

# M LOCAL BUSINESS MARKETING

*The Marketing Guide for Local Business Owners*

September 2017

**8 Ways to  
Increase  
Engagement on  
Facebook**

**7 Reasons  
Why Blogging  
is Important  
for Small  
Businesses**

**5 Local  
Marketing  
Tips You Can  
Implement on  
a Shoestring  
Budget**

**Infographic:  
Social Media  
Image Guide**



**10 Ways to Work  
Smarter, Not Harder**

**5 Reasons Why  
You Should Be  
Using Influencer  
Marketing in  
Your Business**

**10 Ways  
Mobile  
Technology  
is Changing  
Consumer  
Behavior**

**FREE!**

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Welcome!

September finishes out the third quarter of the year, and the fourth quarter with three major holidays is coming fast. As a local business owner, it isn't too soon to start planning your holiday marketing strategy.

This month, you'll find a good variety of articles covering many topics that we hope will help you execute successful marketing campaigns and take advantage of the holiday seasons.

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

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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## Inside This Month's Issue

- 4 Marketing Calendar
- 5 5 Local Marketing Tips You Can Implement on a Shoestring Budget
- 8 10 Ways Mobile Technology is Changing Consumer Behavior
- 11 5 Reasons Why You Should Be Using Influencer Marketing in Your Business
- 13 8 Ways to Increase Engagement on Facebook
- 16 10 Ways to Work Smarter, Not Harder
- 19 7 Reasons Why Blogging is Important for Small Businesses
- 24 Infographic - 2017 Social Media Image Guide

## 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
- Promotional Items
- Online Marketing
- Social Media Marketing
- Branding
- Conversion Optimization



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# Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

## 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

## October

Adopt A Shelter Dog Month

Breast Cancer Awareness Month

Bullying Prevention Month

Blindness Awareness Month

Celiac Disease Awareness Month

Domestic Violence Awareness Month

Down Syndrome Awareness Month

Dyslexia Awareness Month

Emotional Wellness Month

National Dental Hygiene Month

National Pizza Month

Oct 9 - Columbus Day (U.S.)

Oct 31 - Halloween

1st - Homemade Cookies Day

2nd - Name Your Car Day

3rd - Techies Day

4th - Taco Day

4th - Vodka Day

5th - Do Something Nice Day

6th - Noodle Day

9th - Kick Butt Day

11th - Coming Out Day

11th - Stop Bullying Day

13th - Train Your Brain Day

14th - Motorcycle Ride Day

14th - National Dessert Day

15th - Grouch Day

16th - Boss's Day

19th - Get to Know Your Customers Day

17th - Pasta Day

18th - National Chocolate Cupcake Day

18th - National No Beard Day

22nd - Mother-in-Law Day

28th - Make A Difference Day

28th - Chocolate Day

29th - Cat Day

30th - Candy Corn Day

31st - Knock-Knock Jokes Day





## **5 Local Marketing Tips You Can Implement on a Shoestring Budget**

Marketing is an important part of running a business, and is crucial for small or local businesses.

Although most local brands don't have the budget big, bombastic marketing campaigns, there are still things you can do with a relatively small budget. Here are five local marketing techniques you can employ for your small business.

### **Focus on creating a compelling elevator pitch**

Competing for attention on the internet is hard. Research shows that you only have up to eight seconds to capture the interest of an average adult. Elevator pitches are a staple of modern-day marketing. A compelling elevator pitch is essential if you want to compete with other local brands. People need a reason to check

out your content amidst a sea of other distractions. Invest time to craft a short, compelling elevator pitch, and then use that pitch to get the attention of offline customers and online visitors alike.

### **Pay attention to web design**

Content is an important part of running a website. Small brands rely on content to

stay afloat. But compelling content loses its effect if it's displayed in a less-than-efficient manner. Good web design drives leads and keeps people browsing on your site.

The process of converting visitors to customers starts with your content and ends with web design and strategic application of calls to action.

Work with a professional to guarantee that your website's content stands out. Make sure your site loads quickly, is accessible on mobile devices, and has a modern feel to it. Most of your pages should have calls to action that are not easy to miss.

Simple web design improvements don't cost much to implement, and this approach is perfect for smaller businesses.

