

The Power of
Relationship Marketing

What's New at BalanceLogic



Breakfast With BalanceLogic Presents:

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

Join BalanceLogic on Wednesday, January 29th from 9:00 am to 10:30 am for Breakfast with BalanceLogic on E-Newsletters! This 90 minute seminar will enable you to build your subscriber list, determine what content to include and how to use e-newsletter to drive traffic to your website and social media channels!

To register, please call 301-396-8455 or email info@balancelogic.com.

BalanceLogic Unveils New Marketing Ebook

Straight from our Breaking Through the Marketing Barrier seminar, this Ebook will provide a variety of information about what marketing really is and walk you through a variety of different elements of marketing in a fun way! [Download this complimentary Ebook](#) and let us know your thoughts on [Facebook](#).

Joanne's Pet Services Launches New Website!

BalanceLogic recently designed the brand new Joanne's Pet Services website. This new website design also reflects the company's recent name change, to accompany a growing suite of services available to residents of Southern Maryland. The website is designed to assist visitors in making well informed decisions regarding their pet-related needs. [See the new Joanne's Pet Services Website here!](#)



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Fun Facts

Did you know that individuals who are typically going to purchase a product or service are swayed 75% by word-of-mouth and 25% by other influences?



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

DATE:

Wednesday, January 29

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](#)

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



LOW COST WAYS TO BUILD YOUR SUBSCRIBER LIST



DETERMINING WHAT CONTENT TO INCLUDE



WRITE SUBJECT LINES THAT ATTRACT



DRIVE TRAFFIC TO YOUR WEBSITE & SOCIAL MEDIA CHANNELS



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Interesting Information: Relationship Marketing

What is it?

Relationship Marketing is solely designed for long term clients as it takes an investment of their time and yours. This type of marketing is not measured on transactional sales, but on the overall value of a client that you have built a relationship with. Relationship marketing can lead to repeat business and increase word of mouth and recommendations.

How to get started

To get started building a relationship with your clients, look at the situation from their point of view. What are they looking for? How would they benefit from a relationship with you and your company? Also, not every customer is looking for a long term relationship. Make sure your client is interested in the same type of relationship before investing time into building a connection.

#1 Tip:

Not every client is looking for a relationship with your company

A good rule of thumb is the top 20% of revenue generating clients are more likely to understand and accept the time and effort it takes to establish a long term relationship.

Monthly Tip: Relationship Marketing Channels

Social Media

Social Media pages are a great way to create relationships with customers. To begin creating those relationships you have to understand what your target audience is looking for and share content that they can benefit from.

Public Relations



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

Keep your target audience informed of what your company is doing and the content it is producing. Make sure you consistently share press releases, community involvement, sponsorships of local events and articles written by your company.

CRM

CRM (or Customer Relationship Management) is a process by which customer relationships are fostered through activities. This tool allows you to keep track of customer conversations and information, allowing you to easily track the relationships you have built.

Nurturing

Nurturing is the process of feeding your customers information they need regarding your business. This information includes educating them on existing or new products and services and what your company stands for. The more informed they are, the more credible your company will be and the more willing they will be to champion your company to others and purchase in the future.

**CLICK HERE TO VIEW INFOGRAPHIC:
Your New Year's Resolution
to Build Customer Loyalty**

Be Part of Our Conversation On
FACEBOOK!

We're Also Now on
INTEREST!

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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