



What's New at BalanceLogic



Come Visit Us at the St. Mary's Chamber Business Showcase!

BalanceLogic will once again have a presence at the St. Mary's Chamber Business Showcase which will be held at the Southern Maryland Higher Education Center on Wednesday, May 13th. Stop by our booth & play our balloon game for your chance to win prizes including gift cards or an iPad!

Liz Stange Joins the BalanceLogic Team!

We are very excited to welcome a new team member to BalanceLogic! Liz joins our team as our new Accounting Manager. Liz's responsibilities include the management of the company's finances as well as working with bookkeeping clients. Please help us in welcoming Liz to our team!



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Check Out Our YouTube Channel!



How-To
Tutorials

Logi's
Adventure
Videos



Interesting Information: Welcome Back Logi!

We are very excited to welcome our Brand Ambassador Logi back to our office after his extended vacation! Over the past seven months, Logi has been showing small business owners how they can quench their thirst for success and that their company will continue to run with the help of BalanceLogic, even when they take a vacation.

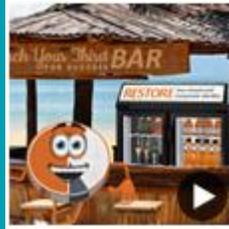
Check out all of the adventures Logi has experienced by visiting our [website](#) or clicking the icons below!

Fun Facts

There are 28 million small businesses in the United States -- which outnumber corporations 1162 to 1

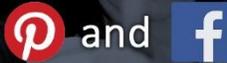
60 to 80% of all new jobs come from small businesses

Small businesses employ 57% of the country's private workforce.



TIP TUESDAY

Small business tips that we provide every Tuesday on



Find out how BalanceLogic can restore your brand and corporate identity

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

#1 TIP: Customer Service

Providing great customer service is what sets a good small business apart from a great small business. Keep your customers happy by providing them with a number of ways to contact you. Make sure to pay attention to your social media as well. Customers will leave reviews and comments on your social media pages and it is important to respond to each one, whether they are positive or not.

Monthly Tip: What Does Your Business Need?

While small businesses span a wide range of industries and interests, there are some resources and tools that each small business should be taking advantage of.

A Company Website:

A website for your small business gives your potential customers access to information 24/7. Your website should answer the questions that your potential and current customers may have.

Social Media Platforms:

Every small business should consider increasing their reach on social media platforms. Depending on your industry, there are better platforms than others. For instance, a retail store who has a younger demographic may consider having an Instagram account. At the very least, all businesses can benefit from having a Facebook presence as it is still the largest social network.

A Marketing Plan:

How can you grow if you don't know what you are trying to accomplish? Every small business should have their goals and objectives laid out in a plan and the activities they will complete to meet those goals. This way you can measure your success. You should also update your marketing plan at least once a year.

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, Business Consulting and Voice Solutions

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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