### **Get more reviews**

Reviews are essential for convincing visitors that your site is worth looking into. People will often buy things or subscribe to services based on feedback from prior customers. Make an effort to acquire more

reviews. Local businesses can benefit so much from good feedback. Even critical reviews can bring a good amount of attention to your brand. Set up profiles on Google Maps, Yelp, and other review websites.

Respond to reviews and interact with reviewers. Ask your customers to leave reviews on your site or on the aforementioned review websites.

### **Don't just rely on SEO and traffic**

Big brands love SEO, and traffic is the lifeblood of every website. Because small brands simply can't compete with their larger counterparts if they only rely on SEO, however, they need to go above and beyond to get noticed online. Diversify your brand's portfolio. Employ other marketing strategies. Engage in some offline advertising. Sometimes putting up fliers or setting up a local business page on Facebook or Google Maps is all you need to drive more interest in your business.

### **Distribute infographics**

Infographics are a great way

to capture the attention of your readers. They don't take much effort to create and they contain digestible, actionable, and easy-to-share information.

Local brands, in particular, can create infographics that are focused on the local scene. Infographics allow smaller brands to compete with their larger competitors based on the value of their content alone. Rich, valuable, and unique infographics drive business growth and help you establish yourself as an authority in your niche or industry.

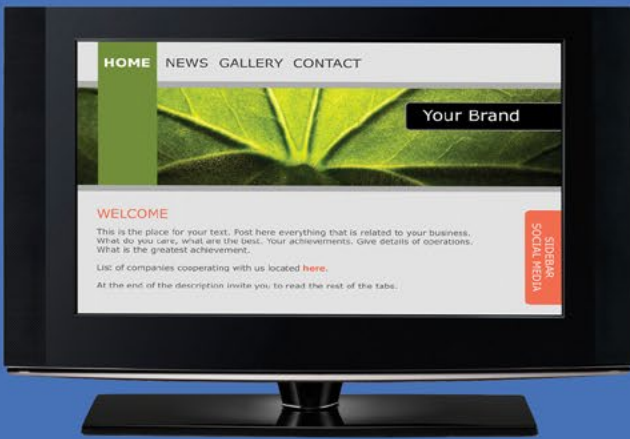
Infographics are best shared on visual-friendly websites like Instagram, Pinterest, or Facebook.

Local marketing strategies are constantly evolving. Small brands don't have the luxury of huge budgets, so brand owners must come up with other interesting ways to promote themselves.

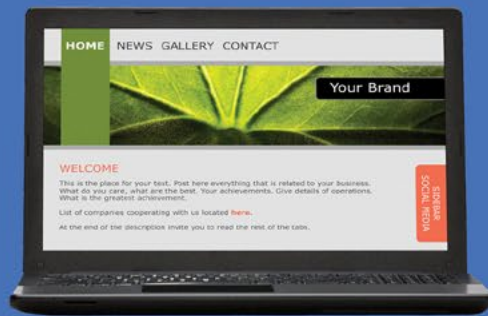
Take note of the above tips and draw inspiration from them to come up with your own unique approach to local marketing.

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# 10 Ways Mobile Technology is Changing Consumer Behavior



In addition to changing how we communicate with each other, mobile technology is also changing consumer behavior. This change in consumer behavior is affecting how companies do business with their customers. Therefore, it's important for these firms to understand mobile technology so they can better serve their clients.

Mobile consumers want more options when it comes to customer service help - and they expect companies to deliver higher

levels of service. Customers also expect to have their questions answered promptly by businesses. However, many customers no longer call customer service agents for help. Instead, they ask for help via alternative channels - live chat, social media and text messages.

Google reports that most of its search engine queries come from mobile searches. A greater number of mobile users means that digital content must be mobile-friendly. Also, mobile

users often connect with brands through alternative platforms such as apps and social media websites. Therefore, brand owners must create engaging content that is available on the platforms that their target audience uses.

More mobile users also mean that fewer desktop users are visiting websites. Instead, apps are more convenient to access on a smartphone as well as offer mobile-friendly viewing. Therefore, major sites now have free apps for their



mobile users - Facebook, Google, The Weather Channel, Twitter, etc.

The way consumers shop is evolving because of smartphones. Fewer consumers are shopping in brick-and-mortar stores because they like the convenience of using apps to buy. In fact, major e-commerce websites, as well as some large retailers, have developed their own shopping apps for customers, including Amazon, eBay, Walmart, and other retailers.

