

April 2016

Web Design & Hosting

In today's world, businesses and professionals need a website to compete. You may be concerned that it's too difficult, too time-consuming, or too expensive, but if you don't have a website, you're missing out on more customers and more business!

Websites also have one of the best return on investment (ROI) of all the marketing options, and our goal at GBS is to give you the best ROI possible.

We are the solution to all of your concerns about cost, time commitment and difficulty. Our team of experienced professionals can design an effective and attractive website, at an affordable cost, and provide training for you to update it, or we can do the updates for you.

In addition to website design, content, graphics, and hosting, GBS also offers a full range of website support/enhancement services. We can provide search engine optimization, analytics reporting, video production, e-commerce integration, social media integration, blogs, calendars, online forms, and many other customizable website elements.

Call us today at 814-657-6800 to schedule a no-obligation meeting to discuss your website needs!

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

Follow Our

BLOG

Social Media Graphic Special

Are you interested in advertising your business or organization on your favorite social media platform? We guarantee that our professionally designed graphics will meet all social media advertising guidelines and give you a broader reach with every paid ad!

April through June 2016 only, we are offering social media post graphics for just \$25 each (\$5 off our regular rate), limit one per month.

Call us to see what a professional graphic can do for your marketing efforts!

Join the GBS Team!

GBS posts its employment and freelance opportunities online at <http://gibbons-business-solutions.com/contact-us/employment/>. See this page for our current openings and the qualifications for each opportunity.

Complete the form on our website or send a letter of interest and resume to: gibbonsbusinesssolutions@gmail.com.

Customer Spotlight: Classy Catering



Classy Catering, located at 3886 Route 257 in Seneca, PA, offers catering services, scheduled meals for the home-bound, and delicious, convenient take-out meals (from 3 to 6 pm) through their Classy Express service.

Owner Kathy Exley recently engaged GBS to create a new website, Facebook cover graphics, rack card, and promotional trade show banner for the company. GBS also produces and posts social media graphics twice a week to the Classy Catering Facebook page. GBS used the company's existing logo and focused on establishing Classy Catering's brand consistently across all of their marketing assets.

You can find Classy Catering's website at www.ClassyCatering.biz and follow them on Facebook and Instagram. To order take-out or discuss catering options for your event, call them at 814-676-5605.

"New" Partner at GBS

On April 1st, GBS became a Partnership LLC and welcomed our friend and colleague, Linda S. Henderson, on-board as partner and Vice President.

In addition to her video production, content writing, and seminar instruction at GBS, Linda will now also be part of the operations and "steering of the ship".

All changes are expected to be behind-the-scenes and for the purpose of improving our operations, customer service, and offerings as GBS grows!



Marketing Tip

By Linda S. Henderson

The two most common questions about video are: “How much will it cost?” and “How long will it take to produce?”

This is a difficult question to answer until a script is complete and there is a clear vision concerning how the video will look. High-end graphics, collection of compelling footage and photos, and special effects increase production time and costs.

Most of us measure our expectations against what we see on television, which can cost thousands of dollars and take months to produce. If you are considering video, gather examples showing the style you would like, think carefully about your message, and consider your budget. A good producer can help you scale the project to meet your budget.

Blog Your Way to the Top

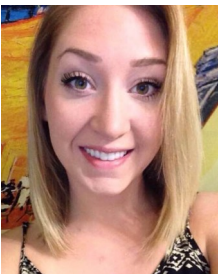
Most people don't think anyone would care about what they have to say, or that it would take a large time commitment. On the contrary, most people have something they can blog about, and it can take as little as 5 or 10 minutes per post. You don't have to blog everyday; the important thing is that you post consistently—monthly or weekly is common. What are you passionate about, skilled at, knowledgeable about, or talented in? Share it with your audience!

Blogging—like writing a book, teaching, or speaking—helps to build your professional credibility, your notoriety, and your resume. It can also help bring you customers and other opportunities (like speaking engagements and collaborations), and improves your website's SEO, so it's a smart add-on.

Remember that what you write needs to be valuable to your audience—both entertaining and informative. Use your blog to connect with them; inspire, educate, inform, promote and share.

Need help getting started? Talk to us about building your blog. We can even post for you, or provide editing services.

Team Spotlight



Shana Kennedy, a young professional in Oil City, is the newest addition to the GBS blogging team.

She is a 2011 graduate of Oil City High School, and a 2015 graduate of Indiana

University of Pennsylvania with a double major in English and Sociology.

After a summer of travel, Shana began working with The Derrick and News Herald as a copy editor. Shana says, “I'm excited to expand my writing skills and become part of the local business community.”

GBS Workshops & Webinars

April 21st—Email 101 @ Venango College

Learn the basics of setting up, using and customizing email.

April 28th—Facebook 101 @ Venango College

Everything you need to know to get started using Facebook.

May 5th—Photo Editing 101 @ Venango College

How to edit, use, store and organize your photos using free web-based image editing software.

Summer 2016—Career Development @ Venango College

Choose a career instead of just a job! This 4-part class will help you find and get started on your career path.

**Watch for our Youth Entrepreneur Workshop coming soon!*

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

Social Media Chat

Google Keep is a note-taking application developed by Google. With Keep you can create, share and collaborate on notes and lists. Everything you add to Keep syncs across all of your devices, so your notes and lists are with you wherever you are.

You can use Google Keep on your computer, tablet and smart phone. It's an easy-to-use productivity app that will keep you organized in both your home and at the office.

Use it for saving contacts, to-do lists or conference call codes, jotting down ideas, making shopping lists, notes to yourself, meeting agendas, meeting notes, etc.

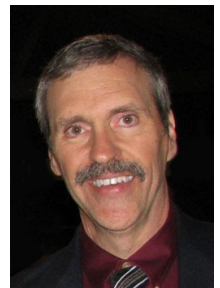
Watch the [GBS video on Google Keep](#) to see how easy it is to get started!

GBS Cares

GBS Voice-over Consultant Bob Archer has volunteered with the Oil Creek and Titusville Railroad and Drake Well for over 20 years.

Bob impersonated Col. Drake at local events, as well as doing spots for PBS and the History Channel for 10 years. He also spent 17 years as a tour guide at the OC&T RR and has been chairman of Friends of the Railroad for about 15 years.

Five years ago, Bob became an employee of the Railroad and is now on the train every time it leaves the OC&T station.



[Click Here](#)

To see the video produced by GBS for the Venango Chamber of Commerce 2016 Citizen of the Year Award.



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QUARTERLY NEWSLETTER