

M LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

June 2017

The Importance of Building a Powerful Brand Identity

*Small Business
Marketing on
a Tiny Budget*

**Businesses
Beware:
Online
Threats to
Your Small
Business**



*How to Write
Marketing Blogs
Your Customers
Will Want to Read*

*Millennials and
Mobile Marketing*

**MAJOR FACTORS
THAT INFLUENCE
CONSUMER
REACTIONS TO
FEAR-BASED
MARKETING**

**Infographic:
Online
Threats to
Your Business**

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Welcome!

Here it is June; meaning that at the end of this month 2017 will be half over. My how time flies by!

How are you trending against your goals for the year? If you're not on track to meet or exceed those goals, perhaps it is worth the time to re-evaluate your marketing strategy.

Our entire magazine is focused on providing informative articles that can help the local business owner. We've included in this month's issue several interesting articles and tips that you can apply immediately to help you grow your business.

We hope you enjoy the subjects of this month's articles, including Blogging, Millennials, Online Threats and more.

You'll also find new versions of our popular Marketing Calendar and Infographic.

If you like the magazine, and know other local business owners that could benefit from receiving our magazine each month, please do us (and them) a favor by forwarding a copy to them.

If you have any comments about this issue or would like us to help you with your marketing please do not hesitate to contact us.

Raj Deshpande
CEO
CroydonGate

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A Little About Us

Local Business Marketing Magazine is proudly provided by CroydonGate.



CroydonGate was started with one goal in mind. We wanted to use the scientific approach to Online Marketing and use our expertise to help our clients achieve their goals – whether it was to increase sales & customers, branding, website design, Social Media Marketing or Mobile marketing. We wanted to give our clients the ability to leverage the same cutting edge marketing platforms that the Fortune 500 organizations use, at affordable rates.

We are a one-stop-shop for all Online Marketing needs. Our Google Certified AdWords and Analytics Experts, Social Media Marketing Gurus and expert Web designers provide the professional service to our clients which results in consistently higher ROI for our client's Online Marketing Investment.

Our goal is not just getting the customers to your site but to put a plan in place that will get them to take that next crucial step of calling you or placing that order online.

We use a scientific approach to the Online Marketing and we use Google Analytics, Multivariate A/B Testing, Sale/Search Funnel reports and other industry leading tools to understand the customer dynamics and we accurately optimize the Online Marketing parameters so that the marketing campaign works at a maximum efficiency level and increases our client's profit while reducing the conversion costs.

Give us a call to learn how we've helped businesses like yours grow revenue. If you have any questions, or would like to know how we can help you meet and exceed your marketing goals, please contact us.

Did you know that we are a full-service ad agency? Did you also know that we specialize in helping small and medium sized businesses? We customize a program that meets the needs and budgets of each of our clients, and we offer Free Initial Consultations. Give us a call to learn how we've helped businesses like yours grow revenue. Some of our services include:

- Mobile Marketing
- Web Services
- Reputation Management
- Online Marketing
- Social Media Marketing
- Branding
- Conversion Optimization



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Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

June

Aquarium Month
Adopt a Cat Month
Fresh Fruit and Vegetables Month
Candy Month
Camping Month
Dairy Month
Great Outdoors Month

June 14 - Flag Day 2015 (USA)
June 18 - Father's Day
June 21 - First Day of Summer

1st - Heimlich Maneuver Day
1st - Go Barefoot Day
1st - Say Something Nice Day
2nd - Rocky Road Day
2nd - Leave The Office Early Day
2nd - Doughnut Day
4th - Cancer Survivor's Day
5th - World Environment Day

6th - Yo-Yo Day
7th - Chocolate Ice Cream Day
7th - Running Day
8th - Best Friends Day
9th - Donald Duck Day
10th - Belmont Stakes
11th - Corn on the Cob Day
14th - World Blood Donor Day
14th - Bourbon Day
15th - Nature Photography Day
16th - Fudge Day
16th - Flip Flop Day
23rd - Pink Day
23rd - Take Your Dog to Work Day
26th - Chocolate Pudding Day
27th - PTSD Awareness Day
27th - Sunglasses Day
29th - Handshake Day
30th - Meteor Watch Day
30th - Social Media Day

July

National Blueberry Month
National Anti-Boredom Month
National Cell Phone Courtesy Month
National Hot Dog Month
National Ice Cream Month
National Picnic Month
National Independent Retailer Month

July 4 - Independence Day (U.S.)

