

REDEFINING  
THE BEST WAY  
TO DO BUSINESS  
IN THE  
21ST CENTURY



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**With 15 reporting, EAOC members had \$51,473,000 in total sales in 2018.**



This week, our own resident web guru Lydia Pooler of Jub Jub Interactive delivered a complete breakdown of Jub Jub's online capabilities!

Most of us already knew that one of the most effective (and necessary) tools available for small AND large businesses today is a great website. BUT, not all of us realized that a website can do much more for a business than just tell us who they are. Jub Jub finds out what a company is trying

to DO with its website, such as to increase conversion rates, then gears the site around these goals.

We also learned that although online existence is necessary for a business, the website will rank higher in search results (and therefore get you more traffic and leads) if third-party platforms are pointing to it. It's about making it EASY for search engines to find and categorize your website. And, Jub Jub happens to be experts in this. It all starts with Search Engine Optimization (SEO)

TO SUCCEED IN  
BUSINESS IT'S NOT  
**WHAT**  
YOU KNOW BUT  
**WHO**  
YOU KNOW THAT  
COUNTS MOST!

#### SCHEDULE

**Dec 18th Wesley Oliver  
OMNI Funds**

**Dec 25th—NO MEETING  
HAPPY HOLIDAYS!**

#### GREETERS DECEMBER 18TH

**Pete Sloan  
Salazar Associates**

**Jerry Davis  
Jerry Davis Painting & Wallcovering**

**Mike Hughes  
Simpson Chevrolet**

and making your website as efficient as possible in the way it's created.

Even though it's been around forever, it was refreshing to hear that email marketing stats remain strong across all ages, even with all of the options available to us to receive updates and information. Proven to be one of the most cost-effective and DIRECT ways to reach customers, email marketing is something that the team at Jub Jub works on closely with clients to get the best results possible.

With Jub Jub handling hosting, design and development, and digital marketing for businesses for over 20 years, it's easy to see why they have over 700 successful projects under their belts.

Thank you, Lydia, for sharing your knowledge with us, and for educating us on how to make the most out of our space in the online universe!

For more information, visit: [JubJub.com](http://JubJub.com)

## **HOW TO SUPPORT SMALL BUSINESSES ON SOCIAL MEDIA WITHOUT SPENDING A DIME**

- ☐ Like their posts
- ☐ Comment on their posts
- ☐ Share their posts
- ☐ Tag or mention them in a post
- ☐ Tell your real-life friends

## **Thought for the Week**

*"I fear not the man who has practiced 10,000 kicks, but I do fear the man who has practiced one kick 10,000 times.*

*- Bruce Lee*

## **Open Classifications**

**Automobile Detailing**

**Awnings & Canvas**

**Business Brokerage**

**Dry Cleaning**

**Handyman**

**Mechanic**

**Optometrist**

**Paint Store**

**Personal Lines Insurance**

**Dentist**

**Physician / Dermatologist**

**Physician / Internist**

**Restaurant: Chinese**

**Window Cleaning**