

May 2017

Newsletters

Communication is key in any business or organization. Whether it's employees, volunteers, or members that you need to connect with, a newsletter is a great way to keep people informed.

From single- to multi-page publications, for print or digital distribution, GBS can develop a newsletter to meet your needs. You tell us what type of information you need to communicate, how it will be distributed, and who your audience is. Our creative team will design a good looking and effective publication template that is consistent with your brand.

GBS offers three options for publication of your newsletter:

1. We can provide you with the template to write and layout each issue yourself; or
2. We can write and layout each issue for you; or
3. You can provide the articles for our writers to edit and layout in each issue.

Contact us today to discuss our affordable newsletter development and publication services. We even offer printing, subscriber list maintenance, and distribution services!

This Issue's Focus:

Content Writing
Web Design/Hosting
SEO & Analytics
Animation
Illustration
Business Consulting
Project Management
Social Media
Digital Signage
Logo Design
Print Materials
Trade Show Booths
Training
Video Production
Voice Over Services
Photography
Email Marketing
Direct Mail

Follow Our

BLOG

Community Digital Signage

A new community information system is being introduced by the Franklin Area Chamber of Commerce – digital signage with dynamic content about our region, calendar of events, and places to go. The pilot system will be displayed in the new chamber office at the former Liberty Galleria building in downtown Franklin. GBS will provide equipment, design, set up services, and support for expansion of the system throughout the community.

Social Media Training

GBS President Holly Gibbons will be teaching a Social Media for Business class specifically for participants of the "Get on the Trail" program sponsored by the Oil Region Alliance (ORA).

This 1-hour training will be held on June 5th and include choosing the right platform for your business, social media challenges, in-bound marketing, types of messages/posts, advertising, and social media best practices.

The program kick-off meeting will be held May 22nd at Karma Coffee. Contact ORA for details.

Customer Spotlight: Allegheny Forest Alliance

The Allegheny Forest Alliance is a regional non-profit for whom GBS is creating coordinated marketing assets in various formats for web, print, and audio/visual platforms.

Our team created a new [website](#) for the organization designed to inform the public and build membership/support. We also digitized the AFA's logo, and created [Facebook](#), and [YouTube](#) profile graphics.



The GBS video team produced a "[Join Us](#)" video as the first in a series of promotional videos. The second one is underway for release in June/July and will focus on sustainable forestry using on-location interviews with forestry professionals.

A new template for the AFA's [newsletter](#) was created and a GBS writer composes the articles for this quarterly communication tool. We are also re-designing and updating the content of existing PowerPoint slides for use in group presentations. Once complete, a video version will be created with voice-over for viewing online.

Thanks to the AFA for choosing GBS as their total marketing provider!

In-bound Marketing

By Linda S. Henderson

Your marketing strategy should include both traditional and in-bound content. Traditional marketing—television commercials, print ads, flyers, postcards—is focused on finding customers and attempting to gain their attention.

In-bound marketing allows customers to find you and features info that they are looking for like industry tips, blog articles about product selection, newsletters highlighting your areas of expertise, and educational videos. This type of marketing can bring people to your business, help grow search engine optimization on your website, build relationships with your customers, and grow your reputation as being a valuable resource.

Using Images

Use of poor quality images on websites and social media posts are a poor reflection on your business or organization. Even worse is the use of “stolen” images, which exposes you to legal repercussions. Copyrighted images usually carry a watermark unless they’ve been purchased.

The last thing you want to deal with is a stolen graphic or image, which may result in a tarnished image and legal fees/fines!

GBS has licenses for stock photos and can find and provide you with quality images and graphics to suit your needs.

An Honor for Linda!

Linda Henderson was recently nominated for the Slippery Rock University Radio Broadcaster Hall of Fame! Ten talented and accomplished Alumni were nominated by a committee and five were selected by public vote. Unfortunately, Linda didn’t have quite enough votes in the public voting to make it to the final five. Still, this was quite an honor! For those of you who voted for her, Linda offers a sincere THANK YOU!

If you haven’t read her GBS blog article “[The Beautiful Unexpected](#)”, you need to take a minute to do so! It’s an inspiring story about her experience in Greenland while serving in the Air Force, and how “Little Ove” was part of her earning the AF Commendation Medal!

New GBS Services

With Linda Henderson joining the team full-time, GBS is now pursuing more digital signage development projects. This of DS as a digital newsletter, allowing you to keep your audience informed.

We are also now offering Square POS (point of sale) system consulting services. Linda can help determine your hardware needs, provide training in setting up and using the Square sales system, and set up your hardware.

Contact us for more information on either of these services.



Team Spotlight

Jacob Varner is a youth worker from Franklin completing a 180-hour assignment at Porch Music Store. He is working on a wide range of projects and able to explore a variety of job skills. He recently helped prepare for, and assisted with canjo building workshops.

GBS Workshops & Webinars

SeniorLink Pinterest 101—Venango College, Oil City
July 6 (10—Noon)

Social Media for Business—Oil Region Alliance, Oil City
June 5 (6—7:30 pm)

Youth Entrepreneur Training—Youth Alternatives, Franklin
June 8 & 9 (10 am—6 pm)

GBS is working on developing a **Digital Marketing Specialist** certificate program. This will include social media advertising, creating content, web design, building a digital marketing strategy, and more. Watch for more info in the next issue of GBS Connections!

One-on-one training in Windows 10 and other programs is also available. Go to <http://gibbons-business-solutions.com/training/events/> for more events and to learn how to register.

Entrepreneur Training

The team at GBS has been busy finalizing all the details and completing the curriculum for our June 2017 “Exploring Entrepreneurship” training. Seventeen students are currently enrolled.

Elizabeth Beech has completed the illustrations for the lesson book; Julia McCray and Linda Henderson have been writing lessons and developing activities; and Ashley Cowles has developed the Oil Region Youth Entrepreneur website. Holly also presented to the Youth Entrepreneur Club at Rocky Grove High School in April. She shared her own entrepreneurial story and talked about the upcoming Youth Entrepreneur Training this summer.

GBS Cares

Linda Henderson recently volunteered her time and experience to participate in “Project Employment” at Cochran High School.

She spent a day with about 70 other business owners and community leaders to conduct mock interviews with high school seniors. She was impressed by the preparation and passion the students expressed for their chosen path, and the careful thought they had invested in steps toward their goal.

GBS is one of several sponsors of the Oil Region Cycling Classic being held this June! Check out details of this new local event at: www.oilregioncycling.com.