

January 2017

Your Business Vision

The new year is a great time to re-focus your company's vision for the next 1 to 5 years.

A business' development and sustainability are driven by the company's vision. Periodically review your mission statement, business plan and stated vision, making adjustments to reflect changes in your company. Get your staff involved and ensure that everyone is on-board with the direction of the company, as well as how they personally contribute on a daily basis.



It can be fun to compare where you were a year ago, what you imagined would happen this year (your vision), and how you actually did. Celebrate the accomplishments and set goals for improving the areas you may discover were not as good as hoped.

Your vision is your hope for the future. Set your sights on development and sustainability to achieve greater success!

*"You have to think big to be big."
- Claud M. Bristol*

This Issue's Focus:

Content Writing
Web Design/Hosting
SEO & Analytics
Animation
Illustration
Business Consulting
Project Management
Social Media
Inside Sales
Logo Design
Print Materials
Trade Show Booths
Training
Video Production
Voice Over Services
Photography

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Business Consulting Services

Action without planning and no action at all are equally deadly to your business. GBS is experienced in business planning - for both startups and existing enterprises. Our team is creative but practical and can help you and your team assess, brainstorm and plan your best path forward.

We can act as facilitators, advisors, or propose options for you to consider. Contact us about assisting with reviewing and updating your vision, mission, short-term and long-term plans, and business plan.

Youth Entrepreneur Update

Development of the June 2017 Oil Region Youth Entrepreneur Program Training is progressing.

At production of this issue of *Connections*, 8 youth are registered and three more are awaiting application approval. A total of 25 seats are available.

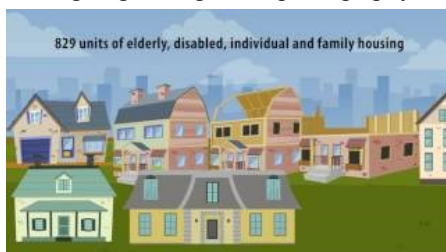
GBS and Youth Alternatives are seeking additional applicants and sponsors. Organizations, individuals and businesses can sponsor students by contacting GBS or Youth Alternatives.

Customer Spotlight: Oil City Housing Authority

The Oil City Housing Authority (OCHA), in an effort to reach more area families and individuals in need of housing, sought help from GBS to implement broader marketing solutions.

The first goal was to create a new website, including content writing, logo design, and photography. Our ability to provide all these services made for a seamless project, with less hassle for the client.

GBS also produced "A Place to Call



Home", the video featured on the Authority's new website.

In 2017, OCHA plans to create a new video to help explain the housing application process.

Visit their website at www.oilcityhousing.org.

Marketing Tip—Your Logo

By Linda S. Henderson

Your logo is, or should be, the center of your brand identity. It needs to be simple, eye catching and memorable. If you consider well-known brands, their logo sticks in your mind. The logo itself likely doesn't even say what the company does, but they have built a company identity around an eye-catching image. Investing in the creation of a good logo is important.

Because your logo will be central to your brand, it may be used in many ways – in full color, black and white, large print, in various digital formats, on t-shirts, and on your storefronts. These various uses require different types of file formats that significantly impact how your logo looks.

Are You Using Video?

Video is one of the most effective ways to be noticed by your customers, and to increase your sales. Here are some statistics on the value of video (June 2016), according to Hubspot:

- Shoppers viewing a video are 64% more likely to buy a product
- A video on a landing page can increase conversion by 80%
- 96% of B2B organizations use video in their marketing campaigns, of which 73% report positive results in their ROI
- 92% of mobile video watchers share it with someone else
- 36% of online users trust video
- By the end of 2016 video ad spending will reach \$5.4 billion
- 5% of video watchers will stop watching after 1 minute and 60% after two minutes

Is video part of your vision and your marketing plan? Talk to us about making video work for you in 2017!

Professional in Training



Elizabeth Beach is a Junior at Rocky Grove High School and, perhaps, a future professional artist.

Liz hopes to study fine art or illustration at Edinboro University. She is

currently creating illustrations for the Oil Region Youth Entrepreneurship Program Training workbook to build her art portfolio and experience. She will also be attending the June 2017 Youth Entrepreneurship training on a GBS scholarship.

Best wishes for a bright future, Liz!



GBS Workshops & Webinars

Venango College, Oil City

SeniorLink Windows 10
March 21 (10 am—Noon)

SeniorLink Word Processing
March 28 (10 am—Noon)

SeniorLink Pinterest
April 4 (10am—Noon)

SeniorLink Computer Basics
April 6 (10am—Noon)

SeniorLink Spreadsheets 101
April 11 (10am—Noon)

SeniorLink Internet 101
April 13 (10 am—Noon)

SeniorLink Email 101
April 20 (10 am—Noon)

Clarion University, Main

SeniorLink classes will begin at Clarion SBDC April 25th.

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.

Real-Life Video Results

To make the most of video for promoting your business or organization and boosting sales, memberships, donations, or participation, we offer these tips:

- Upload your videos directly to your social media platforms, in addition to your YouTube channel.
- Use a boosted post targeting a specific market—it doesn't have to be a big dollar amount.

Real-life Results: GBS boosted a post for Benjamin's Roadhouse for 3 days beginning Dec. 25, 2016 with the following results. This boost was just \$5.00.

Reach = 4,478; Likes = 77; Shares = 14; Views in stream = 2,751; Clicks to watch = 1,552.

In comparison, the related photos posted reached 2,071, had 76 likes and 14 shares.

GBS Cares

In moving our office to Franklin, we discovered a great synergy with downtown businesses, organizations and the city. These connections grew quickly into a collaborative effort, allowing GBS to give back and pay forward.

We created the "[Shop Franklin, PA](#)" campaign to help promote the community. The Franklin-Oil Region Credit Union and the Franklin Area Chamber of Commerce partnered with us to create weekly on-the-street videos. The Franklin Retail Association uses Apple Jackie on window clings seen in many businesses.

Our talented team is excited to investing in the promotion of our community and fellow businesses. Succeeding together is sweet success for all!