

July 2016

GBS Moves to New Offices

Having outgrown our offices in the Business Innovation Center on Colbert Avenue in Oil City, we recently moved to 409 13th Street in Franklin, PA.

The only thing changing is our address; our e-mail and phone number remain the same. This new location gives us a window storefront to feature our Shop Franklin merchandise, offers our business higher visibility, and places us closer to the majority of our clients.

Come to our Open House on Saturday, Sept. 17, from 10 am—3 pm, including a Ribbon Cutting at 10:30 with the Franklin Area Chamber of Commerce, live music and giveaways!

Photo Digitizing Special

Do you have family photos you would like to share? GBS can scan and save them to a thumb drive as 300 dpi (print ready) copies. We can also provide a slide show video for you to play at your family event, and help set up a cloud-based directory to share with family and friends. These are great for reunions, anniversaries, birthday parties, and other events! Call us for more information!

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

Follow Our

BLOG

Shop Franklin Campaign

Have you heard about GBS' new retail and online campaign offering products featuring all there is to experience in beautiful Franklin, PA?



Our initial t-shirt designs have our Apple Jackie (A.J.) character biking, kayaking and hiking. We also offer a t-shirt with an "FKL Always Eventful" emblem that does not include the A.J. character, and a new kids' design. Watch for many more local activities to be featured on a growing variety of future merchandise!

If you would like us to promote a Franklin activity on our Shop Franklin Facebook page, or if you have an idea about Franklin merchandise you would like to see GBS offer, either stop in at our new Franklin location, or send your suggestions to us at: orders@shopfranklinpa.com.

See our website at www.shopfranklinpa.com for more info and locations where you can purchase Shop Franklin merchandise!

Customer Spotlight: Tri-County Pest Control

Tri-County Pest Control is a locally owned and operated company that guarantees customer satisfaction. GBS recently helped them update their company look and expand their marketing reach with a strong online presence.

The effort began with graphic design and illustration services to create a website header, banner and sidebar graphics, a coupon graphic, and Facebook cover graphics.

The GBS team also created a new website design for Tri-County

utilizing the new graphics and the company's distinctive blue and white colors.

The new site provides viewers with an overview of Tri-County's services, as well as an online payment system. The company's credentials and commitment to "Green" pest control practices are highlighted.

GBS also hosts the new website, providing regular backup of the site and security features.



Marketing Tip

By Linda S. Henderson

No matter whether your business is decades old or just starting, there's much you can do to improve your identity. Ask yourself what you want customers to think about when they hear the name of your business. What are the "value" type words that best describe your products or services?

List those values, then look at your marketing materials. Do your logo, website, social media, flyers, brochures, and signage reflect those values? Are the colors, shape, style and general feel of your logo reflective of the words you chose as values? Is there a consistency between all the elements of your marketing that is focused on those key values?

Great marketing begins with a focus on who you are and where you want to go – and grows into the reflection of how you are seen by those around you. It's not only a reflection of who you are now, but is the driving force behind the direction you will go. At GBS, we love helping you develop that shared identity and vision. When we help you succeed, we succeed!

Forest County Logo Project

GBS recently completed a logo design project for Forest County. This is the first step in the county's effort to enhance their tourism marketing efforts.

We spent two days with the students at Forest Area Schools, and gathered input from the community. The committee selected from three logo options we presented, choosing a design that represents the woods and water that Forest County is known for.



The new logo will be used in all tourism marketing media employed by the County as they develop and implement a new marketing plan.

GBS Workshops & Webinars

iPad Basics—August 18th, Sept. 24th, or Oct. 22nd (your choice of dates) 10 am—12 pm @ GBS Offices
Learn the basics of iPad including settings, apps, mail, iOS, syncing, calendar and reminders, photos and more!

Diversity Training—Sept. 13th, 4:00—6:30 pm
@ Franklin ICDA

In this seminar, participants will explore how their perceptions, values and beliefs influence their behaviors toward those outside their culture.

Introduction to Wordpress—Oct. 22nd, 10 am—12 pm
@ GBS Offices

Learn how to increase your business on the World Wide Web. We'll cover WordPress advantages, hosting and installation, terminology, themes, the dashboard, and more.

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

Need specific individual or group training? Give us a call!

GBS Creates 2016 Apple Fest Logo

GBS is honored to have been selected as the winner of the 2016 Franklin Applefest logo competition!



A record-breaking number of submissions were received by the event committee this year. The logo will be used on event apparel, printed literature, website, and more.

This is another great example of the talent and skill of our professional graphic designers, backed by GBS' marketing experience!

Team Spotlight

Two student workers—Alaina Engel and Bree Mason—have joined the GBS team for the summer. These young ladies are helping on a variety of projects and learning basic job skills, as well as business marketing.

Their time is being split between GBS, Shop Franklin, and Porch Music Store tasks. This includes direct mail campaigns, digitizing of client photos (see our Photo Digitizing promo-



tion on page 1), setting up the retail space for Porch Music Store, and more. They will also be doing on-the-street videos for the Shop Franklin Campaign, so say "hello" if you see them!

GBS Gains Speed!

We are now sponsoring a race car—shown here with driver Nick Ritchey. Go, Nick!



GBS Cares

Julia McCray, a GBS content writer, editor, blog contributor and virtual assistant, gives generously of her time and talents to many local organizations.



Julia has been volunteering since she was 13 and still serves several local and regional organizations. Some of these include the Forest County Business Alliance, Forest Area Arts Council, Penn State Extension, PA Wilds Cooperative, and historical committees in Forest and Venango counties.

Her contributions include leadership, fundraising, project and event planning and management, and grant writing.