

M LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

August 2017

How to Market on Facebook: 6 Mistakes to Avoid

5 Creative Marketing Strategies to Promote Your Business

How to Add More
Social Videos to
Your Marketing
Strategy

*Boost
Communication
Skills for
Better Customer
Service*

**Infographic:
Social Media
Trends 2017**



**10 Tips to Improve Your
Click-through Rate**

**How the Use of an
Email Newsletter
Leads to Customer
Referrals**

**12 PPC
Mistakes
That Can
Bleed Your
Budget**

FREE!

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Welcome!

We thank you for taking the time to read our magazine. We hope you find this month's issue full of interesting articles, and more importantly, that you are able to immediately apply some of our tips, and that they help you grow your business.

This month, you'll find a good variety of articles covering many topics that are important to business owners including direct mail, video marketing and dealing with negative publicity.

New versions of our popular Marketing Calendar and Infographic are also included.

If you're not already receiving this magazine regularly, we suggest you add your email to our subscriber list. We have some exciting articles already in the works for the upcoming issues. Don't miss out!

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.

We welcome any comments or questions you might have, as well as the opportunity to explain how we've been able to help businesses just like yours.

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
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- 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.

August

Children's Eye Health and Safety Month
Foot Health Month
Happiness Happens Month
Medic Alert Month
Motorsports Awareness Month
National Golf Month
National Immunization Awareness Month

Bargain Hunting Week - August 7-13
International Clown Week - August 1-7
International Assistance Dog Week - August 6-12
Elvis Week - August 11-19
Be Kind to Humankind Week - August 25-31

1st - National Night Out
1st - Minority Donor Awareness Day
1st - Spider-Man Day
3rd - Watermelon Day
4th - Chocolate Chip Cookie Day
4th - International Beer Day

5th - International Hangover Day
6th - Friendship Day
8th - International Cat Day
10th - Lazy Day
10th - S'mores Day
10th - Spoil Your Dog Day
11th - Worldwide Art Day
12th - Vinyl Record Day
12th - National Garage Sale Day
13th - International Lefthander's Day
18th - Serendipity Day
19th - International Homeless Animals Day
19th - World Honey Bee Day
21st - Senior Citizen's Day
22nd - Eat a Peach Day
25th - Daffodil Day
25th - Banana Split Day
26th - Women's Equality Day
28th - National Bow Tie Day
30th - Frankenstein Day
31st - Eat Outside Day