Fewer (young) people are watching traditional television programming because they enjoy watching entertainment on their mobile devices. Therefore, many cable and satellite providers now let customers stream television shows from their mobile devices. For example, AT&T customers that have DirecTV can stream shows on their smartphones and tablets (with no data limits).

Mobile technology lets some employees work away from their office. Smartphone users can

create and access work documents instead of using a desktop computer at work. Also, smartphones offer virtual assistants (replacing the need for personal assistants) that make office workers more productive.

A lot of users enjoy playing games on their smartphones. In fact, Nintendo is now releasing some of its games for use on mobile platforms. For example, Nintendo has also developed a new game for mobile devices called Super Mario Run. There are several games available (both free and pay) for both Android and iPhone users.

Many banks are now offering apps so that customers can access their account from their smartphone. Banking apps let customers check their account balance and transfer money. Customers can also deposit checks by uploading a picture of their check.

Smartphone users can now pay for store purchases with mobile payment apps, instead of cash or debit cards. When the customer

uses a payment app, the clerk just scans the app on the smartphone screen. The pay app connects to the consumer's banking or credit card information; however, this information is kept encrypted.

People can control their smart appliances and devices from their smartphones. This technology is convenient for those that are away and want to check on their home. For example, users can turn on and off lights, adjust the thermostat, confirm that devices are off, and check to see if their doors and windows are secure.

In short, mobile technology is affecting how customers and brands interact with each other. The smartphone is changing how consumers conduct commerce, consume entertainment, shop, work and more. Those changes are forcing brands to evolve so they can meet the needs of more demanding, tech-savvy consumers. Brands that don't understand mobile technology will have trouble staying competitive.

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Free Consultation!**



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# INFLUENCER MARKETING

## 5 Reasons Why You Should Be Using Influencer Marketing in Your Business

The last few years have seen an increase in the popularity of influencer marketing, but still, many businesses are reluctant to embrace it fully. Some marketers are comfortable with interruption marketing, using banner ads and email to get their message across. However, consumers are paying less attention to the type of advertising that interrupts their experience. Influencer marketing offers something new, though, using the power of celebrity, personality, and branding. For any business still on the fence, the following reasons should highlight the potential of this growing trend in online marketing.

### **It's Highly Targeted**

Marketers know the most

compelling ad campaigns work because they reach a target audience. The online world has benefited from a significant amount of accessible data, making it easier to understand who your core audience is and where you can find them. By using this data, it is possible to find influencers that resonate with the type of people buying your products. The size of the market you operate in will play a part in how accurate the targeting is. However, there will inevitably be many personalities that match your audience profile.

### **It Makes the Most of Social Media**

In the early days, social media confused most businesses, who therefore

largely neglected it. Gradually, though, social media became an additional tool in a marketing arsenal. Many businesses now put social at the forefront of their marketing campaigns, speaking directly to their target audience. Influencer marketing makes the most of social media because it doesn't interrupt the experience like an advertisement often does. Ads feel natural, and people are happy to consume them.

### **Audiences Will Enjoy It**

It's hard to create promotions that consumers enjoy. Influencer marketing is different though, with the content matching that of the personality. As long as you choose the

right influencers and tailor the content correctly, you should find people willing to engage and interact with your message. Native advertising stands a far better chance of being shared and promoted than traditional advertising, with influencers only adding to the social proof.

### Prices Are Affordable

Most paid advertising methods have enjoyed a time when they could be acquired at bargain rates. As the method gains popularity and businesses understand they can get a good ROI, prices inevitably start to rise. Influencer marketing can certainly be expensive at the higher end, but there are still plenty of opportunities for affordable advertising. Less saturated niches won't face the same struggle to gain a profit, while advertisers have yet to inundate newer platforms like Snapchat.

### You Increase Sales and Improve Branding

While consumers are increasingly ignoring most paid ads, suffering from banner blindness and installing ad blocker tools, influencer marketing

is still fresh and exciting. Audiences like to see what their favorite influencer is discussing and recommending, paying close attention to the messages. If the match between the business and influencer is genuine, you can see an increase in sales and improved branding.

