

It's time for a change...
IT'S TIME TO GET NOTICED.

Marketing Plans | Marketing Strategy | Advertising | Social Media

What's New at BalanceLogic



BalanceLogic Launches New Website for Chesapeake Plastics!

We are very excited to unveil a brand new website for Chesapeake Plastics Manufacturing! The custom designed website provides extensive resources so visitors to the site can learn how Chesapeake Plastics can assist in producing a custom part from concept to production. This new custom designed and developed website includes comprehensive information on the range of services that Chesapeake Plastics Manufacturing provides to corporations, small businesses, inventors and crowd source entrepreneurs. Check out their new website in our portfolio or at www.chesapeakeplastics.com.

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Fun Facts

To date, the most expensive commercial in history was

#1 TIP: Content Marketing

Content Marketing adds tremendous value to your marketing strategy. Make sure the content you are creating is valuable to the reader and something you would be interested in reading.

Interesting Information: Email Marketing

Email Marketing is a vital part of content and marketing strategy with 44% of email recipients making at least one purchase in the last 12 months based on a promotional email. This shows that while other channels for marketing & advertising are becoming more popular, email marketing still plays an important role in your content strategy. Below are a couple of tips for sending effective emails.

1. Your email blasts & e-newsletters should include your company's brand. When someone opens up an email blast, they should instantly recognize what company it is from, even if they don't read who it is from. Make sure to use company colors, logos and images consistent with your brand.
2. Once you start, keep going! Make a content calendar for your email blasts. If you send out a monthly e-newsletter, it should go out on the same day each month or at least in the same week.
3. Make sure your email is readable! Most of the time, users will not spend the time

Nicole Kidman's Chanel advertising campaign in 2003 which cost \$33 million.

On average, marketers spend over a quarter of their marketing budget on content marketing.

Though LinkedIn has a lower number of users than Facebook, Twitter, Google + and Pinterest, 2 new members join LinkedIn every second.



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

to read long articles. Your titles, subtitles and content should be easy to read and scan quickly so readers can find the information they are looking for.

Download the
Breaking Through the Marketing Barrier Ebook
TODAY!



Monthly Tip: Monthly Marketing Plan

Developing and keeping to a monthly marketing plan will ensure your audience is being reached on a consistent basis and with relevant content. Use the tips below to get started on your own company marketing plan.

1. Choose a theme each month. This theme could be based on holidays, services, products and more. Make sure your content and graphics align with the theme of the month.
2. Get an actual calendar! If there are multiple people who will be responsible to contributing to the marketing content, it is important that everyone knows when these items are due and when content will be distributed.
3. If you notice that a certain theme or a certain topic is more interesting than others, start focusing more content on that theme. Your readers will appreciate it!



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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