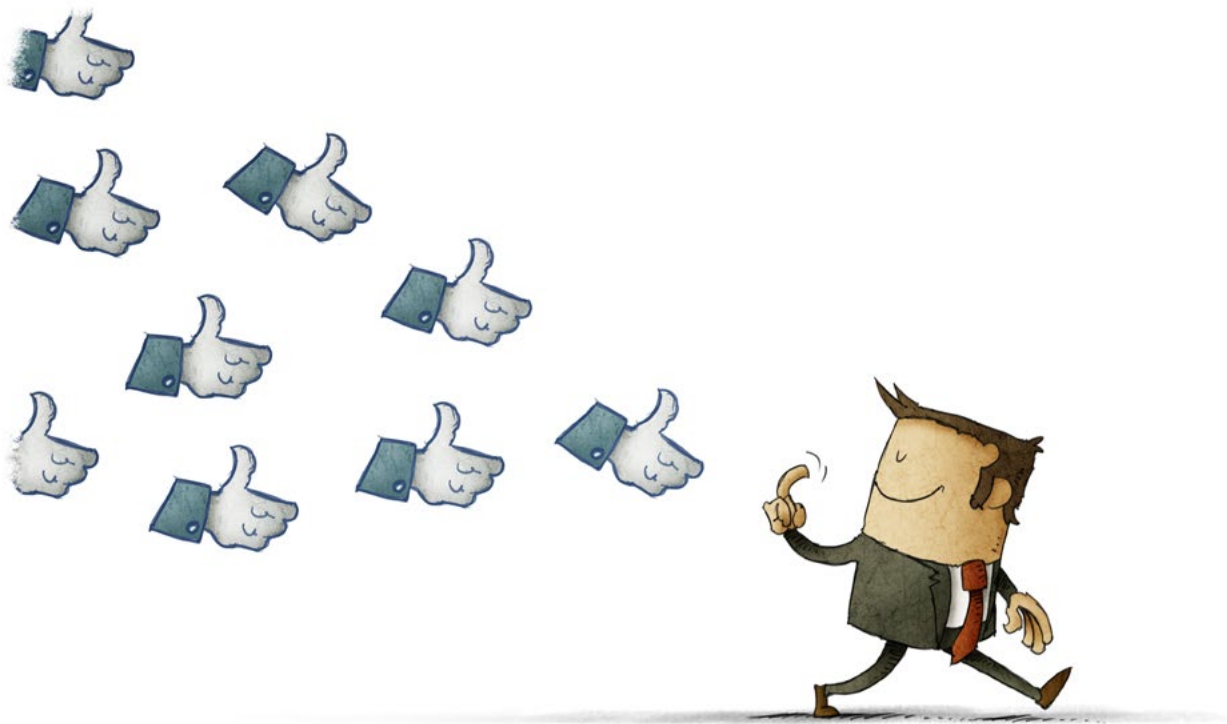
September

National Guide Dog Month
Hispanic Heritage Month
Baby Safety Month
Self Improvement Month
Shameless Promotion Month

Sep 4 - Labor Day (U.S.)
Sep 11 - Patriot Day (U.S.)

2nd - International Bacon Day
5th - Wildlife Day
5th - Cheese Pizza Day
6th - Read A Book Day
8th - Stand Up To Cancer Day
9th - Hug Your Boss Day
9th - Teddy Bear Day
10th - Hug Your Hound Day
10th - TV Dinner Day
10th - Grandparent's Day
12th - Video Games Day
12th - Chocolate Milkshake Day

13th - Scooby-Doo Day
14th - Eat a Hoagie Day
15th - Google.com Day
16th - Big Whopper Liar Day
17th - Citizenship Day
16th - Puppy Mill Awareness Day
17th - Thank a Police Officer Day
17th - Wife Appreciation Day
18th - Cheeseburger Day
19th - Talk Like A Pirate Day
21st - World's Alzheimer's Day
22nd - Autumnal Equinox
22nd - Ice Cream Cone Day
23rd - Family Health and Fitness Day
25th - Comic Book Day
26th - Pancake Day
27th - Chocolate Milk Day
28th - Drink Beer Day
28th - Good Neighbor Day
29th - Coffee Day
29th - VFW Day



How to Market on Facebook: 6 Mistakes to Avoid

Of the many social media platforms where you can promote your brand, Facebook is one of the best. When people think about social media, they think about Facebook and Twitter. Getting a decent foothold on both can be a significant boon for your brand. Facebook can drive incredible traffic to your site but it can also be the cause of your downfall. That said, here are a few Facebook marketing mistakes to avoid.

Asking for engagement

Sometimes you just have to ask for the occasional like or share from your followers. Do this too much, though, and you'll only be alienating your audience. Facebook actually hides posts that actively ask for engagement.

Doing it also makes your brand come off as desperate for attention. Instead of doing this, create content that raises genuine

questions and triggers engagement in a natural way.

Ignoring the mobile market

The mobile market accounts for a significant amount of traffic on social media. About 90% of Facebook's audiences are on their phones and tablets. The Facebook app is one of the most downloaded apps on Google and Android. You

would be crazy to ignore the mobile audience. Endeavor to optimize your brand for mobile audiences. One of the worst mistakes you can make is optimizing your brand's pages for desktop only.

Publishing inappropriate content

There are different types of content you can post on Facebook. Of course, not all of them will work. Depending on your audience, certain types of content will work while others won't. Young audiences might prefer more visual-heavy posts, while some niches prefer reports and thoroughly-researched articles.

Regardless of your audience, however, certain types of content should never be posted on your brand's Facebook page. As much as possible avoid click-bait and other types of deceptive content. By only posting genuine content you are enforcing your authority in your niche while also improving people's trust in your or your brand's word.