There will be individual businesses that find it harder to use influencer marketing to full effect. The majority of influencers are in broader niches like health, fitness, beauty, and entertainment. If you search enough, though, you can usually find influencers who have managed to develop a following. Whether through Twitter, Instagram, Facebook, YouTube, creating diverse content like videos, images, and podcasts, you can identify targets that will be a natural fit for your audience. As traditional advertising proves less successful online, it is time to think about how you could implement an influencer marketing strategy into your business.



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## 8 Ways to Increase Engagement on Facebook

Facebook. It's our favorite social media site where we can share photos, update people on our lives, and stay in touch with friends and family. It's fun, but it's not a tool for business. Or is it?

In actuality, Facebook is a fantastic venue for business promotion and growth. You can create content for your relevant audience, connecting with them on a personal level, and if you

play your cards just right, you can even expand your reach beyond what you ever might have imagined.

It's not a matter of if Facebook can work for your business; it's how to take a social media site and turn it into an effective marketing strategy.

Here are just a few ideas to get you and your business started:

### 1. Follow other businesses on Facebook.

What better way to check out a few Facebook marketing strategies than to see them in action? What are your competitors doing? What kinds of content works best with the platform? And, perhaps most importantly, which posts are seeing the most engagement? By noticing those strategies, you can create your own

relevant content to get those likes, comments, and shares flowing.

## **2. Create content that makes people want to share with their friends.**

The goal is to create posts that are newsworthy, educational, ridiculously funny, or otherwise entertaining. Stop your audience in their thumb-scrolling tracks. The key is to ensure your post content is relevant to your audience.

You won't see a physical fitness instructor sharing posts about the best donuts in the city; in the same way, you won't see a food author writing about how fewer calories will be worth eating plain, flavorless food.

Be relevant to your audience, and post things they want to read.

## **3. Vary the types of content you post.**

All-text posts can only get you so far. If it's not eye-catching, it's not going to be thumb-stopping. Use high-quality images to supplement the ideas in your text, and include an instructional or informative video here and there.

Plus, by mixing things up, your page will catch the attention of that Facebook algorithm, bumping you up in the ranks and making your page more likely to be shown to new users.

## **4. Don't be afraid to go "Live."**

Putting yourself out there like that might be daunting. There won't be any redo or retake. Whatever will be, will be.

But it can help you connect with your audience. It's a good idea to plan; know the most important points you'd like to hit in your video, and practice saying what you want to say a time or two. The more you use it, though, the easier the experience gets.

Some ideas for "live" videos include:

- Show tutorials or other similarly styled videos that make it clear to your audience that you know what you're doing and that you can do it well. Plus, you can answer questions right then and there. Be sure to mention the commenter by name when you talk to them.

- Take the audience with you to a place they might not be able to go otherwise. Give a "Behind the Scenes," show off a business event or conference, or let people in on a show.

- Create your own version of a talk show. You can bring in guests, hold contests, or even just speak regularly about the ins and outs of your business field. The ideas are limitless.

Be sure to schedule and promote these "Live" videos as best you can. That way, people know when it'll happen, and they'll be more likely to tune in.

## **5. Give a little extra love to those videos.**

Videos are a great attention-grabber. But, for one reason or another, most Facebook users aren't fans of watching a video with audio. Maybe they've got kids sleeping in the next room, or perhaps they're in a public place where they can't hear their phone speakers well.

Whatever the reason, it means you need to add something to your videos:

subtitles. That way, anyone scrolling passed your post can still benefit from the information without having to pump up the volume.

## 6. Mix up your posting times.

Are your posts not getting much engagement? It might be because you're posting at times when your audience isn't online. Experiment with the times you post content and see which ones get the most interactions.

You'll be surprised at how many more likes, comments, and shares you'll get if you drop it into the newsfeed at just the right time.

## 7. If you ask, you shall receive.

Do you want people to feel more committed to your brand? Get them to interact with you. And what easier way to do that than ask? Don't just hope for comments; post a question, and solicit people for their answers. Don't just wait around for shares; let them know that your post is so important that they need to share it with their friends.

People love to share their opinions. Find the trends most relevant to your field, and give your audience the opportunity to tell exactly how they feel about it, all while increasing your engagement level.

## 8. Use your other social media platforms to drive traffic.

Did you post something awesome? Tweet a link. Add it to your Instagram page. Embed a link to your post in your blog. No rule says you can't use one social media site to increase engagement on another platform. Only rookies put all their eggs in one basket.

