

November 2017

Grand Adventure Journals

Linda and Holly have published several books through Amazon, and have embarked on a new series: "Grand Adventure Journals."



The first Adventure Journal "Our Grand Adventure—Journal for Our Special Times" is designed to build relationships between grandparents and their grandchildren.

The second is "Grand Camping Journal—Creating Memories to Last a Lifetime." It includes not only journal pages, but fun activities and puzzle pages for grands to share in those quiet times on a picnic table or beside a campfire.

The third "Grand Recipes" is in the works and will be available early in 2018. Several recipes will be included, as well as space for grands to share their favorite recipes with their grandchildren.

Grand Adventure Journals are available on Amazon and the website grandadventurejournals.com. They are a perfect gift for the kids or grands in your life!

Do you have a book drafted or an idea for a book? GBS can connect you with professionals to help get it into print.

This Issue's Focus:

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

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GBS Admin Services

GBS recently completed negotiations with the Allegheny Forest Alliance (AFA) to provide part-time administrative services for the organization.

Like many small non-profit organizations, the AFA needs staff help to take the burden off their board members and help the organization grow. GBS will provide the AFA with an Executive Director for 10 hours per week to build their membership, schedule presentations, write and administer grants, and similar administrative tasks.

GBS team member Julia McCray, who has considerable non-profit administration and grant writing experience, will be assigned to this position. Julia also writes and updates web content and newsletters, and creates flyers for several GBS clients.

Gail Tefft Artz Marketing

Artists have marketing needs, just like any other business. Franklin artist Gail Tefft recently hired GBS to create her logo, business cards, workshop flyers, and website. Check out GailTefftArtz.com to see how we addressed her marketing needs.

Customer Spotlight: Schiffer's Custom Cabinetry

Schiffer's Custom Cabinetry (SCC) is locally owned and operated by Nate Schiffer. This full-scale cabinet shop is located at 149 Meadow Road in Seneca, Pennsylvania. They specialize in custom kitchen cabinets, bathroom cabinetry, and customized closet and storage solutions.

Schiffer's is a great example of how GBS can help an established business or organization create an updated and more cohesive brand.

In our recent branding update for Schiffer's, the GBS team reworked their previous logo, then incorporated the new design into various marketing tools. These included rack cards, business cards, and an updated website—all working together to build a recognizable brand for the business.

The new, streamlined website offers basic information on Schiffer's products and services, images of their beautiful cabinetry, and a contact form. Visit the website and check out their project gallery at www.schifferscustomcabinetry.com.

If you have visions of affordable, high quality, custom cabinetry or storage for your home or business, contact Schiffer's.

SCHIFFER'S CUSTOM CABINERY



149 Meadow Rd., Seneca, PA 16346
Phone: 814-516-2656

Nate Schiffer - Owner

www.schifferscustomcabinetry.com
schifferscustomcabinetry@hotmail.com

Marketing Tip

By Tambra W. Sabatini

In our fast-paced, technology-driven world, social media is the most cost-effective way to market and promote your business or brand. Let's take a quick look at how you can post valuable content for your current customers, while also building a following.

- 1) Be regular and consistent.** Part of social media's effectiveness is consistently keeping your name and message in front of your followers.
- 2) Speak to your market.** The goal is to keep your customers informed about your business and related topics.
- 3) Match the message and format to the proper network.** What works on Twitter doesn't necessarily work on LinkedIn.
- 4) Respond to your followers.** Why bother having social media if you're not going to be social? Respond to comments, questions or mentions made by your followers.
- 5) Use hashtags where appropriate.** Twitter reigns when it comes to hashtags, but don't overuse them on other social media sites.

Read the full article on our blog at <https://gibbons-business-solutions.com/5-quick-tips-to-build-your-social-media-following/>

GBS Trainings

Recent—Holly was instructor for a 4-week **"Social Media for Business Boot Camp"** training at Clarion University—Venango Campus in October / November. This weekly class was designed to prepare anyone responsible for a business or organization's marketing to engage effectively in social media. Congratulations to the three Graduates: Will Price, Jessica Schultz, and Michelle Stiglitz.

Upcoming—GBS is scheduling a series of trainings for the [Forest County Business Alliance](#) in 2018. This will include Franklin native Rick Capozzi presenting "Motivating You and Your Team During Difficult Times" on Jan. 25th.

The same presentation will be offered through the [Franklin Area Chamber of Commerce](#) in January. Contact the Chamber for details and registration.

Watch <http://gibbons-business-solutions.com/training/events/> for more upcoming trainings, including the spring schedule at Clarion University.

2018 Youth Leadership Training Grant

GBS is excited to announce that we have been awarded a grant for a 2-day Youth Leadership Training program to take place in June 2018 at Youth Alternatives. Our trainers will help 15 youth ages 11 – 18 from Oil City, Franklin, and Rocky Grove schools acquire leadership skills and work together on a community service project.

The program will include "Strategies to Effective Community Leadership", "Strategies to Effective Workplace Leadership", and a community service project. This training will help the youth build a peer and mentor network, develop connections and team-building skills, identify community leadership opportunities, establish habits for success, and unleash creativity. At the conclusion of the training and service project, each student will receive a certificate of completion. Watch our newsletter and <https://oilregionyouthentrepreneurprogram.com> for updates.

Oil Creek Projects

GBS recently completed production of "A Season of Fun" for the Oil Creek Family Campground. This video will give interested campers an idea of what to expect and all the fun available when staying at the campground.

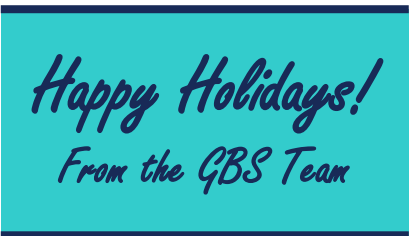
We will also be creating a new website, a new tri-fold brochure, and a large map of the campground over the next couple of months. Watch for the roll-out of these marketing assets early in 2018!

Team Spotlight



GBS is pleased to have illustrator and aspiring Graphic Designer Elizabeth Beach on our team! She is working on projects for GBS while she completes her high school education.

A Senior at Rocky Grove High School, Elizabeth was illustrator for our Oil Region Youth Entrepreneurship training book last winter. She is currently working on a variety of graphics for GBS and looking forward to continuing her education at Edinboro University next Fall.



GBS Cares

Kevin Lewis had a long history of service in local law enforcement and emergency services. A scholarship was created in his name for Seniors graduating from Venango Tech's Emergency Services program, or pursuing a military career.

GBS was proud to be a part of this effort by creating the logo, flyers, and website <http://kevinlewisopen.com>. Several members of the GBS team donated a portion of their services to support this worthy cause.

Visit their website to donate or participate.