Going in without a strategy

Even big companies can make the mistake of getting into Facebook without a plan in mind. Lacking a strategy to drive sales and traffic can hurt your brand. Go in with a business goal on Facebook and other social media platforms. Your Facebook marketing strategy should be an offshoot of your greater marketing goals. Plan out how and when you want to publish new information. More specifically, define from the beginning how you want your brand to present itself on Facebook.

Promoting too much

You are on Facebook to promote your brand. But make sure that you don't promote too much. Facebook audiences are looking for more than just brands who are proud of their achievements. Remember that the platform is also an excellent place to connect with your audience. Don't overdo promotions. Not every post you submit on Facebook should be about your brand, product or service. Focus on creating a genuine connection with your followers. Share things that

are relevant to your niche and your audience's lifestyle. If you want to promote your brand, find unique and humane ways to do it.

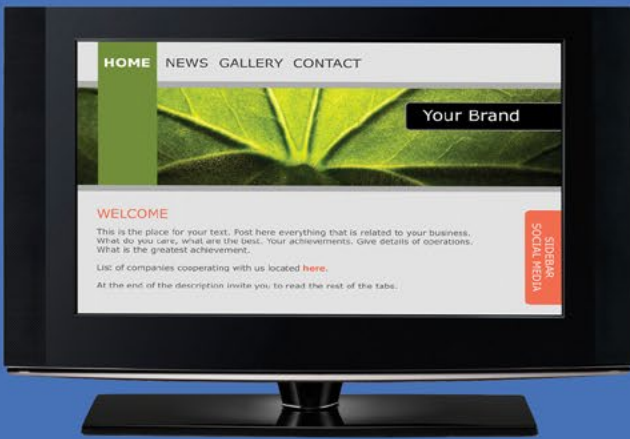
Ignoring comments and discussions

Don't ignore comments and discussions that are happening in your posts. Some brands make the mistake of never interacting with their audiences on Facebook. Remember that Facebook thrives on engagement. What better way to engage your audience than by liking and responding to their comments? Don't just encourage your followers to share your posts; encourage discussions as well. Remember that you're marketing to people and not just potential customers. People like to be heard, and they love to talk with each another.

Social media marketing is not going away anytime soon. Facebook, along with Twitter, are the best platforms to promote a brand. Follow these tips to avoid alienating your followers on Facebook and grow your brand.

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10 Tips to Improve Your Click-through Rate

Stop wasting your money and manpower on newsletters and email campaigns that fail to pull in leads. Here are 10 tips to encourage click-throughs and boost the efficacy of your digital marketing campaigns.

1. Use consistent branding

Your website and emails should have a consistent theme and coloring. Many subscribers only skim the content, and you want them

to spot your company logo immediately. Readers pay attention to a source they recognize.

2. Collect subscriber details

When signing up subscribers, get some basic information such as job title, location, or interests. This data is vital for list segmentation, personalizing offers, and research into your market, all of which are tools to increase your CTR.

3. Harness the power of list segmentation tools

A key benefit of mailing list services is the ability to separate different subscribers into targeted groups. Take full advantage of this feature to create relevant content that captures your readers' attention. Regularly evaluate the data your mailing list service collects to track your CTR. This data is the most useful tool to determine what works and what isn't

4. Personalize the content

Regularly sending out newsletters without relevant content not only lowers your CTR but makes it more likely that people will see your emails as a nuisance and unsubscribe.

Subscribers who are already customers will appreciate receiving offers to thank them for their loyalty.

Subscribers who have yet to click through to your website might be enticed by a special deal relevant to their interests.

5. Make it mobile-friendly

A significant number of your subscribers are reading your content on their phones or tablets. Make sure to format your newsletter and links for compatibility. If readers cannot click through quickly, you will lose potential leads. Conversely, images may not show up inside some of your subscribers' emails.

Proper formatting can make this problem less likely, but be sure that your call to action does not rely on an image your reader can't see.

6. Capture their attention

Start your content with a hook that keeps them reading until they reach your CTA. Share the information you need your subscribers to know, but be as concise as possible. People typically scan their emails and newsletters, and they lose interest with long chunks of text.

7. Eliminate distracting content

Avoid overwhelming the reader with unnecessary content, and only include images and links that are relevant to your CTA. Format your CTA as a brightly colored button that catches the eye. Research has shown that a button compels people to click more than a text link does.

