

January 2016

## Content Writing Services

Did you know that GBS offers content writing services? Our Content Writers are experienced in creating many types of content, from print to media or web marketing, our writers can craft effective content for your business or organization's project.

We can also provide more involved writing services such as book editing, manual and catalog development, proposal crafting and grant proposals.

As part of our Career Development Services, our Content Writers create custom resumes, cover letters, bios and LinkedIn profile summaries.

If you have these, or other editing or writing needs, contact our office. Our writers can help!

## Check it Out!

GBS is participating in the Oil City Derrick's 2016 Business Review. Check our GBS's review online by visiting our Blog at <http://gibbons-business-solutions.com/gbs-participates-in-derricks-2016-business-review/>

Don't stop there—see what else our Blog offers!

## Customer Spotlight: Schake Industries, Inc.

Schake Industries began in 1997 as an industrial coatings company. In 2005, the Silo division was added, quickly followed by Hydraulics in 2009, and Tanks in 2010.

As one of the area's fastest-growing small industrial businesses, Schake Industries is wisely investing in its growth by investing in its marketing assets.

GBS has recently designed and launched a new corporate website [SchakeInc.com](http://SchakeInc.com), and three new division websites: [SchakeSilo.com](http://SchakeSilo.com), [SchakeTank.com](http://SchakeTank.com), and [SchakeHydraulic.com](http://SchakeHydraulic.com).

A corporate LinkedIn page is in the works, and a corporate Facebook page was launched in January.

## This Issue's Focus:

### Content Writing

- Web Design/Hosting
- SEO & Analytics
- Animation
- Illustration
- Consulting
- Project Management
- Social Media
- Inside Sales
- Logo Design
- Print Materials
- Trade Show Booths
- Training
- Video Production
- Voice Over Services
- Photography
- Email Marketing
- IT Consulting
- Promotional Items

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## Voiceover Special

GBS is offering 25% off voiceover services for radio spot commercials through March 31, 2016!

A 30-second spot recording (70 words or less) is just \$25, and a 60-second recording (140 words or less) is \$50. \**Script writing or editing costs not included.*

Have our GBS voiceover professional record your radio commercial before this special ends!

## Connect with GBS

GBS is always looking to connect with both experienced professionals and talented young professionals that we can add to our freelance marketing team as our business grows.

We look for skill, talent and communication skills in freelancers with sales, marketing, graphic design, creative or technical writing, web design, video, illustration, application training, and other business marketing and development skills.

If interested, send a letter of interest and resume to [gibbonsbusinesssolutions@gmail.com](mailto:gibbonsbusinesssolutions@gmail.com).



Other new marketing assets the GBS team has created for Schake include new business cards, flyers, videos, and a corporate PowerPoint presentation.

In addition to investing in its marketing assets, Schake is seeking new customers by utilizing GBS' Inside Sales Development services. Our sales team is creating a B2B sales lead list, qualifying each lead by contacting and confirming their interest in the Schake products and services. Once confirmed, the leads are passed on to the company's sales team for closing the sale.

The GBS team is proud to be helping this company grow!

## Marketing Tip

By Linda S. Henderson

Build an identity. Everything your customers or potential customers see about you—and your company—is part of your identity. It sends a message.

Marketing is the careful, intentional crafting of your story. It's about setting yourself apart from your competition. It's about making your brand recognizable above the rest. It's about connecting with your audience – your customer – your potential customer.

Build your identity. Across your marketing materials; business cards, flyers, brochures, presentation materials, website, rack cards, videos, letterhead; build your brand. This is the front line of your identity.

## New Year, New Website?

This year, resolve to invest in a new website for your business or organization. The first place people will go to learn more about your products and services, your location, business hours and contact information is the Internet. You need a website!

Already have one? We can assess your current site and recommend improvements. If your business is growing and your site no longer meets your needs, we can create a new site and transfer your existing content, making any necessary updates. Take your website to the next level and have us create a new e-commerce enabled site, boosting your sales and making it easier for customers to pay you.

GBS can create your new website, from domain registration to design, content writing, logo, graphics and even the production of videos featuring your products.

Whether you need a one-page brochure website, or an advanced e-Commerce or integrated forum site, we'll make it easy for you and make your business look great!

Contact GBS at 814-657-6800 or [gibbonsbusinesssolutions@gmail.com](mailto:gibbonsbusinesssolutions@gmail.com) to discuss your website needs!

## Team Spotlight



Holly L. Gibbons, Owner/Creative Director at GBS, is a networker with 25 years experience in sales, IT management, website development, social media marketing, and training.

Holly started GBS in April of 2014 and has quickly grown the business using her team-building, networking and sales skills.

She is a past Vice President of the Venango Area Chamber of Commerce and a past President of the Cranberry Business & Professional Assoc.

## GBS Workshops & Webinars

**April 7—Computer Basics @ Clarion University, Venango**  
New to using a computer? Not sure what Cloud, Windows, ISP and App mean? Seniors will get familiar with terminology and the various types of computer technology.

**April 14—Internet 101 @ Clarion University, Venango**  
Become Internet savvy on browsing smartly and maintaining your safety while online. This course for seniors will include lots of hands-on training.

**April 21—Email 101 @ Clarion University, Venango**  
New to email? Wondering how to send emails to your friends and family? Seniors will be required to sign up for a Gmail account if they don't already have one.

Go to <http://gibbons-business-solutions.com/training/events/> for more events and how to register.

## Social Media Chat

Instagram is a great social media app. It's an image-driven site that is one of the top used social media outlets. Here are some tips to make the most of this platform:

- Always use high-quality pictures
- Develop a style and be consistent to develop your "brand"
- Use hash tags; either the tried and true, or create your own
- Use Instagram in conjunction with your Twitter and Facebook to reach more people

For more information, check out Instagram's blog. <http://blog.instagram.com/>

See full article by Andrea Stiller [HERE](#)

## GBS Cares

Cheri A. Pearce, GBS Sales Manager, manages to fit some community involvement into her busy schedule. Besides family and pursuing her art, Cheri has been involved in Oil City Main Street since its inception in 2011, serving on the Promotions Committee.



Cheri is also active in the Venango Area Chamber of Commerce, having been on the Board of Directors and serving as a Chamber Ambassador.

# Thank You!

To everyone who used GBS' writing services for their 2016 Oil City Derrick Business Reviews.

*Best wishes in 2016!*

Never stop building your audience.

[www.gibbons-business-solutions.com](http://www.gibbons-business-solutions.com)

