

Tune in for our monthly update.

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Click Coffee Break



Hey June...

There are few places we'd rather be than on the lake this time of year. The sun is shining, the water's sparkling, and being inside certainly isn't the worst thing when that's your view. Right now, we're sipping iced coffee as we strategize about fresh social media tactics, game-changing Google AdWords updates, and how best to handle 85% humidity. Care to join?

In this issue:

- Last chance to RSVP to our upcoming networking event
- Mid-year tips to bring you up to speed in social media and PPC
- A miniature art gallery alternatively known as the NordicClick Instagram
- Puppy dog eyes
- The TV shows NC employees wish they were cast in

Click Calendar

Don't Forget! - Thursday, June 23rd 4:00 - 8:00PM

Join NordicClick for our annual networking event to kick-off another great Minnesota summer! The NordicClixer is the perfect opportunity to network with other marketing professionals in the area from a variety of industries. And where else would you rather spend an afternoon in June than by the lake?

Get Excited For..

- Delicious food
- Local craft beer + a variety of other beverages
- Fun activities including a photo booth, bags, and networking
- And of course, beautiful summer weather with lake views!

Let Us Know You're Coming!

Got plans for the 4th?



NordicClick is a proud sponsor of the 4th of July fireworks on Lake Minnetonka.

Click Cram Session

Your Mid-Year Digital Platform Update

In the ever-changing world of digital marketing, the channel that seems to be evolving the fastest is Social Media. With new apps and platforms popping up on what seems like a daily basis, it's difficult to keep up.

Have no fear! Our **Social Media Mashup** has got you covered. **Learn about:**

- [Facebook Video](#) - best practices for creating, setting up ads, and targeting the right audience.
- [Facebook Live](#) - best practices and ways to use this new feature for your

brand.

- [*Pinterest Interest Feeds*](#) - tips on how to use and grow your audience size.
- [*Snapchat for Business*](#) - tips on growing your account and using it to actually convert your audience.

In other digital news, Google recently held their annual performance summit to announce the latest and greatest releases coming to **AdWords**. These are changes that will occur sometime during the next year, but are important to be aware of early! Check out the the 6 Most Important Changes you should know about from the summit.

In this month's featured blogs, we focus on what you need to know about the most recent and upcoming changes to your favorite digital marketing platforms.



Social Media Mashup: Everything from Facebook Live to Snapchat for Business [Read it now>](#)



The 6 Most Important Changes Coming to Google AdWords

[Read it now>](#)

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nordic Click Currently





Meet Jody

The NordicClick team is growing! Jody Wendt comes to us with background in marketing and web design. She's a South Dakota native and a recent NDSU grad. We are so glad to have her!

[Read Jody's bio here >](#)



Pet of the Month

Name: Kylie Jo Kennedy

Breed: Cavalier King Charles / Bichon Mix

My Human: Katie

My Friends Call Me: Nugget

Age: 5

Favorite Food: Peanut butter. I can smell it from anywhere in the house.

Favorite Activity: Tearing across the yard like white lightning.

Personal Role Model: My friend, Frannie. She's so cool, calm, and collected.



nordic Click Chat

If you could be in any TV series, what would you pick?

Jody: "Friends - Hanging out at Central Perk looks fun. Plus, I'd have time to master my "How you doin'?" pickup line."

Katie: "New Girl - Jessica Day is my spirit animal. And Schmidt makes me laugh til I cry."

Rachele: "How I Met Your Mother - With each season, the growth of the characters mirrored my life completely!"

For more industry insights and a day to day peek into our agency, follow us!