8. Make it easy to share

Even if your subscriber isn't interested in your current offer, they likely know someone who is. Include share buttons for social media sites to encourage the reader to pass along your offer to their colleagues or friends, a.k.a. new leads.

9. Call Them to Action

Don't assume the reader understands that you are making an offer. Tell the reader to click the link and prompt them with a compelling reason to do so. Place a time constraint on your offer, or limit it to the first 10 (or 25, or 50) responses. Create a sense of urgency that encourages your subscriber to click that link now rather than getting back to it later (which may never happen).

10. Include a P.S.

A postscript is an effective way to catch the eye of those who are just scanning your email. You can use it to summarize and reiterate your offer, combining the call to action with a sense of urgency.

Your subscribers have already expressed an interest in hearing more from your company. Keep your communications with them brief, focused, and compelling, and your CTR will go through the roof.



How the Use of an Email Newsletter Leads to Customer Referrals

You know customer referrals are key to the growth of your business, but how do you get the referrals that you need to fuel that growth?

While there are many ways to land customer referrals including SEO optimized landing pages, social networking platforms, and direct email campaigns, one of the most underrated methods is a regular email newsletter.

Gain Referrals by Providing Informative Content

Working a lead with an email newsletter is a more personable and attractive way to widen your referral base by providing sharable and informative articles in a condensed form. While hardly anybody would think to share a sales email, a collection of informative articles provides a variety of sharing opportunities over social networking platforms. If a newsletter includes four articles on four diverse

subjects, it quadruples the possibility that the reader will find it of sufficient interest to share with their network of like-minded individuals.

Creativity Generates Referrals

While a direct mail asking a customer for their business can be effective, an informative article outlining a problem that your business solves can be much more effective. For example, a dentist office

could include a series of articles on how serious dental conditions are often ignored until they are too far gone to rectify with simple procedures. This article can go a long way toward encouraging regular examinations and cleanings as well as reducing delay in seeking an appointment for acute dental conditions. Each article on a specific condition and its symptoms is an opportunity for the potential client to think of the consequences of not using the service. While this is a specific example, the model can be applied to a variety of services and

industries.

A Regular Newsletter is Key

When it comes to newsletters, the importance of a regular presence cannot be overstated. A yearly newsletter may work in some industries, such as certain kinds of insurance when there is a limited window for enrollment, but - for most fields - a monthly or biweekly newsletter keeps the product or service for which you are seeking referrals fresh in the mind of the customer. In addition, it builds a relationship where the customer is used to

seeing your newsletter in their inbox and they become more likely to both read and share the content of the newsletter with others. Too much time between newsletters, or too little interesting content on a regular basis, can distance the reader from the relationship that they were beginning to build with the brand that you are representing.

If it is done correctly, a regular newsletter is a powerful tool for lead generation and gaining quality referrals.

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12 PPC Mistakes That Can Bleed Your Budget

If you are new to PPC advertising, you could be fooled into jumping into your first campaign without much thought. PPC campaigns cost money and if you aren't cautious, your budget will disappear without any meaningful returns. Here are 12 PPC pitfalls that you must avoid.

1. Not being specific about your keywords

If you select keywords

that are like stretchable socks, they will fit a broad range of searches that have nothing to do with your product or service. Be very specific about your keywords and your ads will not be displayed to people searching for unrelated things.

2. Not using negative keywords

Negative keywords help refine your audience. You

can remove people who are unlikely to buy from you. For example, if you are selling baby strollers, using "doll strollers" as a negative keyword will prevent some worthless clicks.

3. Not using match types

Google offers three match types: exact, phrase and broad match. You can use them optimally to cut advertising costs. Broad match keywords are often

cheaper than exact matches. You can use them along with a large number of negative keywords to avoid unnecessary clicks.

4. Poor ad grouping

AdWords newbies often put too many keywords into the same ad group. Put keywords in the same ad group only when you want to display the same message for all those keywords. For example, putting “baby strollers”, “twin strollers” and “jogging strollers” into one group may not be a good idea. This prevents you from displaying a more focused message to people searching for a particular type of stroller.

