

LARM: One Company, All Latin America

With offices in 25 countries, LARM (Latin American Relocation Management) celebrates a successful 20 years.

It's never simple to relocate or transition to a new country. But choosing the right company to lead the way can make all the difference. LARM Group has spent the past two decades distinguishing itself as an unrivaled industry leader with a thoughtful team, streamlined services, and offices in nearly every country in Latin America. This year, LARM turns 20—and celebrates by launching a suite of enhanced Mobility Services.

LARM Group was created when the owners of Latin America's most prestigious moving companies joined forces in 1997. Each founder brought over 60 years of experience, and generations of family business acumen, giving LARM a tremendous advantage in the field from the very start.

Today, LARM is considered the undisputed leader in Latin American relocation, with on-the-ground operations across Latin America and the Caribbean. The company continues to honor its heritage of dedication, passion, and perseverance—all of which is reflected in the personalized customer care and detail-oriented professionalism that have become the hallmarks of LARM.

Clients know to expect consistent, quality service from highly-trained staff every time they work with LARM. With teams across Latin America, there's always someone on hand to follow up, make appointments, conduct research, navigate paper trails, and answer questions. On a personal note, local employees can provide real-world insight about each city, community, and culture.

Each office provides the same superior service that LARM has been synonymous with for over 20 years, and they're all linked through the same sophisticated data systems. The process is designed to be consistent and reliable, whether finding an expat and his family a temporary home in a good school district or securing travel documents for an entire office branch.

To keep projects efficient from beginning to end, LARM also has an operational base in the United States. It shares a network with the International offices in order to standardize reporting, billing, and communications throughout every step of the process.

This year, the visionary company celebrates its 20th anniversary by adding a new mobility focus to its already expansive services dedicated to immigration, housing, schooling, employment, cultural integration, and more. The celebration continues by sharing the story of LARM Group's legacy with an even broader base of industry professionals around the world.



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YOUR LINK TO LATIN AMERICA AND THE CARIBBEAN

For 20 years, we have maintained indisputable leadership in Latin American Relocation Management services. Our priority remains the same: Ensuring that our clients have a pleasant relocation and transition experience, from beginning to end!

20 YEARS 20 YEARS OF
RELOCATING YOU
TO YOUR DREAMS



A Salute to American Songbook 2018 Sponsors



Liz Callaway at The Appel Room during last season's American Songbook

Lincoln Center's American Songbook features singers and songwriters performing a wide range of musical styles and traditions in some of our most intimate venues. It's now been sharing extraordinary musical moments for 19 seasons, thanks to the support of individual contributors, foundations, and other generous benefactors.

For Lead Support of American Songbook, Lincoln Center wishes to acknowledge PGIM, the global investment management businesses of Prudential Financial, Inc. PGIM ranks among the top 10 largest asset managers in the world with more than \$1 trillion in assets under management as of September 30, 2017. PGIM's businesses offer a range of investment solutions for retail and institutional investors around the world across a broad range of asset classes, including fundamental equity, quantitative equity, public fixed income, private fixed income, real estate, and commercial mortgages. Its businesses have offices in 16 countries across 5 continents. For more information, visit PGIM.com.

Backstage, our artists savor New York's specialties with catering from iconic Upper West Side gourmet food purveyor, Zabar's (Zabars.com). Since 1934, Zabar's has provided the highest-quality foods

in New York City. Additional endowment support is provided by Bank of America. Lincoln Center is extremely grateful for the continued support of PGIM, Zabar's, and Bank of America.

Lincoln Center would like to thank its official partners: American Airlines (Official Airlines of Lincoln Center), Nespresso (Official Coffee of Lincoln Center), and NewYork-Presbyterian (Official Hospital of Lincoln Center).

Lincoln Center also recognizes our donors and foundations that make American Songbook possible. Public support is made possible by the New York State Council on the Arts with the support of Governor Andrew M. Cuomo and the New York State Legislature. Additional support is provided by the Rita J. and Stanley H. Kaplan Family Foundation, The DuBose and Dorothy Heyward Memorial Fund, and The Shubert Foundation.

As always, we could not present any of the performances on our stages without our Board of Trustees, as well as membership support from the Great Performers Circle, the Chairman's Council, and the Friends of Lincoln Center. Learn more or join now by visiting Support.LincolnCenter.org.

