

Midcoast *Marketing*

A FREE GUIDE FROM MIDCOAST MARKETING

The Maine Local Business Marketing Starter Kit

Five straightforward plays you can run this month — no ad budget, no agency, no fluff.

SETH JACOBS · Midcoast Marketing · midcoastmarketing.com · (207) 831-1903

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The #1 Thing Every Maine Business Can Do This Week to Get More Google Calls

Here's something I've noticed after 27 years of working with Maine businesses: most of them are invisible on Google. Not because they don't deserve to be found. Not because they don't have great services. They're invisible because they haven't claimed and optimized their Google Business Profile.

And here's the kicker—it takes less than 2 hours to fix this. This week. No paid ads. No complicated SEO. Just a free tool that Google literally handed you when you opened your business.

Why Google Business Profile Matters (More Than You Think)

When someone in Maine searches "plumber near me" or "massage therapist in Rockland," Google shows them a map with local businesses. But here's what most business owners don't realize: if your profile isn't set up right, you're losing calls to competitors who did the bare minimum work.

The businesses that show up at the top of that map? They're not necessarily the biggest. They're the ones Google trusts most. And Google decides trust based on:

- **Complete Information:** Is your address, phone, and hours actually filled in? (You'd be shocked how many aren't.)
- **Reviews:** Businesses with more reviews rank higher. Period.
- **Photos:** A professional looking profile with photos gets more clicks than a text-only profile.
- **Consistency:** Does your business name, address, and phone number match across the internet? Google checks.

When your profile is optimized, you get more clicks. More clicks turn into calls, website visits, and new customers.

Here's Exactly What To Do This Week

Step 1: Claim Your Profile (30 minutes)

Go to google.com/business and search for your business. If it exists (it probably does), click "Manage this business" and follow Google's verification process. This usually means receiving a postcard with a code, or verifying by phone if you're lucky.

Step 2: Complete Everything (30 minutes)

Don't skip any fields. Fill in:

- Business description (75 words explaining what you do)
- Categories (pick the most specific ones)
- Hours (and update them if they change seasonally)
- Services you offer
- Website link
- Phone number (use the one customers call)

Step 3: Add Photos (30 minutes)

Get 5-10 photos of your work, your team, your storefront, or your service in action. Clear, well-lit photos beat blurry ones every time. This is where most businesses leave money on the table.

Step 4: Ask For Reviews (Ongoing)

After each project, ask happy customers to leave a Google review. Send them the direct link. The more recent reviews you have, the better you rank. This is the hidden lever that most businesses never pull.

What Happens Next

Within a week or two, you'll start showing up higher in local searches. Within a month, you should see an uptick in calls and website visits from people searching for exactly what you offer.

I've seen this play out time and again — a contractor does this exact process, and three months later they're getting 2-3 qualified calls per week from Google alone. The reaction is always the same: "I can't believe I was paying for ads when this was sitting here free the whole time."

That's the power of getting the basics right.

One More Thing

If you want a professional to audit your Google profile and identify what you're missing, I offer a Website & Profile Audit for \$197. But honestly? This is something you can absolutely do yourself if you set aside an afternoon.

The question is: will you? Or will you keep waiting for customers to find you?

This week. Two hours. Free tool. More calls. That's the deal.

- Seth Jacobs, Midcoast Marketing

How to Get More Google Reviews (Without Being Awkward About It)

Let me be honest with you: asking for reviews feels weird the first time. It shouldn't, but it does. Most business owners I talk to feel like they're begging, which makes them avoid asking altogether. Then they wonder why their competitors with fewer customers are getting more calls.

Here's the truth: asking for reviews isn't awkward if you do it right. And "doing it right" means having a system, not winging it on a case-by-case basis.

Why Google Reviews Matter (More Than You Think)

After 27 years of marketing, I can tell you that reviews are the single most important trust signal for local businesses. Not your website. Not your logo. Reviews. When someone searches for your service in Maine, they see star ratings first. Reviews second. Everything else is background noise.

The math is brutal: a business with 20 reviews at 4.8 stars typically outranks one with 3 reviews at 5 stars. Google rewards momentum, not perfection. More recent reviews beat older reviews. A steady stream of reviews beats a lucky week from three years ago.