5. Bidding too low

The desire to keep costs low is understandable, especially when you are just starting off with PPC. But, once you come out of the experimental stages, low bids may prevent you from getting the results you seek. Placing a higher bid does not mean that you will pay that rate for every click. If you bid too low, your campaign will remain uncompetitive and your ads will appear on very few

result pages. When they do, they will most likely appear somewhere near the bottom of the page. This will result in poor click through rates (CTR). Your quality score will suffer and you will not get the desired traffic.

6. Mixing networks

Google has two types of ad networks, the Google Search Network (GSN) and the Google Display Network (GDN). When you are just starting, it’s best to use the GSN because it displays ads to people actively searching for something. GDN is more suitable for retargeting or improving brand value. It is not suitable for most AdWords beginners looking for quick ROI or those with a very limited budget. Mixing networks may display your ads to the wrong people. Besides, the metrics will be mixed and you will not be able to make sense of the data.

7. Forgetting about geographical targeting

If you are operating in a specific geographical area, displaying your ad to audiences from other regions is usually pointless. It will result in wasted clicks.

8. Poor landing page

Never confuse CTR with conversions. A high CTR means that your ad is attracting user attention and making them click through to your landing page. This is only part of the process. You still have to make them take the desired action.

The landing page is your best opportunity to convert visitors. If you are running a store, you want them to buy something from you. If you are collecting leads, you want them to contact you. Your landing page copy should be very specific and should be good enough to convince the visitor to act. Make a mistake with this and your money will keep going down the drain.

9. Inadequate testing

PPC ad campaigns are very difficult to get right the first time, even for experts. There are many variables right from keyword selection to landing page design. Every aspect of your campaign can benefit from testing and optimization. You should make every cent of your budget work as hard as possible to give you the best returns.

10. Not analyzing results

It is important to analyze the financial performance of your campaign at every level. This tells you what works well and what is wasting your PPC budget. Without conversion analysis, it's very likely that you are running a wasteful campaign. Trimming out things that aren't working will cut wastage.

11. Being obsessed with AdWords

There is no doubt that Google AdWords is the

leading PPC platform, but it is not always the cheapest or the best option. Other platforms like MSN often have a cheaper cost per click than AdWords for the same keywords. This means that you can get more visitors with the same budget, which will give a big boost to your ROI.

12. Failing to take advantage of new features

PPC platforms regularly come up with new features to provide the best experience to visitors and advertisers. If you

don't keep up with these changes or fail to make use of new opportunities, your campaign and ROI will suffer. This is where a professional PPC service provider can make a big difference.

If you have a large PPC budget, it makes great sense to hire a managed PPC service provider. You will be up and running quickly and you will make fewer mistakes. Besides, there is no need to worry about optimizing your campaign or keeping up with endless new features.

NEED HELP WITH YOUR SOCIAL MEDIA MANAGEMENT?

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How to Add More Social Videos to Your Marketing Strategy

Video posts on Facebook have a whopping 135% greater organic reach than photo posts. Stats and numbers reveal that social users have a preference for videos. They have an amazing way of capturing attention and drawing people into your message for awareness and engagement.

Brands who leverage videos in their social media marketing experience better interaction with their followers, traffic and lead

generation. It's simply a win-win for achieving your goals while giving your audience more of what they want.

There are simple ways to add more social videos to improve your social media marketing. Here are some profound ideas to boost your strategy and involve your audience more using video.

1) Product Demonstrations

People understand product demonstrations performed

on video better than written instructions. They're able to see how it works and the benefits they'll gain from your product.

How-to videos are also essential to your marketing because you're showing people how to achieve a desirable result. Your viewers will see you as a reliable source when you offer solutions to problems they frequently experience in your industry.

Create short instructional

videos that demonstrate your product or shows your followers how to obtain a particular outcome. Only include the most basic steps, and then edit your video to about 15 to 30 seconds, so it appeals to a social audience.

2) Address FAQs

Think about questions that are often asked by your prospects or customers. These are perfect content topics to share using social video. You see, you can create a video for each question and publish them as social content. Not only does it bring value to your follower's newsfeeds, it further cements your brand as an authority and leader in your space.

