

# BCE

# Turning Views Into Clicks

With **Marlena Ballinger**

## Email newsletters

- Create an engaging subject line but don't bury the topic! Include it in the subject line.
- Send a copy to a trusted proofreader.
- Honesty and transparency build integrity for your business.
- A beautiful picture isn't enough. Tell readers how to get that product and include links.
- Services like Mailchimp make newsletter emailing easier.
- Build your email list with a rewards club or birthday treats, social media sign up, or in-store prize drawing.

## Menus

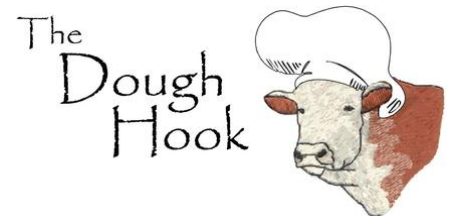
- A PDF document is easy to change.
- Website and in-store shopping options can be different. Online orders for a single cookie don't make sense.
- Unless it's a sale, listing prices isn't as important as showing you are local and have high quality products and services.

## Social Media

- Experiment. The more you do it, the easier it gets.
- Interact with your customers to build relationships. Replying can be a simple thumbs up.
- Sponsor posts. It's an inexpensive way to reach a larger audience.

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A Brown Bag Event  
presented on  
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