



## Go Social!

We help you plan, create, and maintain your social media presence.

We make it simple!

## What's Happening at BalanceLogic

### Breakfast With BalanceLogic: The Ultimate How-To Seminar

Breakfast with BalanceLogic: The Ultimate How-To Seminar will be held on September 26, 2012 at the Southern Maryland Business Center. A variety of topics will be covered from Microsoft Excel to Search Engine Optimization. Join us for this ultimate informative, educational and fun seminar! Visit our [Facebook page](#) to vote in our poll and let us know which "How To" topic you would like to learn about!

### BalanceLogic in the Community

Our wonderful client, [Southern Maryland Center for Independent Living](#), has recently moved to a new location to better serve the community. On October 5th & 6th they will host an open house to showcase their new facility. The entire BalanceLogic team will be volunteering by donating and cooking all of the food. The DLLR Job Source Mobile Unit will be on site allowing people to search for employment, fill out applications and create resumes. Please join us in celebrating this occasion and stop by to learn more about SMCIL and how they serve our community!

#### THIS MONTH

- [What's Happening](#)
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#### QUICK LINKS

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- [Bookkeeping Services](#)
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## FREE Logo Contest



Submit a logo. (that needs to be redesigned) \* \$249 value

Vote. (for the logo you want to win)

Win. (the logo with the most votes wins a new logo)

Contest ends October 31.  
Winner will be drawn on November 5



## Interesting Info.

### Getting the most out of Facebook

Facebook is a great way for you to share resources with your clients and followers. Keep them up to date on what's happening in your company by posting pictures, press releases or announcements. Have your clients

## Testimonials

### FUN FACTS

Radio took 38 years to reach 50 Million users while Facebook reached 50 Million users in just 3 months!



## Ultimate How-To Seminar

### DATE

Wednesday, September 26  
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](mailto:info@balancelogic.com)

write recommendations on your page or just notes about their experiences. By doing so you can build trust in your social media community, keep your followers engaged and still market your products.

Here are a couple things to keep in mind when posting to Facebook.

- Your audience will be more likely to read your post if it includes pictures, articles or links.
- To get the most out of your Facebook posts, try scheduling them at 11am, 3pm and 8pm.
- Check your Facebook insights once a week to see if you're reaching your audience. If it's working, keep up the good work! If not, try and change it up!



## Customized QR Code

Promote your business using new technology.

Contact us today!

**\$39**

## Monthly Tip

### Social Media Marketing Strategy

Like everything else in marketing, social media must be used and tested before you see the best results. The first step is to determine your strategy. Then ask these questions:

Who is your target market?

Who are they interested in?

What are your competitors doing? Is it working?

Start slow and build your communities. Not every Social Media platform is right for your business. Take time to understand each platform and make sure that you choose the one that will help you reach your target audience! Social Media is a valuable tool, but if it is not used at all, there is zero benefit.

## Featured Service

### Social Media Marketing

Social media plays a very important role in a company's marketing strategy. BalanceLogic will work with you to develop a complete social media marketing plan with tactical objectives to make it easier to accomplish your social media goals. We will help you communicate your message effectively through Social Media. Let our team work with you to put your products and services in front of your target audience!

**BalanceLogic**  
www.balancelogic.com

FACEBOOK  
COVER  
PHOTO

& TWITTER  
BACKGROUND

**\$89**

Contact us today to get started.

## 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!

### The BalanceLogic Team

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Inaugural StayStrongWithCancer Event

STAYSTRONGWITHCANCER

5k  
WALK / RUN

Saturday Rain or Shine  
**SEPTEMBER 29**

Register: <http://staystrongwithcancer.eventbrite.com>