Here's what happens when you get serious about reviews:

- You show up higher in local search results
- More people click on your business (not your competitor's)
- New customers trust you before they ever talk to you
- You have social proof to share with potential clients

The System That Actually Works

Asking for reviews is a process, not a one-time thing. The businesses that succeed with this understand that reviews come from a repeatable system, not luck or hoping.

Step 1: Ask at the Right Time

Don't ask for a review at the beginning of a transaction. Ask right after they've had a good experience. For a contractor, that's after the project is done. For a salon, that's after they've left happy. For a service business, that's when they're most satisfied.

The timing matters. A contractor who asks after completing the final walkthrough? The customer just felt the relief and satisfaction. That's when they're most likely to leave a review. A contractor who asks two weeks later when they're focused on their next project? Conversion drops dramatically.

Step 2: Make It Dead Simple

Don't ask them to Google you and leave a review somewhere. That's three steps too many. Give them a direct link. Here's your system:

- Go to google.com/business
- Find your business
- Click the reviews section
- Copy the "request review" link Google provides
- Save this link somewhere you can access it in two seconds

When a happy customer finishes, hand them a card, text them, or email them with this exact message:

"I really appreciate working with you. Would you mind leaving a quick review here? It helps me get found by people like you." [LINK]

That's it. One sentence. One link. No fluff.

Step 3: Use Templates for Different Situations

You'll send this hundreds of times. Make it easy on yourself. Here are templates you can copy and paste right now:

After a completed project:

"Thanks for choosing us for [project type]. I'd love to hear how we did. Quick review here: [LINK]. Thanks again!"

In an email follow-up:

"Hi [Name], just checking in to make sure everything is working perfectly. If we've earned your trust, I'd be grateful for a Google review: [LINK]. Either way, thanks for your business."

In a text message:

"Hi [Name]! Hope you're loving [service]. Would mean a lot if you left a quick review: [LINK]. Thanks!"

Step 4: Make It a Habit, Not a Hassle

The magic happens when this becomes automatic. Not when you remember to ask. When you can't help but ask because it's part of your process.

Build review requests into your workflow:

- After every invoice is paid—ask
- After every project is complete—ask
- After every customer interaction that goes well—ask

You're not being awkward. You're being professional. You're asking for honest feedback about your work. Anyone who's gotten quality service understands this.

What Happens When You Do This Consistently

Here's what I've seen happen when a business commits to asking for reviews regularly:

Month 1: You ask 20-30 customers. Maybe 5-8 leave reviews. You think this isn't working.

Month 2: You ask 20-30 customers. Now 8-10 leave reviews. People see others have reviewed you, so they're more likely to do it too.

Month 3: You're getting 10-12 reviews from 20-30 requests. Google has noticed the momentum. Your ranking climbs. More calls come in.

Month 4+: You're getting consistent, steady reviews. Google treats you like a business that customers actually trust. Your visibility goes up. Your calls go up. Your competitors wonder what you're doing differently.

A contractor I know started this process in January. By April, his phone was ringing 2-3 times a day from people who found him in local search. Not ads. Organic. Free. Because he asked.

The One Thing Most Businesses Get Wrong

They feel like asking for reviews is begging. They're embarrassed. So they ask once, get disappointed by the low response rate, and quit.

Here's the reality: you're not begging. Your customers got value from you. A review is how they tell other people about that value. You're not asking for a favor. You're asking them to share an honest experience.

And if you got the experience right, they'll do it.

Your Action Item This Week

Today: Get your Google review link and save it somewhere accessible.

Tomorrow: Ask one of your happiest recent customers for a review.

Next week: Build this into your normal process. Every happy customer gets the ask.

Do this for 90 days straight. Track how many you ask and how many respond. You'll see the pattern. You'll get confident. And your review count will go from one-off to consistent momentum.

That momentum is what Google rewards. That's when the calls start coming.

- Seth Jacobs, Midcoast Marketing

What to Post on Social Media When You Have Nothing to Say

This is the excuse I hear constantly: "I don't know what to post. Nothing interesting is happening."

Here's what I always say back: "Interesting is a myth. Consistent is what works."

Most Maine business owners feel like they have to share some groundbreaking insight or crazy announcement every time they post. So they don't post at all. Meanwhile, competitors who just show up regularly are building an audience, getting comments, and staying top-of-mind with customers.

I'm going to give you 12 types of posts that work for basically any business. No inspiration required. No writer's block. Just pick one category and post.

