



What's New at BalanceLogic



Join BalanceLogic on Pinterest!

Did you know BalanceLogic is on Pinterest? We share great content each and every day on Pinterest, including Marketing & Graphic Design Projects, the BalanceLogic Insider, Websites, Videos and much more! Plus, everyday we are getting closer to hitting 500 followers! Join in the conversation by following us on [Pinterest](#) today!



[What's Happening](#)

[Interesting Information](#)

[Monthly Tip](#)

[About Us](#)



[More About Us](#)

[IT Support Services](#)

[Marketing Services](#)

[Graphic Design Services](#)

[Bookkeeping Services](#)

[Web Design Services](#)

[Business Consulting](#)

[Voice Solutions](#)

[Testimonials](#)



Seven percent of the American population has never heard of Facebook!

Mobile video is the fastest

Logi's at the Tiki Bar,
want to know why?

Interesting Information: Grow Your Email Audience

Email Marketing is crucial to connecting with your target audience. It is a great medium to reach out, let audience know who you are, how they can connect with you, and compel them to purchase your goods or services offerings. Now, I am going to assume you already have an email account established with at least a few subscribers. And while those few subscribers may be loyal customers, you should be striving to reach a much broader audience. So how do you get those new subscribers?

Check out the [video](#) from BalanceLogic's Marketing Manager, Amanda as she explains three ways to grow your email audience!

#1 TIP: Be Interesting!

With the wide range of marketing distribution channels, the only way to keep the attention of your audience is by being interesting! If you don't know what will interest your audience, just ask. Make a Facebook post or create an online survey so you can figure out what your fans are looking for.

growth area in marketing. It is estimated there were 87 million smartphone owners who viewed videos on their phone in 2014.

Websites with videos are 50 times more likely to rank on Google's first page of search results.



TIP TUESDAY

Small business tips that we provide every Tuesday on  and 

Find out how BalanceLogic can restore your brand and corporate identity



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

Monthly Tip: Building Content For Facebook

While using social media for business can improve business and help you connect with your target audience, how do you know what types of content to post? Take a look at our Top 3 tips for building Facebook content.

Follow the 90/10 Rule:

90% of your Facebook posts should be informational and education. Only then, you have earned the right to "sell" to your audience 10% of the time.

Include a Call to Action:

If you are interested in hearing what your audience thinks about a product, make sure they know! Ask them to take a moment and leave their thoughts in the comment section. If you want to drive the reader to additional content, tell them.

Create a Monthly Content Calendar:

Each day should have a type of content you share, such as a tip, an article, an office event, a quote, etc. This way, as you collect the content throughout the week or month, you can schedule it to go out on a certain day and maintain a consistent presence on your Facebook Company Page.



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!™

Maryland Office

50 Post Office Road, Suite 302
Waldorf, Maryland 20602

Phone: 301-396-8455

Toll Free: 844-228-6976

Email: info@balancelogic.com

www.balancelogic.com

Georgia Office

1403 East 2nd Avenue
Rome, Georgia 30161

Phone: 706-368-9774



Like us on Facebook

facebook.com/balancelogic



Connect with us on LinkedIn

linkedin.com/company/balancelogic



Follow us on Twitter

[@balancelogic](https://twitter.com/balancelogic)



Subscribe to our YouTube channel

youtube.com/balancelogic



Join us on Pinterest

pinterest.com/balancelogic