**See the complete calendar and secure your tickets today at
AmericanSongbook.org.**

Lincoln Center Young Patrons



Ethan Covey Photography

Young Patrons enjoying the annual Summer Swing Party in Damrosch Park

THESE YOUNG ARTS ENTHUSIASTS HAVE SOME OF THE MOST ENVIABLE SOCIAL CALENDARS IN NEW YORK CITY.

Lincoln Center Young Patrons get insider access to the world's best artists and events, all year long. Their benefits range from performance outings and educational events (which often involve meeting and socializing with artists) to happy hours and volunteer opportunities. Anchoring the year are two of the most popular parties—the Young Patrons Gala and Summer Swing Party.

Lincoln Center brings together Young Patrons from diverse backgrounds with mixed artistic interests because it offers the kind of broad access that no other organization can. Programs range from touring Tarisio Fine Instruments & Bows (with violinists taking up antique instruments to perform songs from earlier eras) to attending the opening night of George Balanchine's *Jewels* at Lincoln Center Festival and joining the official after-party with the casts of the Bolshoi Ballet, Paris Opera Ballet, and New York City Ballet. Now that's some serious Lincoln Center cachet!

Such exceptional invitations come with memberships starting at just \$250 annually. Support from the Young Patrons goes toward audience development and arts education programs while serving Lincoln Center's mission of keeping the arts accessible. Young Patrons endorse engagement not just on the Lincoln Center campus but—especially thanks to initiatives they're spearheading, like digital outreach and social media—anywhere in the world.

Now members get more benefits than ever before—at every level. But the biggest benefit is the chance to mix and mingle with New York City's most diverse group of elite young arts-lovers who enjoy insider access to premier events. There's never been a better time to be a Young Patron, and there's not a better young patrons group in the city than at Lincoln Center.

First Republic Bank is a lead supporter of the Lincoln Center Young Patrons.

To learn more or to join the Young Patrons, visit Support.LincolnCenter.org, call 212.875.5236, or email Kathryn Peterson at kpeterson@lincolncenter.org.

Seasonal Advertising: Pros and Cons

Every year, businesses put aside a heft of their marketing budget for “in-season” advertising. In Florida, the peak tourist season spans from approximately December to March, when snowbirds head south for winter. Consumerism increases, and companies reach out to the influx of eyes and ears (and wallets) with targeted seasonal advertising.

And that’s a great idea. Ads are able to reach a wider and more diverse audience than they can throughout the rest of the year. Companies can use the same local exposure to reach new clients and expand brand awareness. However, there are also several reasons why businesses should limit in-season marketing, and recalculate their advertising budget for year-round investments.

The main reason is that seasonal advertising leads to seasonal business. If most of your advertising is aimed at those who only live in-state for one third of the year, it means you won’t be seeing business for two thirds of the year. Although you want to capitalize on seasonal crowds, make sure it’s never at the expense of the non-seasonal market.

Local ad agency Mad 4 Marketing explains how you can balance your seasonal advertising strategies to cultivate new business and keep it going throughout the year:

Maintain a Year-Round Presence

For continued brand awareness, it’s important to not only make a significant first impression in someone’s mind, but to repeatedly announce your brand, products and services until your prospective clients become familiar with who you are and what you can do for them. That means you should reinforce big in-season advertising campaigns with year-long reminders. This is not only good for encouraging new business, but will also remind past clients of your excellent services, and inspire them to use you again.

