

Fa la la la la la la la la.

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nordic Click Coffee Break



Happy holidays!

It's as busy as Santa's workshop over here at NordicClick, except instead of trains and dollhouses, we're building PPC campaigns and websites. (Minor details.) The halls are decked and holiday cheer is in the (remarkably cold) air. Top of our wish list? More coffee.

In this issue:

- Tips for improving your website's search feature
- Everything you wanted to know about bluetooth beacons (a.k.a. the reason the Cartwheel App fires up when you walk into Target every other day)
- 7 helpful reminders for businesses getting started on social media
- The newest addition to the ever-growing NordicClick team
- A few of our all-time favorite Christmas tunes

nordic Click Cram Session

You may recall from a few issues back we were gearing up for Pubcon 2016, a fantastic digital marketing conference (in sunny Las Vegas, no less). Well, we're back. After re-reading pages and pages of notes, we are excited as ever to share what we learned!

Read the blogs below to catch actionable takeaways from our favorite sessions.



[5 Ways to Optimize Your Internal Search](#)

Site visitors who use internal search are statistically more likely to convert. Learn 5 ways to improve the experience and turn searchers into converters.



[All You Need to Know About Bluetooth Beacons](#)

In an age where consumers expect a personalized and streamlined experience, Bluetooth beacon technology closes the gap between offline and online.

SO MY BUSINESS IS ON SOCIAL MEDIA... **NOW WHAT?**



[So My Business Is On Social Media... Now What?](#)

People only interact with big brands on social, right? Wrong! Practice these 7 things to use your business' social platforms to connect with real people.



[11 Simple \(But Extremely Useful\) Tips from Pubcon](#)

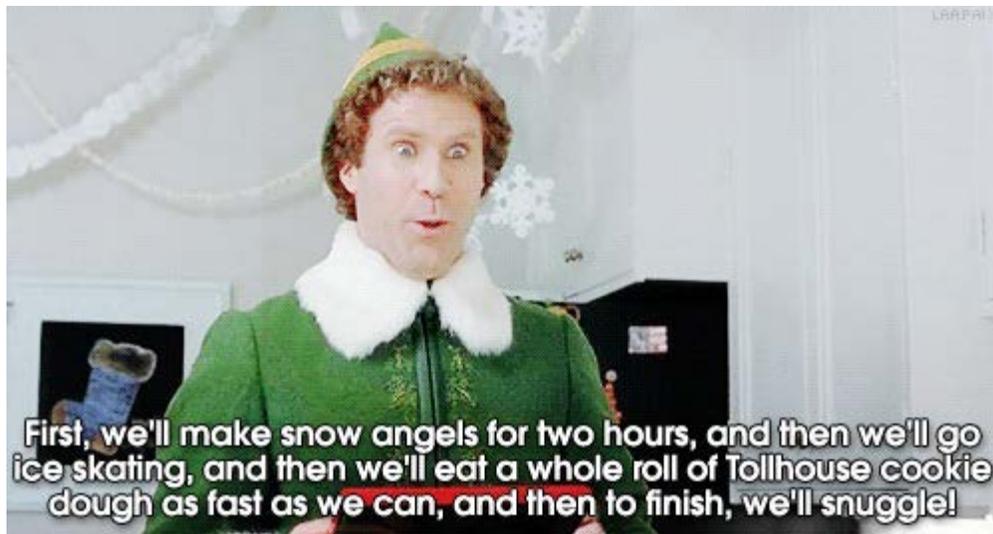
As usual, there were plenty of informative sessions at Pubcon. Adam Proehl pulled together the best simple tips he learned that you can apply right away.

Want more on what we learned at Pubcon and other digital marketing tactics?

Subscribe to get monthly updates on all things digital.



nordic Click Currently



Meet Lindsay

We're excited to welcome a new member to the NordicClick family: Lindsay! With years of experience under her belt in the manufacturing industry, Lindsay has hit the ground running. We're thrilled to have her.

[Read Lindsay's full staff bio here >>](#)



Click Gram





nordic **Click Chat**

What's your all-time favorite
Christmas song?

Rachele: There have been many versions, but 'Carol of the Bells' from the Home Alone soundtrack is the best!

Finny: "Christmas in Hollis" by Run DMC. IT'S THE OPENING SONG TO THE GREATEST CHRISTMAS MOVIE OF ALL TIME...Die Hard!!! Yippie-ki-yay.

Jody: "[All I Want For Christmas Is You](#)" by Mariah Carey. Need I say more?

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