1st - Creative Ice Cream Flavors Day
3rd - Fried Clam Day
3rd - Chocolate Wafer Day
4th - Caesar Salad Day
4th - Barbecued Spareribs Day
5th - Graham Cracker Day
6th - Fried Chicken Day
7th - Father Daughter Take a Walk Day
7th - Strawberry Sundae Day
8th - Chocolate with Almonds Day
9th - Sugar Cookie Day
11th - Cheer up the Lonely Day

11th - Pet Photo Day
11th - Blueberry Muffin Day
12th - Different Colored Eyes Day
12th - Eat your Jell-O Day
13th - French Fry Day
14th - National Nude Day
14th - Mac and Cheese Day
15th - Pet Fire Safety Day
15th - Give Something Away Day
16th - Ice Cream Day
17th - Emoji Day
19th - Hotdog Day
20th - Lollipop Day
21st - Junk Food Day
23rd - Parent's Day
24th - Drive-Thru Day
25th - Hot Fudge Sundae Day
27th - Chili Dog Day
29th - Lasagna Day
30th - Father-In-Law Day
30th - Cheesecake Day
31st - Mutt Day

2. Add Personality

Adding a real-life experience to your blog becomes more relatable to those in your target audience. They may see a customer review or testimonial that is similar to a situation they were in before and learn how your product or service helped solve the problem for the other individual.

Or, you could choose to share your personal experience in relation to your company's products to show that those who own the company go through the same issues and problems that everyday consumers do.

3. Get Your Blog Out There

Find out ways to guest post on other blogs. You can learn more about the other blogs that your target audience visits and often reads by looking at the links they provide on popular social media websites.

Then send a quick email to the blog owner to find out if they would feature a blog post from your company. You may get turned down, but it never hurts to try.

4. Don't Be a Rule Breaker

Don't create obstacles in your writing to make it difficult for your readers to comprehend. Keep the writing simple, yet highly informative and based on facts.

5. Don't Quit Too Soon

Once you've finished your blog post, you still have more work to do. Go back, reread, find ways to improve your writing, edit where you need to, and put yourself in the reader's shoes. If it doesn't make sense, fix it.

6. Take the Bad with the Good

It is a great feeling to receive praise for your writing, but it is very beneficial to receive negative or constructive criticism for your work. Doing this allows you to know where you need to make improvements and how you can create content that your customers will relate to and want to share with others.

7. Use Various Resources to Locate the Right Audience

When you know who your target audience is, it can

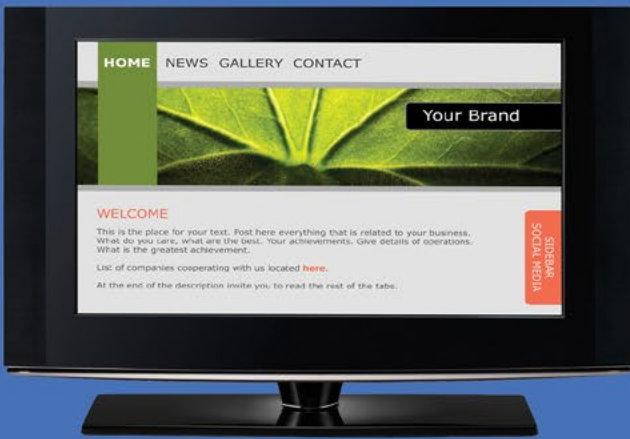
help you to succeed in the world of marketing. Fortunately, there are dozens of things you can do to help you find out your key target audience. Your target audience is the people who come back, again and again, to buy your products or use your services.

