

THE BPG NEWS

Fort Lauderdale, FL • October 2011



Business & Professional Group

www.bpgftl.com



THIS MONTH

Speakers

Representative from FloridaBreastCancer.org
Susan Kissinger
Ilene Schnall
Pam MacEwan

Events

To Be Announced

Photos

BPG Membership Get-Together • Bank United

BUILDING CUSTOMER RETENTION

Submitted by Peter Meyerhoefer, Director of Communications

Article written by: Arthur Yeap, December 2010.



Each week, we are networking. Going to our meetings: breakfasts, lunches and after hours looking for our next referral or client. Many times are next referral is waiting with our current clients or customers. But do you have a program for keeping your current customers informed and having them provide you leads. Here are some ideas for getting more work from your current clients as well as referrals.

Building Customer Retention - How to Keep Your Customers on Your List

In fact, learning how to retain your customers is critical to achieve business success in online or offline business. You may never see your customer again, if the customer ever starts doing business with your competitors. It is important to have your customer retention strategy to keep your customer around.

Here are the three solid customer retention strategies to share with you:

1. Customer Loyalty Retention Strategy!

In customer retention strategy, there is no substitute for good research and planning. The basic requirement for a successful customer retention strategy is to produce and deliver products and services that are satisfying your customers. Make your customer feel satisfied all the time. Having high levels of customer satisfaction is not enough to maintain a long-term customer relationship. You have to make your customer feel loyal to your company. Loyalty effect is the winning factor because loyal customer tends to spend more, refer others and cost less to serve.

The secret to customer loyalty retention is to provide new opportunities for them to be involved in your business, and in particular, the community of customers around your business. Find and pursue the opportunities that enable you to stay in touch with your customers, so that they are more likely to be with you for a long time. Here is a challenge for your business: look at how you can engage your customers so that they get an experience, not just a product, when they buy from you.

2. Promote wisely!

Prioritize your customers' needs and demand when you are promoting any products and services. By this way, you can develop promotions that make quick sales, and you can also develop promotions that build long-term relationships. Customers are attracted to promotions, and you want to offer different kind of promotions that will produce the behaviors you want your customers to engage in. For instance, if you running a "buy one, free one" promotion will get you totally different results. This strategy will encourages more consumption up front, and the other encourages consumption over a long

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DO BUSINESS WITH A MEMBER

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*BPG Members meet for breakfast
every Thursday at 7:45 a.m. at
Hugh's Catering
4351 NE 12th Terrace
Oakland Park, FL 33334*



PRESIDENT'S MESSAGE

Hello everyone.

I hope you are all having a good month. It is October already! As we head into the last quarter for the year, I hope you are realizing gains from some of the changes you've made over the summer in honing your skills for success. It has been a "bite the bullet" for the future good and spend now for my practice. I am upgrading the office to EMR/paperless operations. It's SCARY!!!

For those who know me well, are you rolling on the floor laughing??? I am not the electronic queen by any means. I still like my paper, I like my lists, I like my ledgers, and I like my print-outs. This new way of managing the systems for my practice is taking me sooo outside of my comfort zone! I must say it has been a huge challenge for me. But, why did I do it? Well, eventually in the years to come, ALL physicians will have to, but I wanted to stay ahead of my competitors. I want to look as professional as I believe I am and this is the way of the future. No paper. No charts. All of my information is now just a click away! No more endless hours of filing, so now my staff is freed up to take even better care of our patients and to utilize their time in areas that will make the office run much more efficiently. AND, we'll be able to see more patients! I would much rather go get another doctorate than learn how to computerize to this degree, but it is BETTER for the practice it is EASIER for the patient. AND, referring professions will be VERY HAPPY to receive information at the speed and level of professionalism that they appreciate!

So why do I tell you all of this? Because, if I can step sooo far out of my comfort zone and challenge myself to learn a new language (so to speak), I am saying lets do it together. What part of your business can you step up to become more competitive and more current with the times? What will separate you from the others? Why will potential clients come to you and not them? My advice is to not stay stagnant and expect things to change. Look hard at everything you do for your business...even the smallest of things that people look at. Your forms. Your cars. Your advertising. Your website. Join me in taking your business to the next level so that you can stand out among your competitors. Invest in who you are and what you want to be..."the BEST"!

