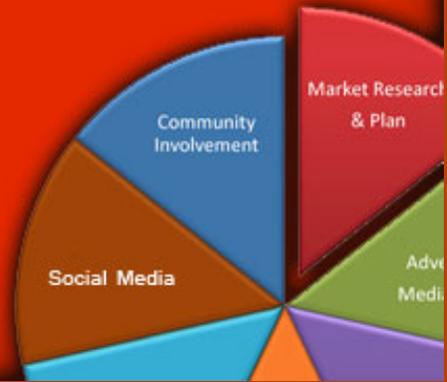


GET STUFFED! on the Marketing Pie



What's Cooking at BalanceLogic

Breakfast With BalanceLogic™ Presents SEO: Seize Every Opportunity!

Join us November 28, 2012 for Breakfast with BalanceLogic SEO: Seize Every Opportunity! Learn what SEO is and how it can help your company be seen. Learn how search engines work and how to make your website search engine friendly! See below for more information and to register.

BalanceLogic Employee News

Numa Robertson joins BalanceLogic as our new Jr. Technical Support Specialist and will be working in our growing IT Services division as well as spearheading our Technology Outlet division. In an effort to provide exceptional service to our IT clients, Rich Black tested for his CompTIA Server+ Certification and passed with flying colors!



Facebook Milestone



We have reached our first Facebook milestone of 200 Likes and a \$25 Gift Card giveaway! Thanks to everyone who has visited and liked our page! Next stop - 400 Likes and a \$50 Gift Card! To enter, check out our [Facebook](#) page and like us. Drawings will be held once we meet each milestone!

THIS MONTH

- [What's Happening](#)
- [Interesting Info](#)
- [Monthly Tip](#)
- [Featured Service](#)
- [Coupons](#)



QUICK LINKS

- [More About Us](#)
- [IT Support Services](#)

BalanceLogic

Facebook 400



Help BalanceLogic reach 400 "likes" and be entered for a chance to win a prize!



"Like" us today for a chance to win a \$50 VISA giftcard!

[Marketing Services](#)
[Graphic Design Services](#)
[Bookkeeping Services](#)
[Web Design Services](#)
[Current Promotions](#)
[Testimonials](#)

FUN FACTS

The Nike Logo was designed for only \$35 in 1971!

[Click Here](#) for more interesting logo facts!

Breakfast with
BalanceLogic
Seminar Series

Search Engine Optimization

DATE

Wednesday, November 28
9:00 am – 10:30 am
Breakfast Provided

LOCATION

Southern Maryland
Business Center
10665 Stanhaven Place,
Ste. 300A
White Plains, MD 20695

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

Interesting Info

Pass the P's Please

The Marketing Mix is a combination of marketing tools used to please your customers and meet your company objectives. When you're creating your marketing mix keep the 5 P's of marketing in mind.

5 P's of Marketing: Price, Products, Place, Promotion and People.

Price- How you price your product to remain competitive and allows you to make a profit.

Products- The service or product you offer to your customer.

Place (Distribution)-where your business sells its products or services

Promotion- Methods used to communicate the features and benefits to your target audience.

People- The staff you're going to use to sell to your audience.



Monthly Tip

Carving Your Company's Brand

Did you know your brand exists in the mind of the consumer?

Your brand is the feeling and emotion that a consumer gets when he or she comes into contact with your company. You can shape how it's perceived, but you will never have full control over it.



When you're carving out your perfect brand make sure that it expresses the qualities, strengths and personality of your company and try to avoid these common mistakes:

1. Never copy the success of others - Your brand should reflect what sets you apart from your competitors. It should express the qualities, strengths and personality of your business that make you unique.
2. Never change your brand mid-campaign - Numerous changes to your brand can cause confusion and weaken your brand.
3. Never break your promises - Stay true to what your brand promises. If your company is branded as environmentally friendly and you harm the



BalanceLogic

Facebook Ads

Setup & Monitor
Ad Campaigns

Create Facebook
Page

Design Cover &
Profile Photos

Just \$199/mo
3 Month Minimum Commitment



environment, your company's credibility will go out the window.

Featured Service

Fast Track Marketing Plan

Are you looking to create and implement a marketing plan for your business?

Our Fast Track Marketing Plan offers 3 hours of marketing consulting and a written plan that will get you on your way.

Just \$600 - Contact Us Today to Begin!

About Us

BalanceLogic® is a leading back-office support and services company providing IT Support & Management Services, Web Services, Graphic Design Services, Marketing Services, and Bookkeeping Services to the small business community. 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!

Happy Thanksgiving from The BalanceLogic Team

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