Keep your videos short and to the point. Mention the question then give your professional response. Be sure to end the video with a call-to-action that leads to your website, blog, or landing page (preferred) so users can access more of your valuable content.

3) Branded Content

Branded content pieces allow your followers to get to know who you are and what you value. It highlights

your brand, its story, and the reason why your team is loyal and motivated. People connect with you through your story, helping you to establish common ground with your followers. Stories also separate you from other brands which give you that competitive edge in the industry.

Yours is important, so share it! Video is a powerful tool for storytelling. Use it to delve into the "why." Who do you aim to inspire? What problems are you solving through your products? Consider the contributions you make to your local community. Your story will give extra meaning to those who decide to do business with you.

Social video enhances your social media marketing. You'll capture more attention and engage different audiences by leveraging this tool in your strategy. Begin adding more by using these tips. As a result, your brand will attract and connect with today's consumer while you remain current in your digital marketing.

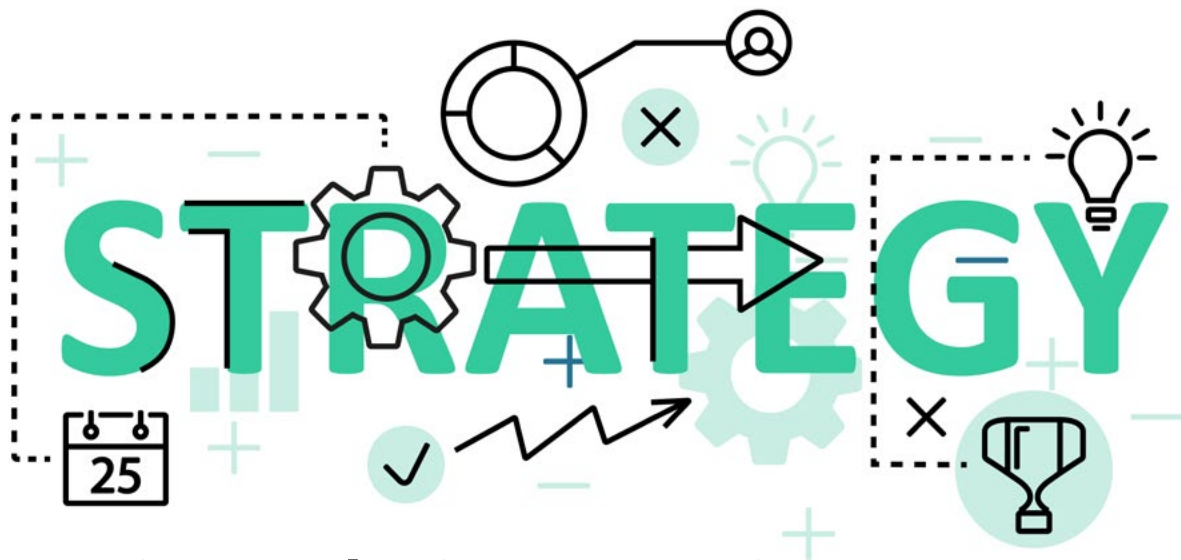


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5 Creative Marketing Strategies to Promote Your Business

If you're like many business owners, you already employ a variety of marketing tactics. Some of the more common digital marketing strategies include SEO (search engine optimization), social media, paid advertising, and email marketing. These are all effective for getting more leads and customers, as well as for engaging with existing customers. However, there are also some newer and more innovative techniques that are also worth exploring. Some of these are variations on familiar methods while others are completely new. The following are five creative marketing strategies to promote your business.

1. Webinars

Webinars are no longer

new, but they are still only used by a small percentage of businesses. They are often used to promote online marketing and self-development programs. However, this is a good way to engage with customers and prospects in any niche. There are now many platforms that allow you to create your own webinars at affordable prices. Even the free version of Google Hangouts is suitable for simple webinars. However, if you want more features it pays to upgrade to Google Hangouts for Business.

The key to a successful webinar is to offer something of real value to participants. While you can charge people to participate in a webinar, it's usually best to offer them for free to attract a larger audience.