~ La Prez

BPG BOARD OF DIRECTOR'S MEETING

September 2011 Meeting

The BPG Board Meeting was held on Wednesday September 6, 2011 at George Kallas' and Arlen Leight's Office at Wilton Executive Suites.

In attendance: Donna Watson, Steve McAleer, Arlen Leight, Matt Gill, Susan Kissinger, Peter Meyerhoefer, Chris Truster, Bev Schaffer, and George Kallas

Meeting was called to order at 7:10pm

Matt Gill made a motion to approve the minutes from the last meeting and Arlen Leight seconded it and it was unanimously approved.

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MEMBERSHIP ACTIVITIES

SCHEDULED SPEAKERS

October 6

Representative from
FloridaBreastCancer.org

October 13

Susan Kissinger

October 20

Ilene Schnall

October 27

Pam MacEwan

MEMBER BIRTHDAYS

October 12 J. Heider

October 27 Dennis Gluck

October 28 Steve Schram



SOCIAL CALENDAR

To Be Announced

Ideas for Social Events

If you have any social events that you would like to see, please let us know and we will see if we can make it happen.

Please feel free to share your ideas with us.

Contact Steve McAleer at social@bpgftl.com.

MEMBERSHIP REPORT - AUGUST 2011

Our Guests

Michael Haigh, Foxtail Landscape Solutions

Lonnie Avant, Avant's Auto Repair

Our Guests at the BPG Membership Get-Together Event

Chris Gjertsen, As You Like It / Cleaning Service

David Kovac, Orkin Pest Control

Mark Semple, Riverside Hotel / Director of
Catering & Convention Services

Mark Harrison, GuaranteedRate Mortgage

Orit Harel, Tiro Jewelry Design, Inc.

Stefan Trestyn, Ahh-Cool / A/C & Refrigeration

Alan Aghazadian & Josh Meneses,
Wilton Manors Doggie Daycare & Grooming

Bill Balkou, Bright Days International,
LTD/Energy Efficient LED Lighting

Mercury Training, Andres

Frank Ruppen, Forward Associates

Cindy Reilly, Title Partners

Mase Valery, Gecko Plumbing

Donn Rubin, Academy Mortgage

Colleen Walker, Number Control Services

When you attend breakfast, introduce yourself to our guests and welcome them to the BPG! Please bring a business associate or friend to a BPG breakfast, networking or social event. Thank you for your support!

BPG BOARD OF DIRECTOR'S MEETING

Continued from page 2

New Business:

There was a discussion regarding making changes to the newsletter to make it more cost effective, useful and efficient. Donna Watson stated that the newsletter needed to be put out on time. Chris Truster, Matt Gill and Peter Meyerhoefer discussed the possibility of moving the newsletter to an online version, better distribution of the current version, and focusing articles on subjects that will bring business to the writer.

Issues about the breakfast venue were discussed and concerns about quality and timeliness will be addressed by Donna Watson. There will be a one dollar increase in October.

Issues about the projector were discussed because difficulties have occurred several times. It seemed to be more of a technical issue than a defect in the projector, as Steve stated that he has not had a problem when he set it up.

New Business was closed.

Susan Kissinger, Treasurer, presented the Treasurer Report. It is as follows:

Opening Balance 08/01:	\$ 7927.04
Deposits & Other Credits:	\$ 1632.00
Other Withdrawals & Service Fees Charged:	\$ 1956.79
Closing Balance:	\$ 7602.25

The membership drive was discussed and a brainstorming session on increasing membership ensued. Mathew Gill presented arrangements being made for the event. There was a consensus that the focus of the meeting needed to be on bringing in and introducing new members. Chris Truster suggested using the facebook page to clarify the purpose of the meeting. Donna Watson suggested sending a second email to help clarify the focus on bringing prospective members to the event.

Matt Gill explored venues for the holiday party. The idea of a Sunday Brunch at a popular venue was discussed as well the possible expenses involved. The decision was to be made after the costs of the membership drive are known.

Arlen Leight, VP of Programs, presented his report. The October speaking calendar is complete. There is one slot left in November.

