

Freshly brewed agency news and insights.

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# NORDIC CLICK COFFEE BREAK



## We've got big news.

Only halfway through and March has already been a big month here at NordicClick - and we're not just talking about the dramatic weather mood swings. (Raise your hand if you're ready for Spring!) On the 2nd we celebrated our 10th birthday, and on the 6th we were named to [Minnesota Business Magazine's 100 Best Companies to Work For](#) for the third time. We feel so lucky to work in this fun and fast-paced environment where we are challenged every day. Thank you to our friends, families, and clients for the integral role each of you has played in these 10 years.

To the many years to come! \*raises Shamrock Shake\*

[Read Jeff Nordeen's Thoughts on 100 Best on the NC Blog](#)

### In this issue:

- 5 ways to turn your native ads from "eh" to interesting
- The key metrics to pay attention to when comparing your social media presence to your competitors (no point hiding the fact that we all do it...)
- An overview of an awesome SaaS platform we use for geo targeting
- Your to-do list when migrating a mature site so you don't lose all your search equity
- A job opening - guess who's hiring!
- The kind of weather we wish we had when Minnesota just can't make up its mind

Start your weekend off with some learning! Check out our latest blogs below.



**[Native Advertising: 5 Ways to Do It Better](#)**

Native advertising doesn't have to be spammy. Follow these 5 tips to create ad content that is clickable while providing value to the consumer.



**[Your Guide to Competitive Social Audits](#)**

A competitive social audit provides actionable insight when developing your social media and content plan. Here are the metrics you should pay attention to.



### **[Geolify: How to Personalize Your Site with Geo Targeting](#)**

No longer is personalization a nice touch - it's expected. Read our take on a favorite personalization tool, Geolify, a geo targeting SaaS platform.



### **[How to Inventory Your Content During a Site Migration](#)**

There may come a day when you need to move your web domain to somewhere new. Follow these steps so you don't lose out on the search equity you've built up.

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 **NORDIC** **CLICKCURRENTLY**   



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*DON'T MISS IT!*  
**NORDICCLICK'S BIRTHDAY BASH**  
THURSDAY, JUNE 22ND

**10<sup>TH</sup>**



# JOIN OUR TEAM



## We're Hiring a Digital Manager!

NordicClick is looking for a Digital Marketing Manager to join our fast-growing team of digital marketing mavens. Know someone who would be perfect for this role? Let us know!

[Digital Manager Details Here](#)

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## NC Cribs: Cubes Edition

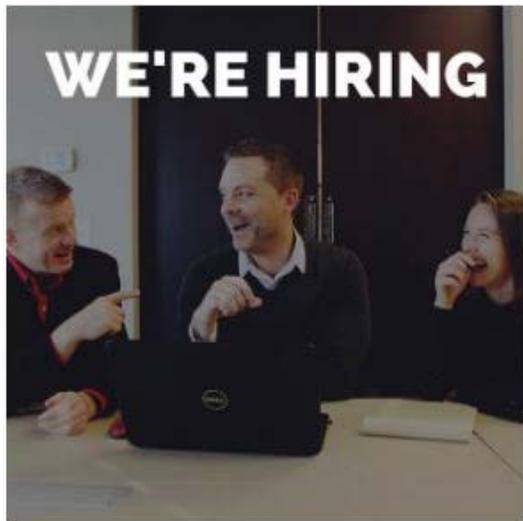
*Who remembers the early 2000s MTV reality series, Cribs? Each episode showcased a celebrity giving a grand tour of his or her not-so-humble abode. It's basically the Parade of Homes for the Hollywood enthusiast. A guilty pleasure for some around this office, we were inspired to create our own spin-off. So, as a tribute to our MTV roots, we give you NC Cribs: Cubes Edition.*



**This cube belongs to:** Taylor  
**My cube would not be complete without:** My enormous monitor :)  
**The most recent renovation to my cube was:** A new notepad. It's really added something to the space.  
**My cube style in 3 words:** Clean. Spacious. Modern.

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# **NORDIC CLICKGRAM**





**NORDIC**  **CLICKCHAT** 

**If you could choose one temperature for it to be for one year, what would it be?**

**Katie:** "77 and sunny. I should probably move to California..."

**Mackenzie:** "80 degrees and low humidity. The perfect temperature to be out on the lake."

**Anna:** "75 degrees - not too hot, not too cold... just right."

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NordicClick Interactive · 21960 Minnetonka Blvd. · Suite 100 · Excelsior, MN 55331 · USA

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