

COSSD Market Update

Hey **reader name**! I'm Tracey and I'm writing to you from deep within the *COSSD* office, where we've been pooling our ideas to find ways to make your life easier. First order of business: you're looking at the new redesign of the *COSSD* e-newsletter, in which I will be scouring the Internet for information I think you'll like. I'll see you bi-weekly as long as you'll have me, and if you have any ideas for what you'd like to see, just hit reply to this email and let's chat. Now, on to the juicy bits.

Sentence summarizing the blog post supplied by Stephen's team. I also came across a great piece on improving your website with Google Analytics, and it's easier than you know. Let's dig in.

(leaderboard ad)



BEFORE I FORGET

(40 word intro with link to longer story)

Blog post to be provided by Stephen's team.

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CAN YOU HEAR ME NOW?

The secret to growing your business is increasing your traffic, and to do that you need to increase your company's digital presence. It's as simple and as complicated as that. The future is here, and it's mostly online. But what can we do? It turns out, a lot more than we think. Google Analytics is a free tool not to be taken lightly, as it can help you rank higher in your customers' searches and can Change. Your. Life. (Probably.) Check out this great tutorial [here](#).

[Twitter/Facebook/LinkedIn/Email links for sharing](#)

(big box ad)

WHY I'M LOSING SLEEP THIS WEEK

The industry has taken a swift kicking over the last few years, and it's been a struggle for companies just to keep some skin in the game, let alone position themselves to come out on top. The hardest part of it all is the uncertainty: how long? How much? How come? I came across this slightly older but still very relevant [article](#) that offers some food for thought on dealing with such ambiguity, which gives me hope we'll see a way through.

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KEEP YOUR FRIENDS CLOSE

Wouldn't it be nice if you had some tangible evidence that the dollars you fought so hard to earmark for advertising initiatives were having any sort of impact? We thought so, too. Not only is the *Comprehensive Oilfield Service & Supply Database* the best way to reach over 200,000 industry professionals looking to connect with businesses like yours, but it comes with minimal financial risk for advertisers: if you don't receive the appropriate number of calls to offset your advertising costs, we will pro-rate the amount you paid to match the actual achieved number of contacts. It's never been easier to [get your name out there](#).

[Twitter/Facebook/LinkedIn/Email links for sharing](#)

YOU THOUGHT I'D NEVER ASK

After 22,000 people across 32 countries were polled, [results](#) showed the world can't get enough Canada when it comes to oil and gas imports. Do you agree with the findings?

- a) Yes, and victory is sweet
- b) No, we're still picked last for the baseball team
- c) Uncertain. I don't serve international markets
- d) I'd rather not say

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GET IT TO GO

Summary of supplied blog post: plan a weekly dinner date with Google Analytics (no reservation required); and uncertainty is perhaps the only thing we're certain of right now. Oh, and go out for lunch. You deserve it.

NEW TO TOWN

Take a minute to check out my newest friends at [cossd.com](#). If you like what you see, tell them I sent you!

- [All Pipe Inc.](#)
- [ARC Protection Corp.](#)
- [Armour Ready](#)
- [Hicks Intellectual Property Law](#)
- [Intricate Group Inc.](#)

I'm glad we had this chat. Something else on your mind? Reply to this email and let me know! I'll see you in two weeks; in the meantime, come say hi at [cossd.com](#)!