Chris Truster presented the community speaker would be a representative from Florida BreastCancer.org. The motion to give a \$100.00 donation from BPG was voted on, 8 for and 1 member abstained, the vote carried. Members will be given the opportunity to donate personally if they wish at the talk. Suggestions for community speakers that are directly involved in the community were made (e.g. the mayor, police chief, etc.).

The meeting adjourned at 8:30 pm.

The next meeting will be held on December 6, 2011 at 7:00pm at Arlen Leight's office at the Executive Suites.



DR. DONNA'S CORNER

Submitted by Dr. Donna Watson,
A Place Of Health

Chiropractic Maintenance Helps Prevent Future Injury



Chiropractic Maintenance Care Helps Prevent Future Injury Several recent studies document that chiropractic care is beneficial for helping to prevent reoccurrence of lower back problems while also helping to sustain long term correction. It is interesting to note that these studies were medical studies published in medical journals.

The most recent article comes from the April, 2011, issue of the Journal of Occupational and Environmental Medicine. This study followed 894 workers' compensation cases for a period of one year to see the response to chiropractic care as compared to other forms of care. The stated objective of this first study was "To compare occurrence of repeated disability episodes across types of health care providers who treat claimants with new episodes of work-related low back pain (LBP)."

The results showed that when compared to physical therapists and MDs, the group of patients that went to chiropractors had the lowest rate of disability recurrence over the course of the year. This showed that when injured workers continued with chiropractic care, their rate of re-injury or disability in the year after the original accident was less than those workers under other forms of care.

Another study published in the journal Spine on January 17, 2011, showed that spinal manipulation therapy (SMT) for chronic, non-specific, low back pain resulted in better long-term outcomes. It should be noted that some medical studies refer to adjustments as "spinal manipulation therapy" or SMT.

In this study, 60 patients with chronic, nonspecific lower back pain for at least 6 months were separated into three different groups. One group got 12 visits of a sham SMT over a one-month period. The second group received 12 visits consisting

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of SMT over a one-month period, but no additional treatments for the subsequent nine months. The third group got 12 SMTs over a one-month period, along with "maintenance spinal manipulation" every two weeks for the following nine months.

The results of this study showed that the patients in the second and third groups, who received some form of what the study authors called "SMT", experienced significantly lower pain and disability scores at the end of 1 month, than did the first group who only got sham care. Additionally, the third group that continued to receive care for 9 additional months showed more improvement in pain and disability scores 10 months later.

In their conclusion, the authors wrote, "SMT is effective for the treatment of chronic non-specific LBP. To obtain long-term benefit, this study suggests maintenance spinal manipulations after the initial intensive manipulative therapy."

For more information, please contact **Dr. Donna Watson of A Place of Health at 954-568-9355**. You may also visit her website at **www.aplaceofhealth.com**.

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DR. DONNA WATSON, CHIROPRACTOR

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THE NEW TIMES MAGAZINE

Continued from page 1

period of time. You can combine these creative incentives to encourage customers to buy more and also buy more often.

3. Public Relations Campaign!

Running a public relations campaign is one of the customer retention strategy. It is an effective tool to maintain and keep your customer. You can provide video, audio and article or even all in one to grant a high level of credibility to your campaign. When people see, hear, and read about you often, they place more trust in you. Once you have established a reliable customer retention strategy, your business is on track and growing steadily.

SALES TIP

Submitted by Paulette Halpern, Sandler Training

Do not allow the customer to self-diagnose. Would your DOCTOR allow you to diagnose your health problem? Of course not. Why let your prospect do it with YOU!



This is not to say that the customer isn't intelligent. It's just that they don't make a decision regarding your products or services all that often. A customer may only make such decisions once a year or sometimes less often. Sales reps, on the other hand, continually diagnose customers with similar situations. The successful sales professional takes on the role of a trusted advisor or consultant.

For additional information, contact Paulette Halpern of Sandler Training at 561-715-6892, paulette@sandler.com, www.noonangroup.sandler.com, or www.linkedin.com/in/paulettehalpern.

Submitted by Sam Chalfant, Networking Director

Monthly Networking Prizes

Big thanks to Geoff Abosamra of Geoff Aaron Salon for putting together a delightful basket (including a free cut) for July's networking prize and to Michael Camfield of Wishlist Renovations for donating a free hour of his time for August's networking prize. Paulette Halpern of Sandler Training graciously donated four classes for the September networking prize. Again, thanks to all! Remember, too, to fill out those referral slips, so your name can be drawn to win one of the upcoming prizes!