Behind-the-Scenes Posts (Show How It Works)

Post 1: The Daily Reality Shot

Post a photo or short video of you or your team doing normal work. A contractor at a job site. A salon stylist with a client. A service business owner at their desk. The caption is simple: "Monday hustle" or "Day in the life at [your business]."

People want to know who they're doing business with. This works.

Post 2: The Setup/Result Post

Show your workspace before and after. Your service area before and after the job. Your office before opening and after closing. "Before and after" is one of the most-engaged post types on social media. Use it.

Post 3: The Work-in-Progress Post

Share something you're working on that's not finished yet. A website redesign. A new service you're building. A project you're excited about. The caption: "Working on something new. More details coming soon."

This builds anticipation and shows you're always improving.

Educational Posts (Give Actual Value)

Post 4: The Quick Tip Post

What's one small thing your customers always ask you about? A home service question. A financial decision. A style recommendation. Share the answer in one clear paragraph. "Here's one quick thing nobody knows about [topic]: [your insight]."

Post 5: The Common Mistake Post

"The #1 mistake I see businesses make: [mistake]. Here's what to do instead: [solution]." People save these. They share these. This format works.

Post 6: The Hot Take Post

Share an opinion about something in your industry. Not controversial. Just honest. "Hot take: [statement about your industry or field]." You don't have to agree with the mainstream. A contrarian perspective gets engagement.

Community & Local Posts (Be a Local Authority)

Post 7: The Local Business Shoutout

Tag another local business you genuinely like or have worked with. "Just finished a project with [local business]. Great people. Check them out."

They'll share it. Their followers will see you. You build community. This works in Maine especially.

Post 8: The Local Event Post

Post about local events happening in your area. Maine festivals, community gatherings, seasonal activities. "If you're in [town] this weekend, check out [event]." This keeps you connected to your community and shows you're local, not just a business.

Post 9: The Hiring/Team Post

Post about your team, new hires, or the people who make your business work. A photo of your crew. A story about a team member's accomplishment. "Excited to have [name] join the team!" People trust businesses with visible teams.

Seasonal & Timely Posts (Stay Relevant)

Post 10: The Seasonal Post

Maine has seasons. Use them. "It's [season] in Maine. Time to [seasonal action relevant to your business]." Spring cleaning for cleaners. Summer prep for contractors. Fall planning for accountants. Seasonal posts feel timely without being forced.

Post 11: The Holiday Post

Holidays are built-in posting opportunities. "Happy [holiday]! Here's a small way we're celebrating at [your business]." A photo of your team. Something simple and genuine. You don't have to make it complicated.

Post 12: The Milestone/Anniversary Post

Post about your business milestones. "Three years ago today we started [business]. Here's what we've learned." Anniversary posts get engagement because people like celebrating with businesses they know.

The Template System That Makes This Easy

Here's how to use this without thinking too hard:

Pick a posting schedule. I recommend 2-3 times per week if you're just starting out.

Pick one category from the 12 above.

Take one photo or find one image that fits.

Use the caption template I gave you.

Post it.

That's it. You don't need to be creative. You don't need to be funny. You just need to be consistent and useful.

Here's what happens over three months if you do this:

- Your followers start recognizing your posts
- You show up in more people's feeds because of engagement patterns
- New people discover you because your posts are getting comments
- Your current customers remember you more often, which leads to referrals
- You build authority in your local market without sounding like a sales pitch

What You're Really Building Here

It's easy to think social media posts are about going viral or getting famous. They're not. They're about consistency. They're about showing up in front of your local audience week after week with useful, genuine, authentic content.

The competitors who beat you on social media aren't the ones with the funniest posts. They're the ones who post regularly, show their work, and build relationships with their audience.

You can do this. You don't need a big following. You don't need to be an influencer. You just need one of these 12 ideas, a phone, and 10 minutes once a week.

Your Action This Week

Pick one category from the 12 above that feels easiest for you.

Create one post using that template.

Schedule it or post it this week.

Do it again next week.

After four weeks of consistent posts, look at your analytics. You'll see what resonates. Then you'll do more of that.

That's how you go from "I have nothing to post" to "I post consistently and people are actually paying attention."

- Seth Jacobs, Midcoast Marketing

Why Your Email List Is Worth More Than Your Instagram Following

Here's a controversial take: Instagram followers are not an asset. Your email list is.