Most viewers don't want to sit through a long sales pitch. Interviewing an expert in your field is a good way to attract viewers. Another benefit of webinars is that you can record them and upload the video to YouTube and other sites.

2. Podcasts and Internet Radio

Podcasts, like webinars, are a technology everyone is familiar with but most are not using in their businesses. Many podcasters are talking about sports, politics, and popular culture. However, there's no reason people in other fields can't take advantage of this powerful method of communication. Listeners download podcasts to their iPods, smartphones, and tablets and listen to them

anywhere. Like audiobooks, podcasts are popular with commuters. People also listen to them at the gym and while doing errands around the house. Internet radio, patterned after traditional talk radio, has similar benefits.

There are definite benefits to building a following as a podcaster or internet radio host. On both of these platforms, you can share tips, interview experts, review products, and engage with listeners. While you can't take calls on podcasts, it is possible to invite listeners to send you questions that you answer during the podcast. There are multiple platforms for both podcasting and internet radio. Blog Talk Radio offers a platform for both. You can create podcasts on your own and upload them to platforms such as iTunes. As with webinars, the key to successful podcasts is delivering value and not simply selling.

3. Live Streaming Video

Streaming video is a trend that's currently exploding. Facebook is now heavily promoting Facebook Live. YouTube recently introduced its own live

streaming platform. There are others as well, such as Periscope and Ustream. While many people are using video streaming for social and entertainment purposes, there are also many ways for businesses to benefit from this.

Video is steadily overtaking text as a way to engage with audiences. Live streaming takes this a step further, letting viewers watch and interact with live broadcasts. Businesses with physical locations can stream from their stores or showrooms. Web-based businesses can use live streams to talk about their latest products or to conduct Q & A sessions with customers. Facebook Live is especially convenient if you use Facebook for marketing. One way to get the most out of this tactic is to conduct regular live broadcasts and invite people to tune in. Make sure you reply to people who make comments or ask questions.

4. Connect with Influencers

Influencer marketing is a buzzword usually associated with large companies using celebrities to promote their products. There are also ways, however, for smaller

companies to get in on this strategy. You don't need to recruit A-list celebrities for this to work for you. You only need to find influencers who are well-known in your niche. Do plenty of research to find the right people. It's not simply a matter of choosing influencers who are popular. You want to find people with loyal followings in an area relevant to your niche. The first step is always to reach out to influencers by offering value. Retweet them, link to their blog posts, review their books, and talk about them in whatever content you're creating.

Find out which platform the influencer uses most and focus on this with your efforts, whether this is Twitter, YouTube, a personal blog, Facebook or another platform. Think of ways to partner with the influencer. For example, if you interview him or her on your blog, webinar, or podcast, there's mutual benefit. If your product is something that you think the influencer will like, offer to send it to him or her for review. Keep in mind that such people receive such offers all the time, so you won't always get a response. Influencer marketing is not something

that usually works instantly. It's a matter of building connections over time. That's why it's a good idea to always be on the lookout for up-and-coming influencers who would be helpful to your brand.

5. Publish a Book

With Kindle and other self-publishing platforms, it's easy to publish your own books. These are useful for businesses that want to establish their expertise and build a following. One of the benefits of Kindle is that you can insert hyperlinks right in the text. This makes it a useful device

for building a mailing list and sending traffic to your website and social media pages.

Amazon runs several connected platforms, so once you publish on Kindle it's simple to also create a paperback edition. From there, you might also turn your book into an audiobook on ACX, another platform owned by Amazon. You don't need a long book. Many successful Kindle books are 50 pages or less. Kindle has marketing tactics such as giveaways, where people download your books for free. Publishing books for

your business may net you some profits for book sales. However, this tactic is even more useful for generating leads and building your brand. If you think of it this way, you can sell your book for cheap, perhaps 99 cents, and run frequent giveaways to maximize exposure.

In the digital age, marketing evolves very quickly. If you want to stay competitive, you have to keep up with the latest technology, trends and strategies. The marketing tactics covered above can help you engage more effectively with your customers and prospects.



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Boost Communication Skills for Better Customer Service

Where do you shop repeatedly? These stores sell items you want, but you go back for another reason as well as to make purchases. After all, you can probably get what you want elsewhere. You visit outlets providing excellent customer service, especially those where employees have first-rate communication skills.