In the end, Facebook is a marketing tool that's begging you to use it. It's a free opportunity to make money. What's not to "like" about that?

# NEED HELP WITH YOUR SOCIAL MEDIA MANAGEMENT?

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# Work Harder Work Smarter

## 10 Ways to Work Smarter, Not Harder

Working smarter, not harder is about getting maximum results from minimum effort. It's also about making wise decisions that ensure your business flourishes. If you don't, you'll spend longer reaching goals. Years ago, people thought hard graft was needed to make businesses thrive. The more hours you toiled, the better. Now, managers understand that to make their companies more profitable, they need to be astute. With these tips, you no longer need to work overtime

for paltry results and can employ savvy strategies to improve your business on every level.

### Daily questions

Each day consider important questions to aid productivity and effectiveness, like "What will help my company evolve most right now?" Something will set progress in motion. Once you know what it is, you can get to work, gaining a momentum of success. Another question to consider is, "Which

area of my business am I neglecting?" There are aspects of your job you love, but others you put off because you don't enjoy them. Procrastination will make you stressed and challenges bigger.

### Outsource to experts

You might be fantastic at what you do best, but there are areas of your work where you don't shine. Don't be afraid to outsource, gaining help to grow your business using experts.



There's no shame in seeking professional assistance. Indeed, smart people get what they want fast because they make use of others' skills.

### **Increase employee commitment**

Want dedicated employees? Then make your workforce feel appreciated and keep them happy. They'll take fewer days off sick and work harder for you. You might share your profits with them as an incentive, and get to know them on a personal level. Monthly retreats and a relaxed dress code will make them feel valued and comfortable. At the same time, make your workforce accountable for meeting goals; they'll want to make projects successful if they are held responsible for their work.

### **Encourage teamwork**

When your employees work as a team, they inspire each other. Everyone benefits from the different ideas offered and is supported by colleagues. Sharing tasks takes pressure off you and increases morale. Encourage team spirit by getting individuals to join forces; even when they

work on separate projects. Allow them time to provide feedback and contribute. Their collaboration will aid problem-solving and fuel energy and creativity.

### **Construct a loyal consumer base**

Repeat customers are like gold. Keeping a few key clients can make a huge difference to the success of your business. Let your customers know how wide-ranging your services are so they understand what your company offers. Also, communicate with them. Mention promotions, your business successes, and perks relating to consumer loyalty. At the same time, don't forget those who complain. Once you change the views of unhappy customers, they are likely to remain loyal. Deal with queries fast and complaints even more quickly.

### **Delegate**

Entrepreneurs can be perfectionists, which often means they take responsibility for tasks their employees could handle with ease. While you want tasks accomplished efficiently, there's no point hiring workers if you do

their jobs for them. Also, you wouldn't have employed them if they weren't capable. Consider where your time and energy are best spent, and if a staff member can do a job, give it to him or her rather than doing it personally.

### **Stay ahead of the competition**

It's wise to stay ahead of the competition, even if you feel your company is doing well. There's always another business working its way up the ranks, ready to take your place. Don't be complacent; check out your competition's performance. As well as keeping you alert, doing so might boost your motivation. Consider other's marketing techniques, internet presence, and customer care. What are they doing that works and where are they failing? Use the information you glean to aid the success of your company.

### **Brand consistency**

Many businesses fail to gain attention, which means they lack customers when they alter their image frequently. Your clients need to feel your business is reliable and dependable. Change

your brand's image and they will be confused, or might not even recognize you when seeking your services. Stay consistent, and your company will gain recognition. People will know what to expect and be able to recommend your business to their friends and family.

### **Stress control**

Working smarter includes looking after yourself. After all, if you're stressed, you won't make prudent judgments and your health will suffer. To run your business well, you need to be in good condition,

both in mind and body. You probably know eating a healthy diet and exercise are necessary for your physical well-being but might neglect your emotional health. Each day, make meditating a habit. You can even bring short meditation sessions into the office, offering it to employees, so everyone enjoys the benefits of practicing.

### **Repeat what works**

Repeat what works and discontinue what doesn't. Sounds simple, doesn't it? However, managers sometimes persist with methods that aren't

successful, hoping results will change. They also forget to maintain successful ways of working. If an approach helps your business grow, don't stop. Keep track of outcomes and the ways you reach them so you can echo your successes.