I've spent 27 years watching how businesses actually grow. The ones that survive market changes, algorithm updates, and tough years are the ones with direct access to their customers. Email gives you that. Social media does not.

Let me break down why.

The Math Behind Why Email Wins

Imagine you have 5,000 Instagram followers and an email list of 500 people.

You post on Instagram. The algorithm decides that 100 of your 5,000 followers see it. Maybe 5 engage. One person might click a link or inquire about your service. That's a 0.02% conversion rate on your total followers. The other 4,900 don't know you posted.

You send an email to 500 people. Email platforms report that about 20-25% of people open it (if you're doing it right). That's 100-125 people who see your message. If you write the email well, 2-5% will click a link or take action. That's 10-25 potential customers from a list one-tenth the size.

The difference is control. On Instagram, you're renting access to followers. Facebook owns the algorithm. They change it whenever they want. Tomorrow, Instagram could decide that business posts show up for only 1% of followers. You would have zero control.

Your email list? You own that relationship. The email goes to their inbox. They see it. No algorithm. No chance they miss it.

Here's What Most Businesses Don't Understand

Building an Instagram following feels good. It's visible. You can see the number go up. You feel like you're building something.

Building an email list feels slow. You're asking for email addresses one customer at a time. It takes forever to get to 100. It takes even longer to get to 500.

But here's the reality: a 500-person email list of actual customers is worth more to your business than 50,000 Instagram followers. This isn't opinion. It's math.

A customer on your email list has already decided they like you enough to give you their email. That's qualified attention. An Instagram follower might have followed you by accident, is scrolling mindlessly, or will never see your posts.

What Email Does That Social Can't

1. Email builds long-term customer relationships.

When someone gets an email from you once a month, they remember you. They think of you the next time they need your service. They're more likely to call you than your competitor who only shows up in their Instagram feed.

2. Email is where people make buying decisions.

People browse Instagram on their phone while watching TV. They read email when they have a moment and are actually thinking about their needs. Email gets opened when the timing is right. Social media gets scrolled past.

3. Email gives you direct access during opportunities.

When you have a limited-time offer, service special, or announcement, your email list is the first place to announce it. You don't have to hope the algorithm shows it. You don't have to cross your fingers. The email goes out. People see it. You get inquiries.

4. Email reduces your reliance on any single platform.

Remember when Instagram had that outage in 2021? Businesses that relied only on Instagram lost access to their audience that day. Email never had that problem. Email has been reliable for 30 years.

How to Build an Email List From Scratch (And Keep It Simple)

Most businesses think they need complicated funnels and landing pages to build an email list. They don't. Here's what actually works:

Step 1: Decide What You're Offering

You need a reason for someone to give you their email. It doesn't have to be huge. It just has to be valuable to them. Examples:

- A free checklist relevant to your business (home seller's pre-listing checklist, seasonal maintenance guide, etc.)
- A free mini-course or guide (5 mistakes people make with [your service], 7 ways to save money on [your industry])
- Monthly tips or advice (landscaping tips for Maine winters, bookkeeping basics, etc.)
- Early access to sales or announcements (get notified about special offers before the public)

Pick one. It doesn't have to be perfect. It just has to be honest and useful.

Step 2: Choose an Email Platform

Don't overthink this. Mailchimp, Kit (formerly ConvertKit), Brevo, or Klaviyo all work fine. Pick one that has a free plan for small lists.

You're not running a tech company. You're running your actual business. Use basic tools that work.

Step 3: Create Your Signup Form

This is where most businesses overcomplicate things. You need three things on your signup form:

- Email address field
- First name field (optional but helpful)
- What they're signing up for (what's the incentive?)

That's it. Don't ask for their phone, address, or favorite color. You're collecting emails, not conducting a census.

Step 4: Get People to Signup

Where do you add your signup form or link?

- Your website homepage and contact page (most important)
- Your email signature (add it at the bottom of every email you send)
- Your social media bios (link to signup)
- In-person: at your office, on invoices, printed cards
- When you finish a project for a customer: "Want to get my monthly marketing tips? Join my email list here."

Every single customer touchpoint is an opportunity to add someone to your list.

What to Send Once You Have an Email List

Now here's where most businesses panic: "What do I send them?"

