

# Click Coffee Break



## Summer is in the air...

We did it. We finally made it to those three glorious months of the year that make living in Minnesota worthwhile. The signs of the season here at NordicClick can't be missed, from devoting time to honing our bean bag tossing technique to staring absentmindedly out the window, dreaming of an afternoon cruise aboard the S.S. NordicClick. As temps climb and the sun sticks around for a few extra hours, we've swapped out piping hot java for cold press and we couldn't be happier.

### In this issue:

- RSVP to our upcoming networking event, the annual NordicClixer
- Why it's time to start bringing your content marketing A-game
- A few snapshots from the 'gram
- A dog in a swing
- The movies NC employees dream about being in

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# Click Calendar

**Mark Your Calendars - 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!**

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# Click Cram Session

*Are you guilty of starting down the content marketing path without a plan?  
You're not alone!*

With a million other things to do, it's easy to put creating a content marketing strategy on the back burner, but it's time to **get serious about your content marketing plan** and make it a priority. Why? Because your prospects and the search engines say so. No matter what industry you're in, your prospects are searching online to find answers to their business challenges. A search engine's key objective is to serve their users relevant results that help answer those questions so they will continue to use that engine. Your job as a brand in this equation is to provide that answer through great content.

Great content is no longer a luxury, but a need—especially for SEO! **Search engines favor rich and compelling content.** This is why company websites with content beyond technical specs and datasheets have a better chance of ranking for educational, non-product-based search queries. If you don't want to get left behind on page three of Google, you need a content marketing plan in place.

**In this month's featured blogs, we focus on revealing what exactly it takes to build and maintain an effective content marketing strategy for your brand.**



## How To Create An Effective Content Marketing Strategy

[Read it now>](#)



## B2B Blogging: Best Practices in 2016

[Read it now>](#)

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## Click Currently



### **Pet of the Month**

**Name:** Dixie Perrill

**Breed:** American Eskimo/Toy Poodle Mix

**My Friends Call Me:** The Fluff Monster

**Age:** 6

**Favorite Food:** Cheerios - Dad shares them with me every morning.

**Favorite Activity:** Chasing squirrels & deer, but only from a safe distance.

**Personal Role Model:** Dad, because he gives me all the food I want.

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# Click Gram



# nordic Click Chat

If you could be an extra in any movie, what would it be?

**Carrie:** "Step Up. I would be a back-up dancer for Channing Tatum any day."

**Katlyn:** "10 Things I Hate About You. There's nothing better than a 90's rom-com and Heath Ledger."

**Natalie:** "Twister. I would love to witness an F5 in-person."

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