One of the best ways to ensure that you know who your target audience is would be to check out the comments section on any of your company's Facebook posts. Doing so will not only give you an idea of who your audience is, but it will also help you learn more about what they want and don't want from your company firsthand.

Remember that the purpose of your blog is to gain the attention of your customers and keep them on your website for as long as possible. Try to find out what type of content works best for your company, such as informative, educational, or humorous, and stick to that format for the majority of your posts. Doing so will help you have a successful blog that will provide your company with more customers and profit.

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Small Business Marketing on a Tiny Budget

Your business is small and so is your marketing budget. Without a large sum of advertising cash available, you must find ways to compete with larger businesses for the same customers. Fortunately, small business marketing on a tiny budget is possible.

1. Network like your business depends on it.

Successful businesses have several things in common.

One of those things is their managers eagerly and consistently network.

Attend business functions, including trade shows, product roll-out events, and local clubs to press the flesh and build relationships. Bring with you updated business cards, make appointments with potential clients, and simply show yourself helpful. Build a reputation as a helper, not as a taker.

2. Tap your community.

For many small business operators, their local community supplies them with the bulk of their business. Just as you draw from the community to make a living, give something back.

Some examples include: sponsoring a youth soccer team, underwriting a 10K race, or supporting a food bank. Larger businesses

might consider paying to have their names splashed on a sports field or offered up as a lead sponsor of the local symphony, boys and girls club, or a senior center.

As you give back to your community, your community will recognize your efforts and give back to you in the form of additional business.

3. Give something away.

One of the best ways to build buzz about your business is to give something away, no strings attached. It doesn't have to be an expensive product or service, but it should be something potential customers deem valuable.

For instance, if you run a retail shop and you want to market a new product, work with the vendor to supply a sample for your giveaway. Then, tout this product through social media (such as on your Facebook page), encouraging people to participate in your contest.

When you select the winner, have this individual come to your business to receive

their prize. Take a photo of you presenting the prize and share that in your newsletter and with social media. Here, you'll draw significant attention to your business at little to no cost to you.

4. Offer unique discounts to followers.

Giving something away means there is only one winner. You can make everyone a winner by providing them with a unique discount.

This is where you award your social media followers, individuals who subscribe to your Facebook, Twitter, or Instagram page. Supply your followers with a discount coupon only available through your special account. The idea here is to build your social media base. In turn, you'll enjoy greater recognition online, enjoying a low-cost method of marketing.

5. Ask for referrals.

Each time you provide a service or a product to a customer also allows you to ask for referrals. If your customer is happy with your

work, ask for a referral.

Referrals make it easier for you to approach potential customers. With the name of a satisfied client in hand, you can make a pitch to someone they know. As an added bonus, you might provide a bonus or a finder's fee for referring parties.

6. Collaborate with other businesses.

Work with nearby businesses to jointly promote what each provider supplies. You may already be doing this if your outlet is in a shopping center or mall with a portion of your rent covering joint advertising efforts.

Beyond collaborating with businesses that share a common footprint, look for other businesses that share a common customer base. For instance, if you are a florist, working with a photographer, baker, party planner, and a vacation broker makes sense if you jointly want to reach couples planning to marry.

Pool your resources, consider a package deal

for customers, and make individual referrals as needed.

There is one caveat here: only work with businesses that share your vision of providing stellar customer service. The last thing you want is to associate with any enterprise that can adversely affect your business.

7. Market yourself continuously.

Never allow a moment to pass by without touting what you do. No, this does

not mean you make a pest of yourself. Instead, when the opportunity presents itself for you to share something about your business and what you do, take advantage of it.

Craft an elevator pitch, typically a 10- to 15-second overview of what you do. Make it engaging, as you will want your listeners to respond. At this point, you may have less than a minute to close the deal or just enough time to market your product or service.

Toward Business Success

These seven examples can draw attention to your business, enabling you to thrive in a competitive market.

Not every example will provide instantaneous results, but collectively they can provide your business with a solid customer base while advancing your reputation amongst your clients, collaborators, and the community.

