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OSKYBLUE

# DIGITAL DOWNLOAD



We are extremely thankful for the continued confidence and business of our valued clients. Like many of you, we will also be away celebrating for the rest of the week (November 23-34). The Osky Blue team wishes you a Happy Thanksgiving full of good food and good times with family and friends!

## Setting Goals for the New Year



New Years will be here soon! If you operate a gym, sell fitness apparel, do fitness training, if you help people get organized or manage their finances, or if you just want to tap into your clients' and potential clients' new year motivation, now is the time to start building those New Year's resolutions marketing campaigns. Successful campaigns take planning and time, so don't wait until it's too late.

A new year campaign can help you find new clients through strategically targeted PPC (pay-per-click) ads on [Google](#), [Facebook](#), [YouTube](#) and [more](#). It can also be used to upsell your existing client base through website promos and [email marketing](#). Looking for something even more comprehensive? Consider Osky Blue's [full-service digital marketing](#). With this service, we

leverage a wide variety of additional channels to promote your campaign including SEO, social media, blogging and more.

[Osky Blue](#) has built successful seasonal [marketing](#) campaigns for many clients, so let us get started on yours today!



## Osky Blue Teams Up With Big Bear A/C for Website Redesign

We love it when clients have clear goals and expectation for their digital assets and how these assets can help drive business. Understanding the importance of a vibrant online presence for their service oriented businesses, [Big Bear Air Conditioning & Heating](#) recently challenged us to help them improve their website and make it more representative of their colorful company culture. The updated design now focuses on the Big Bear personality as well as increased user engagement through expanded customer conversion features and an online finance application.

Like the Bear Bear project, we take a very personal and results oriented approach to web development. If you need a website that can increase sales or leads, Osky Blue can help! [Visit our portfolio](#) to view recently completed projects or [contact us](#) for more information.

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## Email Marketing: How to Make the Inbox Work for You

Businesses are always looking for new ways to reach potential consumers in an ever-changing digital environment. While these new platforms can be exciting and can drive demand, sometimes the most efficient way of reaching the consumer is the old standby... email. In their hast to pursue modernity and innovation, many businesses may actually miss out on one of the most viable digital marketing opportunities!

Yes, we know it may seem like email was implemented into our lives some time back in ancient history, but think about it. Almost everyone has at least one email address, and most users actually have multiple. Smartphones, tablets and laptops provide near constant access to our inboxes through a mouse click or thumb tap. The truth is, email is so well integrated into our lives, we check for new messages without even thinking about it.



[Learn more](#) about how to make the inbox work for you with a [strategic email marketing plan](#) from Osky Blue.

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