



# SHEAR BULL

Palm Beach County Roofing & Sheet Metal Contractors Association

Affiliate of FRSA and NRCA

December 2015 Volume 28 - 12

## Upcoming Program



**Holiday Party**  
Cancelled  
Greenacres, FL

December 11, 2015  
5PM - 7PM

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## Small Business Tips: Digital Marketing for Modern Business

By Bryn W. Ruggiero, Creative Director

Marketing a small business in today's world can often feel like a foreign affair. Methods of old have become both less effective and more expensive. Print advertising and direct mail have given way to the growing demand for digital content – blogs are quickly becoming the new newsprint.

In this ever-changing climate it can be hard to know where to start. In this article we'll explore a few ways to make an impact using the vast amount of modern marketing tools available to the average business owner, from social media to websites.

### 1. Website

The crux of any online marketing effort, your website will be your face to the world. The ability to attract new customers via web search and provide information to both potential and current clients makes it an invaluable tool. Using your website correctly means you'll be distributing original content related to your industry, information about your company, and collecting information about your visitors.

The best way to approach any web project is to seek out a skilled web developer. A professional can help you plan a website that can meet your business's specific needs, successfully communicate your brand message and make your site meet modern technological needs. This includes responsive design (working on different screen sizes from mobile phones to tablets to desktop PCs) and S.E.O (Search Engine Optimization). An optimized site will make it easier for anyone to find your website online using search sites like Google.

If a professional website is outside of your budget, there are many free or low-cost options to build a starter website yourself. While these don't carry much of the flexibility or options of a professionally developed website, but may suit your needs temporarily.

Since you're looking for a website yourself, try using Google search to find a web developer! A good one will have a website of their own, which will give you a glimpse into their style. Find one with a portfolio that matches your

project and go from there.

### 2. Social Media

Although daunting to the uninitiated, social media can prove a low-cost and effective lead generation platform for any industry. If you're just starting out, choose the platform that most of your target demographic and industry leaders use – whether that is Facebook, Twitter, LinkedIn. Focusing on one social media site can make it easier to begin to leverage original content related to your industry. Discussion is also a great way to connect with your community, driving calls and visits to your website.

### 3. Email

The predecessor of direct mailing, email marketing has quickly grown into an industry itself. There are many options for a small business to choose from, including professional firms and do-it-yourself online services. The importance of email shines though, when coupled with other digital marketing efforts.

Ideally, you could send an email blast, social media post & blog or website post simultaneously, driving traffic throughout your digital media platforms. This type of cross-promotion allows you to reach more people with the right message, whether they are current clients visiting your website or potential clients seeing your brand for the first time on Facebook or twitter.

The popular email marketing companies such as Constant Contact and Mail Chimp also offer two more important services: Email list management and analytics. Used together, you can track who opens your email blasts, who clicks through to your website or social media, and maintain a up to date email list of clients and website visitors. Collect emails via your website & social media and you should have a sustainable way to outreach to new and return community members.

### 4. Blog

A blog is an often-overlooked chance to market

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## Message From the President

As the year comes to a close, I want to take the time to wish you all well and hope you had successful year. It was an honor to serve as your President this past year. As each President realizes during their term, the association does not belong to the Board or the President. It belongs to you, the members. Your participation can make it succeed or fail. In 1946 a group of local roofers formed this association for the purpose of promoting the roofing industry to the public and to help fellow roofers. That is our goal each year. The association exists to help you. It is an organization that not only gives credibility and status to your business but also an opportunity to learn, network and enjoy the camaraderie of fellow roofers.



Each year we prepare a calendar of events for the next year. Our goal is to provide interesting, informative, and appropriate presentations. This is where you can help. If you have a subject or speaker that you think would be of interest to your fellow roofers, let us know. Above all help us to grow the association. We do not get new members by advertising. New members come as the result of current members convincing colleagues that the membership dues are a good investment.

I want to take this time to welcome our incoming President for 2016, George Jacobazzi of Complete Roofing Solutions. I ask that you give George all the help he can use. Hope to see you at our next meeting.

Respectfully Submitted,

*Mike Daley*

President



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# November 2015

Su	Mo	Tu	1 We	2 Th	3 Fr	4 Sa	5
6	7	8	9	10	11	12	
					Holiday Pay <b>CANCELED</b> 7pm		
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
					Christmas		
27	28	29	30	31			

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# Small Business Tips: Digital Marketing for Modern Business *(cont')*

*By Bryn W. Ruggiero, Creative Director*

your services. While it takes time to produce original content, it can be a very low cost way to both attract visitors to your website as well as touch on industry issues from a place of credibility.

If you are utilizing social media and email marketing in addition to your website, you can link the four platforms by cross promoting your blog via social media posts, email blasts & website links. This mix of digital marketing can lead to increased views and increased conversions as you solidify your online presence.

Through these techniques you can have a solid foothold in the digital marketing sphere, reaching consumers across multiple platforms and devices. The important thing to remember is, that although low cost, these methods require upkeep. Make sure to keep your social media posts frequent to attract attention, and update your website and blog often enough so users aren't seeing the same information there for months at a time. Before long, you'll be reaping the benefits of reaching a whole new market.

Bryn W. Ruggiero is Creative Director and founder of Bryn Wolf Creative -- A creative marketing agency focused on bring modern digital marketing and advertising solutions to small business.

For more information visit [www.brynwolfcreative.com](http://www.brynwolfcreative.com)

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