



Dear [member\_name\_first],

*Welcome to the Marketing Minute, our email newsletter.*

*WHO WE ARE: LevinsonBlock LLC is marketing and design firm that has specialized in healthcare, businesses and non profits for over 20 years. We make complex messages simple and simple messages stronger. Visit us [here](#).*

*WHAT WE DO: brand strategy and branding; persuasive content; print (such as annual reports, event promotion, periodicals); and usability-focused websites.*

*If you have marketing questions or a topic you would like us to address in a future issue, [email us here!](#)*

## Setting social media goals



Many of our clients feel overwhelmed when they think about social media. We understand -- there are more choices and channels every day. You may fear that you will lose control of your message, or you'll have to deal with negative feedback and vindictive bloggers.

On top of that, you may be concerned that social media is actually a gigantic time-suck -- that you'll spend all day working on it, but in the end, the results can't be measured.

### What's your goal?

We think the answer is to have a simple goal -- at least when you start. Here's our suggestion:

***The goal of your social media program is to drive traffic to your website.***

Here are some benefits of this goal:

- *It clarifies your decision making* about strategy and tactics. All you need to do is ask: "will this action drive traffic to my website?"
- *It is measurable.* If you are using Google Analytics [[link](#)] or a similar service, you can immediately track results.

- *Once you attract website visitors*, a lot of good things can happen:
  - they can donate
  - they can sign up for email news
  - they can view videos and blogs
  - they can bookmark your site and visit repeatedly

So what kind of social media activity drives traffic to your website?  
We'll reserve that subject for a later newsletter. Stay tuned!

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**FACT OF THE MONTH**

Non-dairy creamer is flammable.

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*KidsMove website*

**LevinsonBlock News**

We recently completed an expansion of *KidsMove Sports*, a sports education program for children. The site features a full content management program, so staff can easily update information. Visit the website [here](#).

We excited to announce we have received an American Graphic Design Award for the [JobsFirst NYC](#) branding project.

**DID YOU KNOW?**

LevinsonBlock develops direct mail campaigns, both print and online. For example, we are currently working with Hospital for Special Surgery on several direct mail projects in partnership with Mistina Picciano of [Market it Write](#).

*Yes, we do marketing campaigns! For more information about print, branding and logo design, website usability, direct mail, SEO or print design, call or email me:*

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*Fact of the Month courtesy Paul Michael Neuman; [www.froggypumpkin.com](http://www.froggypumpkin.com)*

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