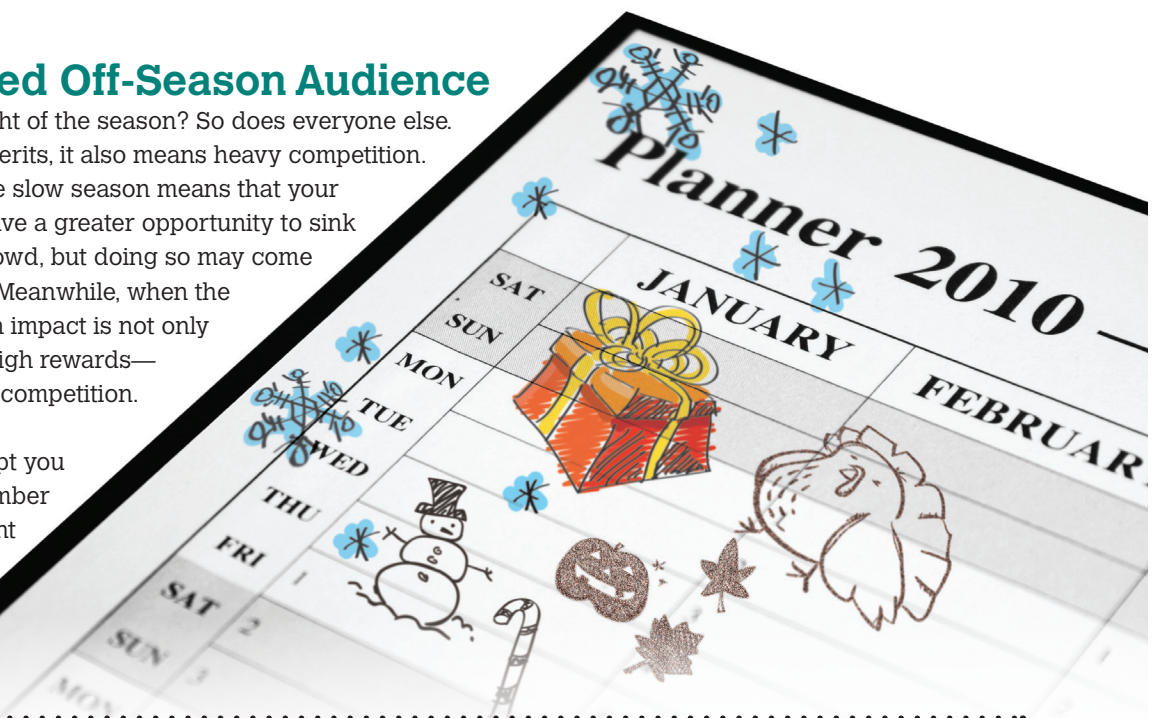
Never Automate Your Advertising

Even though you want your target audience to repeatedly encounter your brand throughout the year, what you don’t want to do is desensitize your audience to your message. Therefore, be sure that you’re constantly announcing yourself from new angles via mixed media platforms. Did you launch a comprehensive print ad campaign last season? Maybe this season calls for a radio spot or viral marketing strategy. Staying fresh as you frequently present your brand will keep your company top-of-mind. Another strategy is to run your ads erratically; instead of placing an ad in the paper every week, create a varied schedule so that it catches readers’ attention each time it’s viewed.

Catch the Less-Targeted Off-Season Audience

Think it’s brilliant to advertise at the height of the season? So does everyone else. Although in-season advertising has its merits, it also means heavy competition. On the other hand, advertising during the slow season means that your message may be more prominent, and have a greater opportunity to sink in. Everyone wants to stand out in the crowd, but doing so may come at a high cost during the winter months. Meanwhile, when the season is slow or in transition, making an impact is not only more affordable, but poises you to reap high rewards—without all the hassle, pressure, cost and competition.

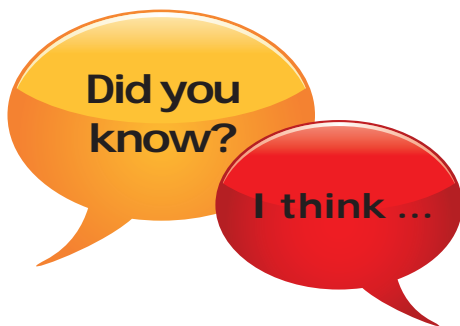
Although Florida’s busy season may tempt you to chase new and varied business, remember to never undervalue the merits of consistent business. Balanced, year-round advertising is the way to create a strong and lasting presence with loyal, return clientele.



Creative ad agency Mad 4 Marketing has won numerous awards for both traditional and nontraditional advertising campaigns, with emphases on interactive media, audience targeting and innovative strategies. To find out how Mad 4 Marketing can help grow your business like MAD, visit Mad4Marketing.com or call Elyse Taylor at (954) 485-5448.

TOP WAYS TO MARKET YOUR BLOG

PART 1



These days, it seems like everyone has a blog. In fact, most business websites would not be complete without one. The trick is to stand out from the herd – because in today’s fast-developing and competitive world of websites, just having a blog is only status quo. In fact, it may even be a waste of time and money if your voice is only going to get lost.

But before you can adequately market your blog, you have to understand the reasoning behind it. Not all techniques are suitable for all blog types, so what you use should be determined by the site’s overall goal. Some people build a blog in order to increase traffic to their website, while others create blogs in order to generate revenue. Of course, many blogs are also stand-alone pages created to exist as singular discussion forums.

In terms of marketing, most blogs are used to enhance SEO. They help business-oriented websites attract attention, build brands and communicate with prospective clientele. With this in mind, here are three top tips for marketing your blog:

1. Create an E-Newsletter.

Whether or not your company already sends out a regular newsletter, embedding links to your blog or even re-posting eye-catching selections from its posts might engage current e-mail recipients while informing new subscribers that the blog even exists. You can also see who’s using the links to click through to the blog to determine which posts and topics are generating the most interest. Just remember, re-posting your blog posts in full is a bad idea; it deters readers from ever actually needing to visit your website.

