



Take the mystery  
out of Marketing...

THIS MONTH

[Welcome!](#)  
[Interesting Info](#)  
[Monthly Tip](#)  
[Featured Service](#)  
[Coupons](#)



QUICK LINKS

[More About Us](#)  
[IT Support Services](#)  
[Marketing Services](#)  
[Graphic Design Services](#)  
[Bookkeeping Services](#)  
[Web Design Services](#)  
[Current Promotions](#)  
[Testimonials](#)

FUN FACTS

Surveys are quick, easy, and free using a service like [survey monkey](#).

## Welcome!

It's no mystery that reaching new clients means communicating the right message to the right target audience at the right time. You want to make your audience feel that you are talking directly to them whether your messages are delivered through direct mail, social media, or via your website.

The biggest mystery to marketing is where to start. Give us a call and we will help you uncover the secrets and solve your marketing mystery.

### Kenya Young Joins BalanceLogic

We would like to welcome Kenya to the growing BalanceLogic team as our new Executive Assistant. Kenya has already made a positive impact to the company. Please join us in welcoming her aboard!

## Interesting Info

### Branding vs. Advertising vs. Marketing

Most people think all three of these things are the alike, but they are completely different. They are often referred to as being the same, which causes ineffective customer messages.

**Branding** is the emotional and physical connection you create with your target audience.

**Advertising** is the public promotion of any product or service to increase interest in it.

**Marketing** is the process of putting together a variety of activities that will present your brand, products, and services to your target audience.

As you can see, they all have different meanings, but are closely related



## Effective Time Management!

Take Back Control  
of your Day

### DATE

Wednesday, May 30  
9:00 am – 10:00 am  
Breakfast Provided

### LOCATION

Coldwell Banker  
3825 Leonardtown Road  
Waldorf, MD 20601

### COST

FREE

[REGISTER](#)

#### SUGGESTION BOX

We are very interested in hearing feedback on how we can make *The BalanceLogic Insider* more valuable.

Please let us know what you expect from this newsletter each month by sending an email to:

[info@balancelogic.com](mailto:info@balancelogic.com)

and are all about communicating with your target audience. Branding and advertising are a part of marketing and are considered to be a piece of the marketing pie.

You can learn more about marketing by visiting our podcast series, [The BalanceLogic Minute](#).

## Monthly Tip

### Talk to Your Customers

The best way to know what your customers want and expect from your company and your brand is to ask them with a short survey. It's a quick and effective way to learn about your customers and how they see you and interpret your products and services. Surveys can be easily worked into your marketing plan as a way to gauge your success.

**Talk to us about our complete marketing package including collateral design and social media!**

## Featured Service

### Social Media Services

We offer a full range of Social Media Services and work with you to create the best solution for your business. We can help you establish your social media presence or enhance and improve your existing one.

The most successful social media campaigns have fresh, relevant, and active content. From custom Facebook pages to publishing videos and presentations on YouTube, we can get you where you want to be.

Why wouldn't you want to be connected to your customers, clients, and other people that directly influence your products and services?

## About Us

BalanceLogic® is a leading back-office support and services company providing [Bookkeeping Services](#), [IT Support & Management Services](#), [Web Services](#), [Graphic Design Services](#), and [Marketing Services](#) to the commercial and government markets. Our focus is to provide our clients with services that result in cost savings and business operational efficiency.

BalanceLogic is your one stop small business partner.

### **The BalanceLogic Team**

3050 Crain Highway | Suite 200 | Waldorf, MD 20601  
Office: (301) 396-8455 | Fax: (301) 396-8456  
Email: [info@balancelogic.com](mailto:info@balancelogic.com) | Web: [www.balancelogic.com](http://www.balancelogic.com)

Find us on Facebook 

Follow us on  **twitter**

View our profile on  **Linked in**



## Corporate Identity Package

# \$399

- Logo
- Letterhead
- Envelope
- Business Card



## BALANCELOGIC IS TIMELINE READY!

# \$149

GETS YOU STARTED!