

# September NEWSLETTER

## 4 LOW COST MARKETING STRATEGIES FOR ANY COMPANY

**Network** – this is one of the most effective marketing strategies that everyone has access to, and there are plenty of ways to do it. Whether you're building your personal brand on LinkedIn or attending an after-hours event with your local Chamber of Commerce remember to offer your help to others first.

**Build a partnership** - Building a partnership can market your business to the customer base of another business, and vice versa. People are exceptionally receptive to recommendations that come from businesses they already trust and have had positive experiences with.

**Ask for reviews** - What your customers have to say about you is the clearest indication of the kind of experiences future customers will have. By asking customers who have had positive experiences to write a quick review on Facebook or Yelp, you can accumulate endorsements and vouchers. Plus, if someone is willing to take the time to write a review, it's likely that they'll recommend your business to their friends and family for future needs.

**Blog** – Try adding a blogging component to your company's website where you can offer useful tips and insights about things related to your business. The only thing it will cost you is time, and by blogging about the topics you're already knowledgeable about, you can market a friendly credibility that's in the interest of the customer.

## EMPLOYEE APPRECIATION IDEAS

Start an employee of the month program • Write a note or verbally let the employee know you appreciate their work • Bring in donuts one morning or chilled drinks on a hot afternoon • Allow employees to use a floating holiday for their birthday. • Take the whole team to work off site for the day; you'd be surprised at how a change of scenery can really boost productivity • Start an "Employee Spotlight" in your monthly newsletter • Recognize individuals for non-office achievements such as an upcoming wedding or baby. • Order a catered lunch • Implement a workplace wellness program • Ask for feedback • Say it with flowers • Say "thank you" often. It's a simple phrase that goes a long, long way.

We're Kicking Off Football Season With...

### 5 INGREDIENT WHITE QUESO

1 lb pepperjack cheese      3/4 cup whole milk  
8 oz full-fat sour cream      1 can Rotel, drained  
8 oz full-fat cream cheese

In a slow-cooker or medium pot, combine the cheese, cream cheese, sour cream, Rotel, and about half of the milk.

Turn heat onto low, and let the mixture heat until the cheeses melt and a smooth cream forms, stirring occasionally. Add more milk as needed.

Once melted, serve immediately, or transfer to a slow cooker with a "warm" setting to keep dip warm and melted. Enjoy!



## THE ORIGIN OF LABOR DAY

Labor Day, the first Monday in September, is a creation of the labor movement and is dedicated to the social and economic achievements of American workers and to the contributions they have made to the strength, prosperity, and well-being of our country. The first Labor Day was celebrated in 1882. In observance of this year's holiday, our office will be closed Monday, September 5th. We wish you a safe and happy long weekend!

## TIRED OF UNWANTED SALES CALLS?

Subscription to the Florida Do Not Call list is now being offered free of charge for residential and mobile telephone numbers through the Florida Dept. of Agriculture and Consumer Services. Your subscription will become effective in January if you apply before November 25th and you will remain on the Florida Do Not Call List for five years. It's fast and easy – [subscribe now](#).

## FUN FACTS ABOUT FALL



- The first day of autumn falls on September 22nd this year and is known as the autumnal equinox. On this day, the number of hours of daylight and darkness are equal.

- Yellow, orange and variations thereof always reside in the pigmentation of tree leaves, but they are overpowered by the abundance of green from the chlorophyll in the leaves. Come autumn, when the sun weakens and days grow shorter, the amount of chlorophyll in leaves diminishes, allowing the other pigments in the leaves to show through.

- Evergreen trees will not lose their leaves like deciduous trees. Their leaves, also called needles, are covered with a thick wax. This wax protects the inner components of the needles, preventing them from freezing.

AS OF PRESS TIME, NO FINAL DECISION HAS BEEN MADE REGARDING THE PROPOSED FLORIDA WORKERS' COMP RATE INCREASES. WE WILL UPDATE OUR CLIENTS WHEN ANY CHANGES DEVELOP.

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