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The Importance of Building a Powerful Brand Identity

As you formulate and solidify dreams of your company's future success, you may be tempted to think that realization of those dreams or achieving that success might be a simple task easily accomplished with dedication and hard work. Surprisingly enough, the steps you take toward success -- while possibly accomplished with blood, sweat, and tears -- should

begin with the creation and cultivation of your brand and business identity.

Many corporate brands have become so ingrained in the public consciousness that specific images or sounds are immediately brought to mind whenever we hear the names of the companies or products associated with those brands. Conversely, we can also mentally

recall the companies and products that belong to particular brands when we hear or see the sounds and images attached to them. Even completely dissociated items have become associated with certain brands, and there are some brands that have become household words related to their form or function.

The Nike "swoosh," which is

an embellished check mark, and Budweiser's Clydesdale horses are examples of dissociated items that represent specific brands. Google and Xerox have become household words that describe actions rather than companies (e.g., "I Googled that yesterday," or "Can you Xerox a few copies for me?"). A few decades ago, car manufacturers had a host of jingles attached to their products:

- Ford asked if you had driven one lately.
- Toyota proclaimed what a feeling it was to drive one.

- Pontiac claimed to build excitement.
- Chevrolet trucks were built like a rock.
- Dodge trucks were, of course, "ram" tough.

Companies like McDonald's, Starbucks, Apple, Target Stores, Mercedes-Benz, Twitter, and Playboy, among many others, have instantly recognizable logos or images with no accompanying text to identify the associated business or brand. Likewise, there are phrases or sounds with no imagery that bring to mind the related business or brand:

- Mazda: "Zoom, zoom!"
- Rice-a-Roni: The "ding-ding" of a trolley or street car.
- Allstate Insurance: "You're in good hands."
- Kentucky Fried Chicken: "It's finger-lickin' good."
- Frosted Flakes: "They're grrrrreat!"
- FedEx: "When it absolutely, positively has to be there overnight."
- Pillsbury: The "tee-hee" giggle of the Pillsbury doughboy.
- Intel: Although hard to articulate in writing, the four-chime audio signature of Intel is quite memorable.

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The companies listed above are among some of the most successful or long-lived in the corporate world, but not all companies have a brand identity so strongly imprinted upon our minds that we can almost immediately attach the company to an image, phrase, or jingle, or vice versa. Despite the lack of instantaneous visual or auditory association, a great number of successful and popular companies with strong brand identities can be associated with something tangible. Creating and cultivating a dominant brand identity does not, however, begin with the tangible.

Defining Your Brand Identity

A business or brand identity does not start with a catchy jingle, memorable song, or recognizable logo and get developed around it. While those things may seem important to you in terms of solidifying your company's identity, they are just one part of that identity (and may be the smallest or largest), and are smaller parts of the bigger picture. A vital factor in developing your business and brand

identity for marketing purposes is identifying your mission or purpose, values or ideals, and your goals and accomplishments. That means your identity is defined by what you do and why you do it, the goals you hope to attain, the image you want to present to peers and potential clients, and what you stand for.

Defining what you stand for is perhaps the most important aspect of your company's brand identity. When professional peers and the general public (or your preferred audience) hear your name, what do you want them to think of?

Before you can create an identity for your business or brand that possesses those attributes, they need to be identified and meaningfully defined. While this will naturally require thought and strategy, it may also necessitate compromise. This last factor could be necessary simply because you may not want to be recognized for things that don't market well, or because some attributes may be associated with tangible things or intangible thoughts that are less than ideal.

Once it is finalized, your business or brand identity should reflect positively on what you stand for without being hindered by negative detritus. It should have a foundation that is well-developed and possess the ability, or at least the potential ability, to survive the times and last as long as your company does.

When encountering your brand identity, peers and consumers should have an instant awareness or recognition of your values and purpose, and they should be able to thoughtfully consider your products and services, and even your company itself, without vagueness, ambiguity, or apathy.