Start with a simple monthly email. One email per month. That's it. Here's the structure:

- **Opening:** One personal line. "Hey, hope you're having a great April."
- **Main content:** One useful tip or insight related to your business. Something that helps them. (This could be the same kind of tips from my blog posts. One solid idea.)
- **Call to action:** Something they can do. "If you want a free audit of your [service], reply to this email or click here."

- **Closing:** Sign it. "Talk soon, [Your Name]"

That's your email. Two minutes to write. One to send. And it keeps you top-of-mind for your entire customer list.

Don't overthink it. Don't make it fancy. Make it genuine and useful.

The Real ROI of Email

Here's what I've seen happen when a Maine business commits to email marketing:

Month 1: They send their first email to 50 people on their list. 10 open it. 1 person inquires about their service.

Month 2: The list is now 75 people. 15 open the email. 2 people inquire.

Month 3: The list is 100 people. 20 open the email. 3-4 people inquire.

By Month 6, a 150-person email list is sending them 5-8 qualified inquiries per month. That's not viral growth. That's not flashy. But that's sustainable business growth.

Meanwhile, the business owner spent zero dollars on ads. They just sent one email per month to people who already liked them.

The Action Plan

This week:

- Sign up for a free email platform (Mailchimp works fine)
- Decide what you're going to offer people to join your list (choose one from the list above)
- Create one simple signup form
- Put the signup link on your website and email signature

Next week:

- Write your first email to send at the end of the month
- Add signup links in other places (social media bios, invoices, etc.)

Month 2:

- Send that first email
- Send your second email a month later

You've now started something that will pay dividends for years. A direct connection to customers who want to hear from you.

That's worth infinitely more than Instagram followers.

- **Seth Jacobs, Midcoast Marketing**

The \$0 Marketing Strategy That Works for Every Local Business

Most Maine businesses are trying to run before they can walk.

They're buying ads, investing in fancy websites, and hiring consultants before they've done the basic, free stuff that actually makes the difference.

Here's what I've learned from 27 years of watching what works: the foundational marketing strategy costs zero dollars. And most businesses skip it entirely.

Then they wonder why paid ads don't work and why they're not getting calls.

The Foundation That Matters (And It's Not Paid Ads)

Think of a building. The foundation is invisible. Nobody talks about it. But if you skip the foundation, the whole thing collapses. Marketing is the same.

The marketing foundation for every local business is this:

1. A complete, accurate Google Business Profile
2. Customer reviews (coming from what I wrote about earlier)
3. Consistent business information everywhere online
4. A basic website that doesn't embarrass you
5. Local SEO fundamentals

That's it. Do this. Do it well. Then—and only then—should you consider spending money on ads.

Most businesses skip steps 1-5 and jump straight to Google Ads. Then they complain that ads don't work. The ads aren't the problem. The foundation is.

Here's Exactly What to Do (No Budget Required)

Step 1: Optimize Your Google Business Profile (2-3 hours, \$0)

I wrote about this in my first blog post. Do that. Claim your profile. Fill in every field. Add photos. Get reviews. This is non-negotiable.

This single step will get you more calls than anything else you can do for free. Period. I've seen it happen dozens of times.

Step 2: Get Consistent Information Everywhere (2-3 hours, \$0)

Go to Google and search "[your business name] Maine." Look at everything that shows up. Your business name, address, and phone number should be identical everywhere.

If your Google Business Profile says "John's Plumbing," but your website says "John's Plumbing Service" and your Facebook says "JP Plumbing," Google gets confused. You rank lower.

Fix this. It's called NAP consistency (Name, Address, Phone). Here's where to check:

- Your website
- Google Business Profile
- Facebook
- Your email signature
- LinkedIn (if you use it)
- Any local business directories (Yelp, Angie's List, etc.)

Make sure they all match. Exactly. This is invisible to customers but crucial to Google.

Step 3: Audit Your Website (2 hours, \$0)

Your website doesn't have to be fancy. But it has to work. Here's the audit:

- Does it load fast? (Use Google PageSpeed Insights to check)
- Is it mobile-friendly? (Try viewing it on a phone)
- Can someone find your phone number in 3 seconds? (Should be in the header or footer)
- Does it explain what you do and who you serve?
- Is there a way for people to contact you? (Contact form or call button)
- Are your hours and location on the site?
- Do you have a testimonial or two from real customers?

If you answered "no" to any of these, fix it. None of these require a web designer. Spend an afternoon and fix what's broken.