2. Build a Community.

Having individuals visit your blog on a regular basis is excellent. But each lone reader is actually an opportunity to expand your entire community. The first thing you want to do is inspire readers to leave comments so that they can bond with other forum members, who can serve as a reason for readers to return. This can often be done by including interesting topics and asking questions directly within the content of your post. You’ll also want to visit blogs similar to your own and get to know the readership there; as discussed above, it’s easy to make connections and participate by replying to others or leaving your own comments. You can also ask these website owners if they’d like to participate in cross-posting, guest posting, link exchanges or other ideas that allow websites serving the same readership to gain exposure on your blog while you contribute a new voice to theirs. In blogging, there is a focus on community, not a sense of competitiveness—and this benefits everyone in your interest group or business field.

3. Ensure Consistency and Quality.

No matter how well you succeed in attracting readers to your blog, your endeavors can never succeed if visitors only stop by once. In the blogging world as much as in the real world, first impressions are vital. To keep readers coming back again and again, an attractive website with appealing content is necessary. Next week, we further discuss how to encourage return readers and turn them into customers and clients—or just loyal fans.

Be sure to check our next issue to find part two of the Top Ways to Market Your Blog.

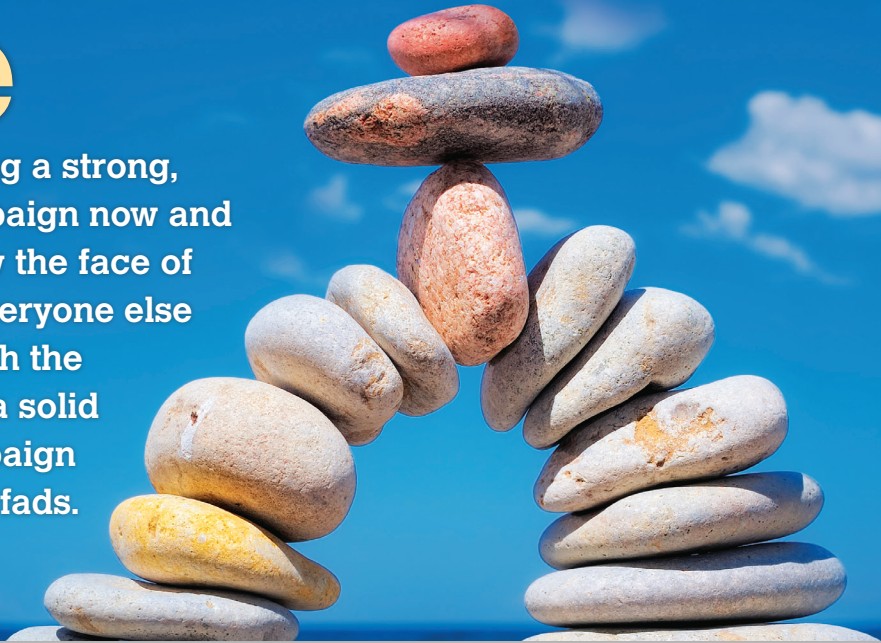
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Modern Marketing: A Balancing Act

Want to keep your business relevant with modern marketing? You don't have to be a super-savvy website guru to do it. But there's one trick you must master:

Balance

Balance is the key to building a strong, successful advertising campaign now and in the future—no matter how the face of media may change. While everyone else is scrambling to keep up with the latest trends, you can build a solid and multi-dimensional campaign that will withstand the latest fads. Here are five ways to stay current and stand out:



Balance targeted, consistent messaging with multiple approaches.

Hit the same audience over and over with the same message—but from different sources. It's not enough to use online analytics to geo-target web users without matching that data with local print and/or broadcast ads. Surrounding your prospects on all sides not only enhances brand awareness, but creates an aura of accessibility. Point-blank exposure then graduates into familiarity, leaving room for relationship growth in the future.



Balance traditional and non-traditional media.

Break up a series of weekly magazine fliers with a guy in a gorilla suit outside your door. Attention-grabbing techniques create a buzz which can be followed up by more conventional means of communication. Or use out-of-home opportunities (such as a billboard or bus stop ad) to remind passersby of an ad seen earlier on TV. By employing both classic and alternative tactics, you can appeal to more markets. Going all one way or all the other may create an unbalanced tone for your brand—or worse, you may miss out on one audience entirely.