While it may now sound like a daunting obstacle or insurmountable challenge to develop a powerful identity for your business or brand, the first step in doing so (and the most basic requirement) is to know what your expectations are for the public's perception of your company. How do you want your company to be viewed by others?

The more time you invest in thoughtful and thought-

evoking development of your brand identity, the better able you will be to create a sustainable and powerful one with the potential to become instantly recognizable, associated positively, and dominant in your niche, market, or industry.

Three Influential Elements for Success

The development of your brand identity may involve a variety of steps, but there are three important elements that have significant influence over how successful your efforts will be. These should be considered the foundation of your efforts to create your identity, establish it in the marketing realm, and assist in achieving recognition for your company and the products or services you are offering.

Uniqueness: There should be no confusion between your brand and anyone else's. Everything about your brand should be as dissimilar from the brands of other companies, from the colors or your logo to your documented corporate values, to avoid unintentional association

with other brands and companies (especially your competitors).

Consistency: Industry dominance and consumer recognition cannot be achieved if you are inconsistent in displaying and emphasizing your company's brand. While it may seem redundant or repetitive, everything said, done, published, or distributed by your company should include your brand. Without consistency, it is impossible for your business and brand identity to become imprinted on the consciousness of your peers and potential clients.

Exposure: A few decades ago there were few marketing channels available for companies that did not possess large marketing budgets. Online marketing, however, has dramatically reduced the necessity for big budget advertising and leveled the playing field for smaller businesses.

A mom-and-pop business in the rural Midwest now has access to as much marketing exposure as an international corporation

with offices spread across the globe. Achieving a high level of online visibility is not, however, attained by merely having an online presence. You must invest the time and effort to utilize the many online marketing channels at your disposal and make them work for you in the most effective and optimal way.

The Final Word

Once you have defined your business and brand identity, you should not view it as a limit on what you can accomplish with your company's marketing efforts. In reality, the opposite is true.

A well-defined identity frees you to work on building your company around the concepts and ideals that make it what it is and provide it with the opportunity to become whatever you have imagined it to be.

Reaching for the sky will no longer leave you grasping nothing but air, but you do have to start somewhere, and it should all start with your business and brand identity.



Businesses Beware: Online Threats to Your Small Business

By Casey McMullin

The increased use of the internet has enhanced the ability of a business to reach out to its customers. The greater reach provided by technology encourages small businesses to transfer most of their work to their computers. However, as more and more companies have become integrated in the online world, hackers are taking advantage of online businesses.

The hackers infect the victim's computer and hold their files hostage, demanding a ransom to return the victim's work. If the victim does not pay, their files are often lost. While these cyber-attacks harm large businesses, they may be detrimental to the success to small businesses, and could cause them to shut down completely. Learn more about how these online attacks are

occurring, and what you can do to protect your business from hackers.

How Are These Attacks Happening?

These attacks often come in the form of suspicious links in emails. Often, once one person is hacked and the hacker has access to their email, an email will be sent to all contacts with a link containing the virus. Once the link is clicked, the hacker has access to the victim's network. Confidential data is often targeted to have further control over the person or business, and the hacker gives the victim an ultimatum: pay or have your files deleted. For smaller targets, the cost to get files back seems to be about \$300, but some larger businesses have reported paying \$60,000 for ransom. Hackers have

held hostage the files of hospitals and entertainment companies alike. In fact, PC World reports that 200,000 companies in 150 countries have been targeted. By targeting vulnerable people, hackers are often able to get away with the money they request. These attacks are harmful to any business, but could shut down a small business at the click of a link.

What Can I Do to Prevent These Attacks?

As always, prevention is the best form of defense. Any reputational or financial damage to your company may prove to be long-lasting. Thus, stopping hackers in their tracks appears to be the most effective way in keeping your files within your network. Additionally, if you do find yourself to be a victim, repeat or copycat

attacks may occur for further monetary manipulation. Tips to prevent or lessen the impact of an attack are provided below.

