in the heart of Coshocton. With his family background in promotional products, and his experience in video production, he wanted to combine those talents into a service for his customers.

Hasseman Marketing manufactures branded merchandise for their clients, amounting to about 80 percent of their business. They also offer social media management, consulting services, and in-house video and graphic design.

When their agency started growing, Kirby realized that they needed more capital to expand and someone who knew the financing side of a business. That’s when they turned to Steve Schillig, the Small Business Development Center (SBDC) Director at the Kent State University location in Tuscarawas.

Kirby worked with Steve on a few previous business ventures, but he knew that for the next project, he would need help guiding his business to get government assistance. He started meeting with Steve at least once a month, and together they created the business’ first ever budget. They also worked on making the numbers look more finance-friendly to potential lenders and grant programs.

*“Even though we were doing great as a company, we had trouble getting money,” Kirby said. “We needed help with someone who ‘spoke banker.’ Steve came in, and immediately, we got funding.”*

In 2019, Hasseman Marketing had a record year as a company and grew 25 percent. Kirby hopes they continue to grow the printing and promotional side of the company. Although the COVID pandemic has been hard on all businesses, Steve and Kirby are working to keep the company on strong financial footing.

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