

# **MOBO** Pro Marketing

## What's In A Name?

Well, the truth be told, a LOT!

There was an excellent recent article entitled "Seven Things to Consider When Naming Your Brand" by Eunice David with Adhere Creative, published on September 21, 2017. If you are in the position of naming your brand or refreshing it, we highly recommend you have a read...



<https://www.adherecreative.com/blog/bid/152486/What-s-in-a-Name-7-Things-to-Consider-When-Naming-Your-Brand>

As an illustration of these concepts though and on a more personal note, we wanted to take this opportunity to share with you some exciting things that we have been working on for the past few months here at **MOBO**.

Depending on when you last visited our website, you may or may not have noticed that we changed our domain! Our website is now **www.mobopro.com**. We invite you to visit the site and check out some new features.

For example, we now have a much easier reference tool for you to use when looking for ideas. On the dedicated pages called "**Promotional Goods**" and "**Branded Apparel**" you will now find flipping catalogs for all our top suppliers. The latest offerings from companies like Under Armour, Helley Hansen, Stormtech, Carhartt and BIC, to name just a few, are now at your fingertips!

We've also added information on our Custom Solutions, like our Corporate Store Program, for your reference while keeping your favorite features ... "Quick Ship" and "Hot Deals!"

As always, we value your feedback, so let us know what you think of the new website. Drop us a line at **marketing@mobopro.com**, give us a call at **306.249.4318** or drop in if you are in the neighborhood.

Another subsequent change as a result of changing our domain is that our emails have changed too. Now, instead of typing bob@moboenterprises.com you can reach him at bob@mobopro.com. The emails for the entire team all follow the same format: **firstname@mobopro.com**.

So, you may be wondering, "Why did we take this step?"

Well, we are entering into our 30<sup>th</sup> Anniversary year and thought it was time for a refreshed look and feel. One that better emulates who we are in today's busy, fast paced world ... that is your local professional resource when it comes to all things branded. We also want to make it super easy for you to find us and use us as your trusted resource, so the less key strokes, the better, right?

Both good reasons, but really, we love the word PRO and want to ensure that our marketing name reflects all the reasons you choose to work with us and view our services.

We actually had a soft launch of this on September 01<sup>st</sup> but have chosen October as our official launch date because it ties in to Thanksgiving. We are so very thankful to all of you for your ongoing support and patronage over the past 30 years!



As a small token of our appreciation, we want you to be the first to have a copy of our "**Buying Guide**" that is available only to Subscribers. We trust you will find some useful information contained in it and that it will be a handy reference tool for you when considering branded solutions.

We wish you and your families a glorious Thanksgiving weekend! Safe travels!

- Team **MOBO**