Be Wary of Suspicious Links

Clicking on every link sent to you is a careless method of navigating the internet. Hovering over links tells you where the link will take you; if the website is not one you know or trust, do not click the link. Always check the sender of an email. Although people can fake their account names, any unknown email addresses immediately raise a red flag.

If a link is randomly sent to you, but the content of the message does not sound right, check with the sender through some other method of contact. Further consider the end of the link when you are hovering over it to assess it. Websites that end in ".net" or ".gov" are typically more trustworthy than your average ".com," but click at your own discretion. If you have clicked on a link from a hacker, you are already infected. Hackers will often encourage their victims to keep their computers on, as it gives them more time to extract

your files. If you become a victim of an attack, your best course of action is to immediately disconnect your network. While all files may not be restored, it restricts the hacker's access to your network. Ideally, you should make back-up files that are disconnected from your network. This will save irreplaceable information. With these precautions in place, you should be able to avoid paying for documents that are stolen. Refusing to pay the hacker will ultimately discourage future attacks, as you will not be an effective target. However, understand that all files may not be restored.

Update Your Products

The easiest products to target are ones that have not been updated. This is because hackers will have more time to work with an unchanging product. Thus, updating your software, such as your Microsoft applications and antivirus software, will assist in blocking hackers from your system. Install updates and patches as soon as possible; the longer you wait, the more susceptible you are to an attack. Certain patches have been designed by the provider to make these

attacks more difficult.

Keeping your applications updated is crucial, but having an antivirus software in place will assist in preventing an attack. The antivirus software further checks links and websites, and will warn you of suspicious activity on a site prior to visiting it. If you have the means to do so, acquiring an antivirus software will assist in assessing the danger of links you come across and websites you may visit.

Educate Your Workers

While you may be aware of the ways to prevent your network from being compromised, your employees may not. Any virus can be spread to all computers on a network, even if only one computer accessed the link to the virus. If your employees do not know the dangers of these suspicious links, you may only be putting your business in unnecessary danger. Educate your employees on proper internet usage. Remember that you and your workers have built up the company; they can also tear it down, even if it is by accident.



Major Factors That Influence Consumer Reactions to Fear-Based Marketing

Emotions are an easily manipulated part of human nature. Marketers frequently use emotional marketing to establish a connection between the consumer and the advertised product or service.

One of the most commonly exploited emotions in marketing is fear. Fear is effective because it empowers people to change their behaviors, and

decades of research reveals fear-inducing advertising is more memorable than positive advertisements or those lacking an emotional response. Simply inciting fear, though, can lead to unforeseen marketing challenges.

Several variables predict whether fear works to change consumer behavior, and understanding these factors can help you create

an effective marketing campaign.

Consumer Association with Product or Service

If a person doesn't believe they are vulnerable to the fear you're selling, they are less likely to change their behavior. For example, if you're a company that sells shoe insoles, people under the age of 30 or 40 might not feel this product is relevant to them. That

means that if you produce an ad outlining the dangers of hammertoes or bunions, these people won't pay attention because they think insoles are for older individuals or people with foot problems.

To make a fear-inducing ad effective, you must relate the product to all consumers and demonstrate why that person should pay attention. In this case, you might include statistics about who experiences foot problems and why shoe support is necessary to avoid them.

Or, you may demonstrate the severity of foot issues while educating people that poor support early on will result in these problems later in life.

Fear Intensity

This may be the most critical predictor of whether your fear ad will succeed or fail. If your ad does not produce enough fear in the consumer, they will likely ignore the importance of your product or service.

However, if your ad evokes too much fear in the consumer, they are likely to employ defense

mechanisms to avoid the fear-causing advertisement rather than focus on your message. For example, an ad for a weight loss program might use fear to suggest the typical American diet causes heart attacks. This notion is very relatable for most Americans, and the fear of an impending heart attack may cause too much anxiety. This results in the person trying to distance themselves from your ad by claiming they eat healthier than they do or that heart attacks only happen to people who are obese or elderly.