Networking Tip of the Month

Bring VISITORS! Check your i-Phone. Check your Android. Check your Blackberry. Check your Outlook. If you don't know what any of these are, check your Rolodex. Send out an invitation by Facebook (why not create an event?) Post on Linked In. Send a tweet. The more visitors we have, the more members we will have. The more members we have, the more referrals YOU and ALL of us will receive. It really is that simple.

MEMBER CATEGORY UPDATE

BPG is looking for new members in the following categories:

- A/C Repair**
- Accountant**
- Auto Sales**
- Bookkeeper**
- Credit Repair Agency**
- Electrician**
- Event/Wedding Planner**
- General Contractor**
- General Medical Practitioner**
- Graphics Person**
- Human Resource Personnel**
- Mechanical/Structural Engineer**
- Mortgage Broker**
- Nursing Home Administrator**
- Office Furniture Retailer**
- Painter**
- Plastic Surgeon**
- Property and Casualty Insurance**
- Restaurant Owner**
- Tax Preparer**
- Web Design**

FLORIDA BREAST CANCER FOUNDATION

The Florida Breast Cancer Foundation is dedicated to ending breast cancer through education, advocacy, and research. Our organization is largely funded through grassroots donations and from the funds from the “End Breast Cancer” license plate which has enabled us to stay true to our mission to end breast cancer through advocacy, education, and research. All monies raised by FBCF stay in Florida to support programs for Florida residents and institutions.

Our purpose is to raise awareness and mobilize Floridians to: ensure sufficient government and public funding to further our mission. We also rally throughout the State to ensure no harmful laws are passed. We are a statewide organization with a local presence in Miami-Dade, Broward, and Palm Beach counties and a presence through our advocate/volunteers throughout the State.

The Florida Breast Cancer Foundation is different from all other breast cancer foundations for several reasons: 1) all the monies we raise stay in the State of Florida to support Florida institutions and Florida residents efforts on behalf of educating Floridians about breast health; and 2) the Florida Breast Cancer Foundation is the only foundation that receives money from the “End Breast Cancer” license plate. The more money we raise for the plate, the more money we have for important breast cancer research and education programs. Additionally, as we provide no direct services, we act a referral source and partner with all regional and national breast cancer organizations to assure that Florida residents receive quality care. FBCF serves as a breast cancer resource for the entire State of Florida.

Breast Cancer Facts:

- 1 in 8 women WILL get breast cancer in their lifetime;
- The 2 known factors for developing breast cancer are:
1) you are a woman and 2) you are getting older;
- Over 90% of the women diagnosed with breast cancer have no history in their family;
- Men can get breast cancer too!

Breast Cancer Symptoms:

- Lump, hard knot or thickening
- Swelling, warmth, redness or darkening
- Change in the size or shape of the breast
- Dimpling or puckering of the skin
- Itchy, scaly sore or rash on the nipple
- Pulling in of your nipple or other parts of the breast
- Nipple discharge that starts suddenly
- New pain in one spot that does not go away

What Can You Do?

Know your risk

- Talk to your family to learn about your family history
- Talk to your doctor about your personal risk of breast cancer

Get screened

- Ask your doctor which screening tests are right for you if you are at a higher risk
- Have a mammogram every year starting at age 40 if you are at average risk
- Have a clinical breast exam at least every 3 years starting at 20, and every year starting at 40

Know what is normal for you

- Learn how your breasts normally look and feel

Make healthy lifestyle choices

- Maintain a healthy weight
- Add exercise into your routine
- Limit alcohol intake

About Muriel Sommers, Development Manager Florida Breast Cancer Foundation



Before Muriel Sommers came to the Florida Breast Cancer Foundation (FBCF), she was a media consultant who specialized in publishing of magazines, newspapers and special publications. She has over 30 years experience in

publishing sales, marketing, advertising, promotions and event planning. Among the most well recognized publications and clients are: *South Florida Business Journal*, *South Florida Business Journal Book of Lists*, *South Florida Magazine*, *Florida Home & Garden*, *Florida Trend*, *Miami Business*, *WorldCity Business*, *Casa & Estilo Internacional Magazine*, *Synovate Worldwide* and *World Trade Center Miami*.