The way employees communicate influences sales. If they are negative, or hasty and detached, customers don't feel comfortable enough to reach for their wallets. Positive language instills confidence, helping businesses and their products seem reliable.

The words can't, unavailable, and even sorry make customers want to find somewhere else to shop. Such language doesn't

work. It implies a lack of interest or willingness by the salesperson to be helpful. There may be times when employees don't know better words to use and mean well. However, teaching them to speak in positive terms generates more sales.

For instance, instead of saying "Sorry, we don't stock what you want," employees can offer a positive response rather than turning a potential customer away. "This Pentax camera has similar features and can also..." is a suitable way to reply.

Often, sales staff don't have the information customers want, and when quizzed say "I don't know." Consumers instantly feel alienated. They want to hear that someone who does have the answers will be called. Or they want to know the

employee they are talking to will find out the information they need. Saying, "I'll find out for you" can make the difference between a sale and someone leaving.

Occasionally, employees can't fulfill customer's needs, but their language can encourage return visits. Consumers remember friendly staff, who are upbeat and try to be helpful. As a result, they shop at stores where they encountered them next time they want to make a purchase.

Your business and sales can improve if you teach your team to use positive language when speaking to clients. Training them to maintain a helpful attitude, and smile as well, will boost sales and inspire repeat customers.

APP Watch

Burner

Price = Free. Monthly subscription offers for additional functionality.



Availability: Apple, Android

Burner is the market-leading phone number app — the original and best second line for private calling, texting, and picture messaging.

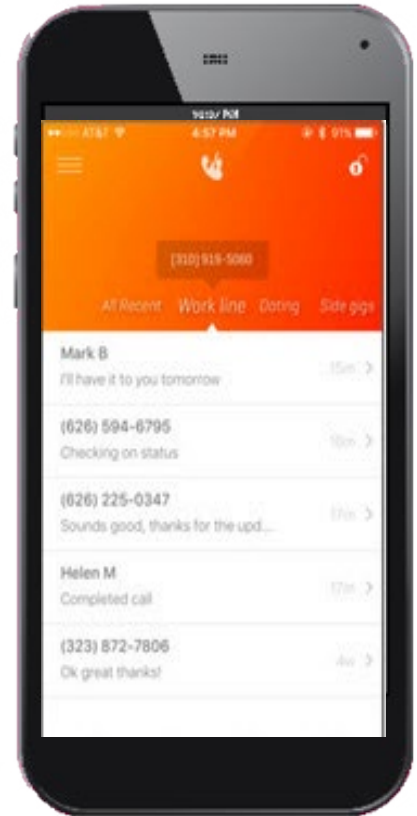
Use Burner for everyday situations — create a second phone number for work, salespeople, web forms, deliveries, or shopping online.

A perfect business phone number for solopreneurs, startups, small businesses, or side projects, integrate with productivity apps like Dropbox, Google Drive & Slack.

Create multiple numbers, keep them as long as you want, and burn them anytime.

Burner is free to download and free to try. Additional time and numbers are available through in-app purchase or subscription. No hassles, no carrier contracts.

Burner 1 Line and 3 Line Subscriptions:
- \$4.99/month for a 1 Line, \$14.99/month for a 3 Line; auto-renewing Burner subscription with unlimited phone calls, texts, and picture messages for one month.



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SOCIAL MEDIA TRENDS OF 2017



400 million snaps are shared on Snapchat per day

Snapchat reaches 41% of 18 - 34 year olds in the US



22% of the world's population uses Facebook

100 Million hours of video content are watched on Facebook each day

76% of Facebook users visited the site daily during 2016



81% of millennials check Twitter at least once per day

Tweets with images receive **18% more** clicks than tweets without



32% of teenagers consider Instagram to be the most important social network



93% of Pinterest users use the platform to plan or make purchases



LinkedIn has more than **450 million** user profiles

The average LinkedIn user spends 17 minutes on the site per month

On LinkedIn, **98%** of posts with images receive more comments



Almost 80% of time spent on social media platforms happens on a mobile device

More than 50% of all YouTube views are on a mobile device

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