Though it seems counter-intuitive, humor can bypass these problems by lessening the impact of the fear. One research article revealed "results support the idea that playfulness of humor provides a safe context for the audience, within which they can elaborate on the threatening message and acknowledge their personal vulnerability to the threat" (Mukherjee & Dube, 2012, p. 154).

Satire is especially effective, as it demonstrates the irony of a situation and allows consumers to stay engaged in the message. This reduces the likelihood a

consumer will use a defense mechanism to avoid the fear, and increases the chances they will heed the underlying message.

An excellent example of this is demonstrated by a British PSA about smoking. A carpet installer has just finished his work and goes to have a smoke, but realizes he accidentally carpeted over his pack of cigarettes. In his embarrassment, he stomps down on the pack trying to hide his mistake. Shortly after, the homeowner walks in saying "I found this pack of cigarettes on the counter, they must be yours." Before the carpet installer can figure what happened, a young girl shows up asking if anyone has seen her pet hamster. The camera pans to the blood-stained lump in the carpet where the message "Smoking Kills" appears. The commercial invokes a morbid fear of smoking, but presents it in a humorous manner that keeps the consumer engaged and imparts a sense of severity concerning the overall message.

How to Use Fear Marketing

Many marketers mistakenly assume fear-evoking

advertising is useful only for political campaigns or PSAs. Fear has proven effective in eliciting avoidance behavior for these parties, but fear can also be used to encourage people to buy a product or service. For example, by demonstrating to consumers that something is a trending product, marketers can suggest that not using that product will result in social rejection. People are inherently drawn to trending products because they want to feel included.

Social acceptability in marketing dictates a wide range of consumer behaviors such as the type of vehicle, clothing, food, or technology someone will purchase.

Apple's marketing strategies are exceedingly effective at promoting social acceptability and suggesting to consumers that buying anything other than Apple will result in social rejection.

In a similar vein, marketers can imply that failing to use a certain product or service will result in a Fear of Missing Out (FOMO). You may have heard this term used by teens and young adults to express a fear that

not buying into a trend will result in later regret that they missed an important life experience.

Most ads incite this fear by claiming there is a limited supply of a product or service and a consumer must "jump" at the opportunity to avoid missing out. Apple has also used this tactic to suggest certain iPhones are in short supply, only to later reveal they had enough to fill consumer demand.

Even though Apple lied outright, consumers who thought they had missed out on their opportunity were thrilled to be given a second chance to purchase the trending product.

Why Does Fear Marketing Work?

Humans are designed to fear harmful things. Our ancestors developed a fear response to predatory animals as a means of self-defense. Though our protection is not threatened by lions or bears today, people show the same fear reaction to guns, bombs, and knives suggesting people can learn to fear anything.

Public health campaigns rely on this innate fear response to develop "scare tactics" aimed at reducing unhealthy consumer behaviors like smoking. Politicians also make use of fear to reduce votes for opposing political candidates by suggesting these individuals are unfit to lead.

Today, the most relevant thing people fear is social rejection. To survive, our ancestors relied on social interaction and cooperation and this innate response has persisted to modern times. People need to be included, and when they are not, they develop anxiety and other maladaptive behaviors.

Thus, we fear social rejection because being rejected can result in unpleasant feelings. Marketers can use this fear to make consumers believe a product or service will make them more accepted, ultimately relieving fear of rejection and pushing sales.

Mukherjee, A., & Dube, L. (2012). Mixing emotions: The use of humor in fear advertising. *Journal of Consumer Behavior*, 11(2), 147-161.

MILLENNIALS

Millennials and Mobile Marketing

By Emily O'Brien

Who are millennials?

According to entrepreneur.com, millennials are the portion of the population born between 1982 – 2004. Millennials are future consumers, losing your millennial audience now could mean losing them for the next 50 years. Millennials are the majority, and you need their support.

Why do they matter?

Millennials just recently passed baby boomers as the largest portion of the population. PEW research center reports that there are currently 75.4 million millennials in the US, compared to 74.9 million

baby boomers. Millennials are the future, and are vital consumers that small companies must appeal to, to ensure long time success.