In addition to her media consulting, for over 10 years, Ms. Sommers was responsible for the production and fundraising efforts of the International Advertising Association/Florida Chapter (IAA/Florida) a not-for-profit advertising association. Her responsibilities included direction of all monthly events, gala dinner/dances and annual conferences. As a result of her efforts, the IAA/Florida had become the fastest growing chapter in the 65-year history of the IAA worldwide and generated revenue in excess of \$250,000-\$400,000 annually.

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START YOUR DAY THE RIGHT WAY!



GREAT NETWORKING. GREAT FOOD.

BPG meets at Hugh's Catering every Thursday morning for breakfast.

Enjoy social interaction and experience the opportunity to develop strong business connections.

Find new customers, get new referrals, and create new friendships!

**Breakfast is only \$15.00 and is served at 7:40 a.m.
Our meeting starts promptly at 8:00 a.m.**

Hugh's Catering
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ATTORNEY **Robin L. Bodiford**
JD, MSW

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My office provides an informal, relaxed atmosphere where you will meet with me personally to make important decisions about your life, your loved ones, and your property.

Author: *Fresh Start Bankruptcy* (John Wiley & Sons, 2003) and
A Simplified Guide to Creating a Personal Will

Co-Author: *The Broward County Domestic Partnership Ordinance* (1999)

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ANNOUNCEMENTS

BROWARD HOUSE BRINGS HOPE

Broward House is getting ready to kick off their new Hope's Heroes campaign and are seeking dedicated individuals who would be willing to join their upper echelon of angels.

As you may or may not know, a hero can be either an individual or business that pledges to raise much needed funds in order for Broward House to continue serving their client base with the same high quality care that Broward House is recognized for. These funds will also go towards helping them to implement their newest venture, a South Florida Teen Suicide Prevention program, a much needed service in today's society.

As a Hope's Hero, you would simply commit to raising a set amount of money over a 3 month period (in this instance it would be October through December 2011). You can raise funds by any method they see fit, such as, but not limited to, throwing fundraising parties, wine tastings, asking friends and colleagues to make donations over the holidays in lieu of a gift, and any other means that they can think of. Some Heroes in the past have met their goal in a single event, others through multiple events.

Broward House is in the midst of totally revamping the way they promote their Hopes Heroes. Currently in the works is a brand new website, just for our Hopes Heroes and our Spirit of Hope Society members. Each of our Hopes Heroes, current and past, will now have their own web page within the site, you can use this page to publicize your business or an upcoming event, this website will be included in all correspondence from Broward House and a link from the Broward House web site. As well, we will be holding a once a month networker at one of our past, and or current Hopes Hero's place of business. This will give the host Hero the opportunity to bring in possible new clients as well as make contacts for their own use. Broward House will also start offering a 50% discount to its events, including its yearly gala, and the Broward Bares It show to all of its Hopes Heroes.

Both Donna Watson and myself have been a Hope's Hero and it was a wonderful experience.

You can make an immeasurable difference in the lives of so many who are less fortunate. Please feel free to contact Nikki Adams, Community Liaison/Event Coordinator, by phone or email, with any questions you may have or any assistance she can give you. Her information is listed at the end of this announcement, as well as my email and phone number, if you would like to speak with me about this amazing opportunity.

On behalf of Broward House, and the thousands of lives they improve each year, I thank you for your support.

Howard Cohen
howard@cidcreative.com
954-695-3691

Nikki Adams
Community Liaison/Event Coordinator
Broward House
1726 SE 3rd Avenue, Fort Lauderdale, FL 33316
954.522.4749 ext 1222
Nadams@Browardhouse.org



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HAVE A SPECIAL PROMO?

If you have a promotion or a special event that you want the whole membership to know about, you can create an article or announce it in the monthly Newsletter. You can also ask BPG to have it sent out via the BPG Facebook page.

Thank you for being a member!