Step 4: Add Local Keywords to Your Website (1-2 hours, \$0)

People search for "[service] near me" or "[service] in [your town]." Your website should mention your town and service naturally.

Examples:

- Instead of: "We provide accounting services"
- Better: "We provide accounting services to small businesses in Maine"

- Instead of: "Trusted plumber with 15 years experience"
- Better: "Trusted plumber serving Portland, Rockland, and Midcoast Maine for 15 years"

Write naturally. Don't keyword-stuff. But make sure your location and service are mentioned on your website.

Where should you mention these?

- Your homepage headline
- Your "About" section
- Your service descriptions
- Your footer

Step 5: Build Backlinks Naturally (Ongoing, \$0)

A backlink is when another website links to yours. Google sees this as a vote of confidence. Here's how to get them without paying:

- Get listed in local Maine business directories
- Get featured in local news or community blogs (reach out with story ideas)
- Partner with complementary local businesses and link to each other
- Write good content that other websites want to link to (like these blog posts)

Again, this takes time but zero dollars.

What This Foundation Actually Does

When you do all five of these things, here's what happens:

- Google sees you as a legitimate local business
- You start showing up in local searches for your service
- People find your Google Business Profile and see real customer reviews
- They visit your website and see a professional operation
- They call you because you look legitimate, not because an ad interrupted them

These are warm leads. People who actively searched for you. People who are ready to buy.

This is infinitely better than cold traffic from ads.

After You Have the Foundation (Then You Can Spend Money)

Once you've done steps 1-5, then—and only then—does paid advertising make sense.

Because now when someone clicks your ad, they land on a website that looks professional. They see reviews on your Google Business Profile. They see consistent information everywhere. They see a business that looks real.

That's when ads actually work.

But most businesses do ads first and foundation work never. That's backwards.

The Real Story

I had a contractor client in Portland. He'd been spending \$400 a month on Google Ads with no real results. He was frustrated.

So I asked: "When someone clicks your ad, what do they see?"

I looked at his situation. Here's what I found:

- His Google Business Profile was incomplete (no photos, bare description)
- He had zero customer reviews
- His business info was different on his website vs. his Google Profile
- His website was slow and looked like it was built in 2005

No wonder ads weren't working. Why would someone hire a contractor who doesn't have a professional online presence?

So we stopped the ads. We spent three weeks fixing the foundation. We got his Google Profile right. We got reviews. We fixed his website. We made sure all his information matched.

Then—only then—we started ads again.

His cost per lead dropped 60%. His conversion rate tripled. Same ad spend. Better foundation. Better results.

Now he's getting calls from organic local search without spending anything on ads.

Your Action Plan This Month

Week 1: Optimize your Google Business Profile (do this first)

Week 2: Fix your NAP consistency—make sure your info is the same everywhere

Week 3: Audit your website and fix the broken stuff

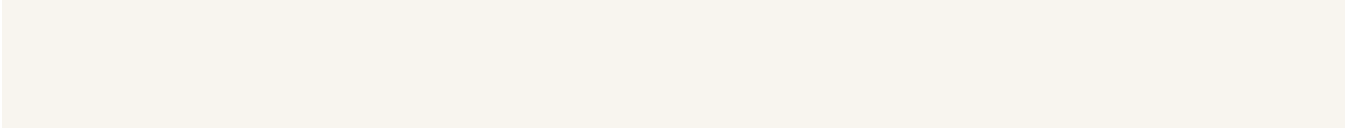
Week 4: Add local keywords naturally to your website and start asking for reviews

Then step back and give it 30 days. You'll start seeing the difference in calls and inquiries.

This is the \$0 marketing strategy. It works. It's just not flashy, so nobody talks about it.

But the businesses that do this first are always the ones who win.

- Seth Jacobs, Midcoast Marketing



NEXT STEP

You've got the plays. Want help running them?

Every business I work with starts here — the same five moves, run consistently. If you'd rather have someone look over your shoulder and tell you exactly what to fix first, I do that too.

A **Website & Profile Audit** is \$197 and gets you a specific, prioritized list of what's holding your business back online. A **Strategy Session** is \$297 and gives you a custom 90-day action plan.

Seth Jacobs · Marketing Strategist for Maine Businesses

seth@midcoastmarketing.com · (207) 831-1903

midcoastmarketing.com

— *Seth*