How to attract them

It is no secret that millennials are more involved in technology than any prior generation. This means mobile marketing is as important as ever. Millennials revolve their life around innovation and technological advancements, to get their business, you need to completely understand mobile marketing and make yourself stand out among everyone else trying to market online.

1) Customer service

64% of millennials believe that social media one of the most effective ways to reach a company, and 65% of millennials will start interactions with a company online if a question or concern arises. This exemplifies the importance of, as a company, staying on top of your social media accounts and trying to respond to any questions or concerns consumers come to you with. Not only does this keep consumers interested by maintaining interaction with the brands they choose to support, but it increases trust and loyalty within consumers.

2) Loyalty

If millennials believe and trust in a company, they are more likely to make their loyalty known and publicly support the brand. When a millennial is loyal to a brand, they are very likely to spread word of the company throughout their social media platforms, increasing exposure and online traffic for your company.

Simple ways to increase trust includes, answering questions or addressing concerns that consumers come to you with, as it makes the consumer

feel heard and like their opinion matters. Another simple way to increase trust within the millennial audience is by publicly displaying your company's personal values and goals, millennials are more likely to distrust companies, so by showcasing your companies' values, you appear more genuine, which is attractive to millennials.

3) Discounts

Millennials rank saving money and cutting costs as very important. You can use this to your benefit.

64% of millennials will like a company on Facebook for the sole reason of getting a discount. Companies can use this to garner exposure and spread news of their business, all the while rewarding their customers for helping them garner attention.

By offering customers a discount if they post on social media about the company, such as checking in on Facebook, or an Instagram post, the business will get more exposure and happier customers.



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Access your insurance information, request time off, check your flex benefits, and connect with your co-workers - all from your phone.

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- Schedule time off - check your time-off balance and submit requests in a few swipes

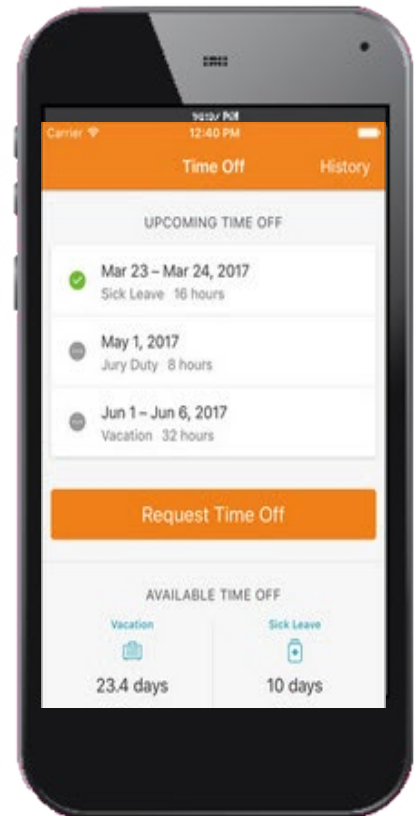
- Clock in and out - Log your time and keep tabs on your hours each pay period

- View your insurance details - see what's covered, and quickly access your policy number, deductible, and more

- Track your flex benefits - check account balances for FSA, HSA and commuter benefits

- Review your pay stubs - track income, deductions, and taxes by pay period or year-to-date

Important Note - To use the Zenefits app you must setup a Zenefits account as an employer.



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ONLINE THREATS

to Your Business

177,866,236
personal records
were exposed due
to hacking in 2015.



There was an estimated
38% INCREASE
in phishing scams and
cyber security incidents
between 2015 and 2016.



ONLY 14%
of all data breaches
were done by insiders.



76%
of data breaches are
due to weak or stolen
usernames or passwords.



90%
of small businesses
did not use data
protection in 2015.



80%
of security incidents
are due to
employee behavior.



Hackers may demand
anywhere from
\$300 to
\$60,000
as ransom.



75,000+
computers have been
infected by hackers.



Hackers have hit
200,000
companies in
150 countries.



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