PLACE YOUR AD NOW

Get great exposure through the BPG Newsletter! Place your ad now and let the networking and new business begin! At our last Board meeting, the Board Members felt that, since the newsletters are now in print again, they should be more accessible to members. The newsletters should also be used as a tool for us to encourage others to join and for YOU to also advertise your business! If you'd like to promote the group to your clients and colleagues, please let us know how many copies of the newsletter you will need. We will also provide a stand for you that can be used to display copies of the newsletter in your reception area or at your desk in your office. In addition, we'd like to remind you of a great opportunity to gain exposure for your business. You can place an ad in our newsletter and, depending on the month of placement, your fee will be prorated since we normally invoice quarterly. **Contact us at communication@bpgftl.com.**

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Ms. Sommers has been with FBCF since May 2009. She works with all members of the Florida Breast Cancer Foundation team including board members, advocates and volunteers to support all efforts to fulfill our mission to End Breast Cancer. She works with outside vendors and prospective clients to identify their interest in supporting FBCF and creating programs that will satisfy their needs and ours. She also serves as a community representative/spokesperson for FBCF.

Her major areas of responsibility include corporate development, community outreach and development, event management, logistics, marketing and sponsorship sales, grant writing and new

territory identification and development. Last year, she increased revenues by 60%.

She currently serves on the Board of Directors of CBS' Neighbors 4 Neighbors community service organization and is Marketing Chair/Team Captain of Relay for Life at Baptist Hospital.

Ms. Sommers is a three year breast and lung cancer survivor and is very passionate about her position at FBCF. She lives the FBCF mission to end breast cancer through advocacy, education and research and firmly believes that "Together we WILL end breast cancer".

BUILD YOUR SUBSCRIBER LIST

By Advertising Age, September 26, 2011
Submitted by Daniel Wasinger, Concept International Design

Cancel your vacation plans, email marketers. This summer is not the time to relax. The back-to-school season that follows — and the intense holiday shopping season after that — makes summer the ideal time to test and optimize your email program.

Build Your Subscriber List with Social

Ramping up your social integration and sharing activities in the summer will generate new subscriptions and ensure your campaign has maximum reach through the end of the year. When the buying season hits in full force, you'll only be able to reach your customers in the appropriate channel if the proper connection points are in place.

Provide share-worthy content in your emails, such as educational tips or valuable offers and include social buttons to encourage subscribers to share the information with their social networks. Conversely, alert your social media followers and fans that you have a special offer available to anyone who signs up for your email newsletter. Also, provide different content according to the channel; social media are ongoing information streams, while emails are a chance for a personal and direct call-to-action.

During the summer months, conduct a special campaign with content and promotions tailored to different recipients applied throughout email, the Web and social media. This cross-promotion will generate a higher degree of relevancy, which means a greater chance to attract and retain customers. Perhaps most importantly, a summer campaign familiarizes the audience with your brand and your communications ahead of the all-important holiday season.

Test Offers and Visuals

Test the format of your offers to provide some early insight as to those that entice your customers to take action. Does your audience prefer \$10 off a large purchase or 25 percent off any purchase?

Don't forget about the visual aspects of the email, which are vital throughout the holiday shopping season when consumers are bombarded by an endless stream of messages and offers. Should the call-to-action button be on the left or right? Does blue or green work better? Even these minor design aspects can make an impact. Establishing an effective design around purchase-oriented aspects of the email can pay out benefits that extend past the holiday season, as well.

Clean up navigation bars ahead of the shopping season, too. In the rush of the holidays, people are moving quickly and they might not read the content — but they could use the navigation bar to visit your website or connect deeper with your brand. Some email programs use a navigation bar that varies according to the season.

Summer is also the best time of year to start testing the format of subject lines. A great subject line pops out visually due to the formatting, but keywords and phrases can't be overlooked, either.

With list building, segmentation and testing alike, the key is engagement. You want to have as many people as possible engaged with your message and your brand when the holidays arrive to compete with all the noise consumers are exposed to. Summer is the calm before the storm. If you wait until the holidays, it will be too late.

Segment Your Audience

Testing should revolve around key audience segments. For example, if your campaign involves targeting different age demographics, consider using images that correspond to each age group. Discovering what resonates with each segment before the heavy shopping season will increase the relevancy of your message, giving you a lift in response.

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BPG MEMBERSHIP GET-TOGETHER AT BANK UNITED



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