

Marketing and Design Strategies to Keep You Competitive

INCREASE AWARENESS WITH A LOCAL SEO STRATEGY

Why the focus on Local SEO?

Consumers have always been in the need for local products and services. What's changed is their behavior and the tools they use to perform local searches. Traditionally, local directories like the yellow pages along with newspapers and local magazines supplied this information but the digital age has changed all that. Computers and search engines have replaced the yellow pages and increasingly smart phones and other mobile devices are your computer. When was the last time you picked up a copy of the yellow pages to order food, look for a local service or product? What's currently happening online is that many sites are battling the search engines for your local attention. While Google is still dominant (and has been since rolling out Google maps in 2004) the landscape has changed: in addition to Yahoo! and Bing, many new local options like FourSquare, Yelp, Merchant Circle and Urban Spoon are giving consumers what they want – reviews and feedback on local merchants and their services or products. All of this focus on local search means that now is the perfect time to roll out a local SEO strategy and grow your business.



Cost a Concern? Local SEO is Budget Friendly

It is possible to achieve great local search rankings without a large SEO investment – as long as you are willing to invest the time. Local business listings, when optimized, can quickly achieve first page exposure and will out perform expensive, traditional advertising. Study after study illustrates that organic search traffic converts at a higher rate than most other marketing channels. Consumers are actively seeking you out – this makes search marketing much more effective than traditional “interruption” marketing. Call Mindful Mix to learn about our SEO packages.

Source: HUBSPOT



MIX OF THE MONTH

PEPPERMINT MOCHA COFFEE

- ◆ 6 cups of coffee
- ◆ 4 squares (1 oz. each) BAKER'S Semi-Sweet Chocolate
- ◆ 1-1/2 cups hot milk
- ◆ 1 tsp. peppermint extract
- ◆ 8 peppermint sticks

POUR coffee into large saucepan. Add chocolate; cook on low heat 5 min. or until chocolate is melted, stirring occasionally. Garnish with a peppermint stick.

Courtesy of Kraft Foods



DRIVING SOCIAL MEDIA INTERACTION FOR GROOMS



We developed a Facebook promotion, for our client Grooms Insurance, in an effort to drive visitors to their new FB page. The promotion was announced via e-mail, on social media platforms, as well as through printed collateral given to customers and colleagues.

The promotion is accomplishing several things: 1) celebrating their 25th year in business, 2) increasing their FB page “Likes”, 3) driving awareness to their brand via people being seen with branded promotional items, and 4) raising money for the Lake County Food Bank. The promo runs through December so there is still time to join the fun!

2 Ways To Celebrate & Have Fun



Facebook Photo Contest*

1. E-mail us a photo (or Tag Grooms in your photo on FB) with you and one of our Grooms promotional items (pen, backpack, hand sanitizer, etc.), at a location of your choice, and be entered to win a \$25.00 LZACC Gift Certificate.

Photo entries must be received by November 30th and will be posted on our Facebook page for voting in December.

GOOD LUCK!



1 'Like' for \$1

2. Help fill the NI Food Bank-Lake County Food Pantry's shelves. 'Like' Grooms Insurance Associates FB page & we'll donate \$1 up to \$250 between now & January 1st.

(Note - Only Page 'Likes' Qualify. 'Likes' & 'Comments' on our post regarding this promotion are encouraged but do not = \$1.)

*** stop by the Grooms Insurance Associates office today to pick up any of the give-aways mentioned & participate in the photo contest**

Lake Zurich Food Pantry
Be Social with Us
 LZACC Gift Certificate

MINDFUL POINTERS



GOOGLE+ for Business
Facebook and Twitter and Now **GOOGLE+ Oh My!**

Just a few months after the June 2011 launch of Google+, the platform amassed more than 40 million users, nearly one third of LinkedIn's 135 million membership base. Ever since its launch, Google+ has been open to individuals to share stories with their Circles, get involved in discussions, post photos, and participate in video conference calls (called Hangouts). The social network didn't provide businesses with much value, until earlier this month, when Google+ rolled out business pages. Now the platform not only enables companies to create pages, but also encourages businesses to grow their following.

Individuals can add their brand to a specific Google+ Circle, share a Google+ page with their network, and interact with the content posted by that company. For instance, users can +1 (or in other words, endorse) the updates a company publishes, leave comments, upload photos, and tag the brand in them. An interesting aspect of this platform is that its Hangouts feature enables companies to engage with fans, prospects, and customers through video conference calls.

THERE IS MUCH TO BE DONE ON GOOGLE+ FOR YOUR BUSINESS.
CALL MINDFUL MIX TODAY FOR ADVICE. 847.284.4404

**SEND US AN E-MAIL
FOR 10 QUICK FACTS
ABOUT Google+**



**BOARD OF
DIRECTOR
APPOINTMENTS**



CHICAGO AMA
FOR MARKETING PROFESSIONALS



The **American Marketing Association - Chicago Chapter (CAMA)** and the **Lake Zurich Chamber of Commerce (LZACC)** have both recently appointed Claire Slattery to serve as a member on each of their Board of Directors.

Claire also serves as CAMA's **Director of Social Media**, where she is responsible for managing the chapter's social media team who maintains and monitors CAMA's social media platforms including Twitter, Facebook, LinkedIn, SlideShare, YouTube, CAMA Blog, and Meetup.

UPCOMING DATES TO NOTE

Nov 23 - Dec 31

Lake Zurich Lions Club Food Drive

Dec 2

Hawthorn Woods Tree Lighting

Dec 6

LZACC Networking & Holiday Gathering
@ Hampton Inn & Suites

Dec 14

LZ Noon Networkers Meeting
e-mail claires@mindfulmix.com for details

Dec 15

LZACC Business Connections Breakfast
@ Ela Public Library

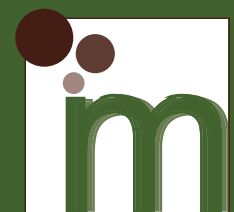
ABOUT US

Mindful Mix is a full service marketing agency that works with companies committed to the impact that marketing can contribute towards their success. We work with our clients to conduct a review of past and current marketing efforts, checking for an integrated approach, branding consistency, and measurable approaches to name a few areas.

We realign the marketing and business development initiatives or create a new plan that will help to control and measure costs. Our goal in working with every client (whether retainer-based or project-based) is to make your marketing dollars work hard to create top of mind awareness and achieve business growth and profitability.

Some of our services include:

- Marketing & Business Development Strategies
- Marketing Accountability Programs
- Corporate Communications (brochures, newsletters, etc.)
- E-Mail Campaigns
- Branding & Identity
- Web Site Development & Maintenance
- Social Media Strategies
- Search Engine Optimization
- E-Mail Campaigns
- Public Relations
- Corporate Event Planning



MEMBER ORGANIZATIONS