Balance analytics/research with creative (be smart but stand out).

Many companies rely on number-crunching and perfectly placed ads to carry their message into the right market. But all the visibility in the world won't help if you don't have the compelling concepts and engaging visuals to back up your brand and catch the eye of potential clients. In the increasingly competitive world of marketing, it's more important than ever to complement strategy with creativity when building a successful campaign.



Balance customer retention with customer acquisition.

All of your amazing, cutting-edge advertising across varied media with perfect placement and alluring creative won't help if your message is simply aimed at new clientele. It's important that you reward prior and current business with gratuity and acknowledgement, and devote a large portion of your advertising budget to customer retention. It's much harder to woo a client once they've moved on than it is to nurture an existing relationship. Remember; satisfied clients have friends—and so do dissatisfied clients.



Balance accessibility/transparency with content that draws return.

Everyone knows how important it is to be straightforward in today's market. Potential customers expect businesses to be highly visible and transparent about products, services and goals. This is especially true of social media, where accessibility is paramount. However, putting it all out there doesn't mean that your business shouldn't have a hint of mystery and allure. Teasers about future deals and further information are a classic that will remain consistent even in the advancing world of marketing.



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4 Quick Tips for Launching a Grassroots Marketing Campaign

Along with examples from Mad 4 Marketing, a local creative ad agency, you can learn four simple tips for launching a successful 360-degree campaign on a budget.



In today's economy, traditional mass media advertising (newspapers, TV, radio) may not be within your budget. A grassroots approach—using alternative media and promotional tactics—is the perfect way to make a big impact with your campaign. The grassroots approach might even be the most strategic way to get your business noticed, because it largely relies on thinking outside of the box.

Learn how nontraditional marketing was used to promote a unique client: Satori, the first eco-friendly apartment rental community in Fort Lauderdale. Which of these strategies might you use to make a big impact with a limited budget?

1: Be Creative with Media With a small portion of the budget allotted for print advertising, placement decisions had to be very strategic. By running ads in community newsletters and local niche magazines (especially issues focused on eco-features), targeted readers were informed of all the unique 'green' amenities at Satori.

Taking advantage of roadside space at the construction site to flaunt colorful, billboard-sized signage further increased awareness and name recognition.

2: Interact with the Community To complement the rental apartment community's Zen theme, pedi-cabs (also known as "rickshaws") were hired to give free rides at special events, like the Las Olas Art Festival. The cabs—and drivers!—were branded with Satori graphics, and riders were provided information and handouts. Not only did this improve local brand awareness, but the free rides extended goodwill throughout the community.

Satori was also advised to make strategic decisions to sponsor local events, such as an eco-friendly exhibit at the Museum of Discovery and Science and a membership meeting of the Gay & Lesbian Community Center, which was hosted on-site at the leasing center.

3: Expand the "Dot Com" The ad agency's web development team utilized SEO tactics, blogging and a controlled pay-per-click campaign to achieve weekly site visits of over 500 unique visitors—generating an average of 50 leads per week for Satori. Today, the website ranks on the first two pages of Google with over 200 keywords.

4: Befriend Technology Website functionality was expanded to include an interactive touch-screen display. This cutting-edge feature allowed potential renters to select floor plans by defining their own criteria, and then acquire real-time rates and availability. They could also click to explore local points of interest.



Mobile marketing was employed to boost awareness. Ads encouraged viewers to text a special code word to #34343 for directions to the leasing center and updates about upcoming promotions. The code word changed for each campaign so the response could be tracked and measured. The big sell was that each text automatically qualified its sender to win six months of free rent!

But did these creative grassroots tactics drive traffic to the leasing center? Ultimately, the campaign created enough buzz to keep Satori top-of-mind for Fort Lauderdale's new lessees. Residents were ready and eager to move in when the property opened this month. Dru Limperos, one of the first to sign a lease (while the property was still under construction), said that the marketing convinced him to choose Satori and added, "The advertising evoked a personality for the property that I could totally relate to."

Satori's success makes it obvious: you don't need a giant budget to market your business—just an open mind, and big ideas.

The Satori ad campaign was developed by a local creative ad agency, Mad 4 Marketing. It was subsequently awarded an ADDY® and a Prism from the Gold Coast Builders Association for Marketing. To find out how Mad 4 Marketing can help grow your business like MAD, visit Mad4Marketing.com or call Elyse Taylor at 954-485-5448.

