

Hello OIGP!

Today we kick off a series that's intended to increase OIGP's visibility and marketing presence. We'll show you simple steps to promote both your local business and OIGP.

## *Did you know?*

75% of Small and Medium Businesses use social media to promote their businesses. Why? Because all it costs is a little time. Otherwise, it's free. If you were to use traditional advertising to get the marketing impressions you can with social media, you would go broke. And one person can have a really big impact.

## *What can I do?*

"Follow" OI Global Partners on LinkedIn and "share" our page with your networks.

Here's how: <http://screencast.com/t/RLu2hCbDI6Z>

## *Why?*

OIGP has 981 followers on LinkedIn today. Let's see how much we can increase it. Every follower sees our weekly blog, *The vOIce*, as well as other posts by OIGP partners. It's a great way to raise brand awareness.

*Do you have any questions* about how to market your business or raise awareness of your brand? Ask by replying to this email.

Socially yours,

**The Marketing Committee**

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