

# Spread Your Organization's Wings and Let Your E-Newsletters Fly!

February 2014



## What's New at BalanceLogic



### Breakfast With BalanceLogic: The Good, The Bad and The Ugly of Digital Content

Join BalanceLogic on Wednesday, March 26th from 9:00 am to 10:30 am for Breakfast with BalanceLogic on Digital Content! This 90 minute seminar will cover best practices for content for websites, social media platforms and online advertising!

To register, please call 301-396-8455 or email [info@balancelogic.com](mailto:info@balancelogic.com).

### BalanceLogic Launches New Micro Social Media Plan

With almost a quarter of all total time spent online is browsing social networks, every business should have a presence, especially on Facebook! While the thought of planning, executing and scheduling may seem overwhelming, it doesn't have to be! We have created an use to follow guide to running a company Facebook page in only 60 minutes a week! [Download this complimentary plan](#) and let us know your thoughts on [Facebook](#).

### Health Partners Launches New Website!

BalanceLogic recently donated the brand new Health Partners website and corporate identity. The new website was designed to make information and forms easily available to visitors of the site. [See the new Health Partner's Website here!](#)



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While the thought of keeping up with social media for your business might be overwhelming, it is one of the best places to discover and interact with your current and potential customers! With nearly a quarter of all total time spent online is browsing social networks, it is definitely worth the investment of time. BalanceLogic is proud to present a plan to get your company started on Facebook in only one hour a week!

facebook  
in 60  
Minutes



A Micro Social Media Plan  
by Amanda McComas, Marketing Specialist



✓ Liked

Message



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In general, emails are more likely to be opened during normal business hours (8 AM to 5 PM). Open Rates peak at 10 AM and steadily decline throughout the day.



### The Good, The Bad, The Ugly of Digital Content

Creating content for your website, social media, and advertisements

**DATE:**

Wednesday, March 26  
9:00 am – 10:30 am  
Breakfast Provided

**LOCATION:**

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

**COST:**

FREE

**REGISTER**



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)

## Interesting Information: Driving Traffic

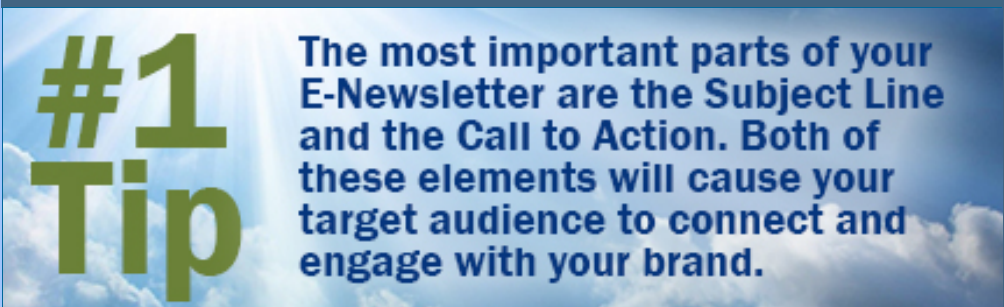
Having a beautifully designed e-newsletter with relevant, interesting content is great, but what do you want your audience to do once they have opened your email? Your e-newsletter should have easy to find links where your audience will find more information on other platforms.

### Drive Traffic To Your Website

Include links to a place on your website where you have archived newsletter. If your audience enjoyed your current edition, they may want to go back and find even more content they may have missed before. You can also point traffic towards a landing page that would have specific information on a promotion or special offer.

### Drive Traffic to Your Social Media Channels

Let your audience know about an upcoming contest your company is having on Facebook. This is a great way to engage your audience and create a new audience that you can connect with on an on-going basis.



## Monthly Tip: Determining Subject Lines

You only have about three seconds to capture the attention of your audience as they determine whether or not to open the email they have just received. Below are some categories of subject lines that will have your audience opening your emails and engaging with your brand.

### The Reason Why

Give your audience a reason to open your email up! Subject lines "5 Reasons to Drink Milk in the Morning" may intrigue someone to open up that email to find out more information.

### Benefits

Give your audience something they will benefit from, such as "10 Lazy Skillet Meals". This type of subject line will grab their attention because the target audience is receiving information that may benefit from.

### Question

Ask your audience a question such as "Can Your Website be Saved?" or "Are You Comfortable with Your Bookkeeping?" Be sure the question is relevant, interesting and valuable to who you are sending the e-newsletter to.

### How To

As a society we are always looking for new ways to find information or ways to things. "How To" subject lines can be a great tool to use if your target audience is looking for information or knowledge. Examples include "How to Lose Weight by Eating Cereal in the Morning" or "How To Make Chicken Salad".

# CLICK HERE TO VIEW INFOGRAPHIC: ANATOMY OF AN E-NEWSLETTER

Be Part of Our Conversation On  
**FACEBOOK!**

We're Also Now on  
**PINTEREST!**

## About Us

BalanceLogic® is a leading back-office support and services company providing IT Support & Management Services, Web Design Services, Graphic Design Services, Marketing Services, Bookkeeping Services and Business Consulting to the small business community. Our focus is to provide our clients with services that result in cost savings and business operational efficiency.

*The Answer for Small Business!™*

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