Work smarter instead of toiling without advancing. By implementing winning strategies, saving time and energy, you can make your business productive and efficient. You might even outsmart rivals and expand your company beyond your dreams.

## **Is Your Website Mobile Friendly?**

Over 50% of all online searches are now performed on a mobile device.



*With Google's Recent Algorithm change, having a mobile-friendly website is more important than ever!*

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# 7 Reasons Why Blogging is Important for Small Businesses



According to Hubspot, 53% of marketers agree that blog content creation is a top inbound marketing priority.

In a digital age where consumers are seeking to engage in your content before doing business with you, your blog serves as the perfect platform to communicate and stay connected with your audience. Sharing expert advice, offering solutions to common problems, and keeping people informed with relevant content are key strategies to reaching today's consumer.

Therefore, maintaining a business blog is essential for small businesses in 2017. Since 47% of buyers view three to five pieces of

content before interacting with a sales rep, your blog positions you to get in front of your customer and drive targeted leads to your funnel. You're providing incredible value while keeping them connected to your company.

Although there are thousands of blog posts published daily, your customer needs to see content from you. Here are seven reasons that blogging is of particular importance for your small business to succeed in a content driven era.

## 1) Increases Brand Visibility

Blogging brings exposure to your brand. By optimizing your blog for SEO, you

increase its visibility on Google and Bing. Search is a top choice for consumers to look up information, get answers to their questions, and seek solutions for problems. As you stay in tune with what your audience needs and desires, you'll publish content that truly resonates with their interests, thus capturing attention and exposing them to what you have to offer.

## 2) Bolsters Thought-Leadership

Did you know that users have rated blogs as the fifth most trust source accurate online information? Your business blog builds trust, establishes credibility in your space, and bolsters

your thought-leadership. It highlights your expertise and knowledge on a given subject, showing visitors that you're a reliable source in the industry.

### **3) Boosts Traffic Generation**

One of the main challenges that businesses experience in their content marketing strategy is driving traffic to their websites. Failing to attract quality traffic to your web pages yields fickle results in your overall digital marketing. No traffic to your content means little to no lead conversions. Low conversion rates equate to minimal or no sales.

Blogging, however, is proven to boost traffic generation. Brands who published 16 or more blog posts per month received almost 3.5 times more traffic than companies who only released zero to four posts a month. Additionally, compounding blog articles, or articles increasing in organic search over time, make up 10% of all blog posts yet generate 38% of overall traffic.

### **4) Builds Your Email List**

Growing your subscriber list is a huge component to your inbound marketing.

Through lead nurturing, you can tactically move them through the sales funnel and closer to the buying decision. Blog posts are easy to optimize for lead generation. By adding a content upgrade, opt-in box, or inline download form within your blog article, you improve chances of readers subscribing to your list, especially when it relates to the topic they're currently reading.

Your blogging strategy is an excellent way to build your email list and increase sales opportunities.

### **5) Provides Valuable Content for Social Media Marketing**

Primary goals of social media marketing include increasing brand awareness, growing your followers, driving engagement and connecting with your target audience. It gives you the opportunity to intimately interact with users while offering valuable information that educates, informs, and gives solutions.

Your blog is the perfect tool for sharing useful content to keep followers visiting your pages. The big advantage is, you can share

your blog content multiple times to increase reach and exposure. So, you'll improve traffic generation, engage your customers, and provide incredible content that sets you apart in newsfeeds.

### **6) Positions You for Sustainable Growth**

Blogging positions you for long-term growth for years to come. The ROI can be fantastic with creating content once and having it continuously work for you.

Evergreen posts, for example, are topics that always pertain to your business or industry and will continually be relevant for your audience. Your brand's story, product descriptions, customer reviews, and how-to's are timeless pieces that can be leveraged endlessly for your content marketing.

### **7) Enriches Your Overall Content Marketing Strategy**

Blogging is that the heart of your inbound marketing strategy. Everything centers around your blog content. From your social media content, videos, and infographics to your email messages and webinars, your blog lays the



foundation to your entire content marketing strategy.

Through content repurposing, you can convert your blog post into different formats to promote on various marketing platforms to extend its reach.

By curating your most popular blog articles, you can cultivate your email subscribers by sharing this list of useful information. Finally, your blogging strategy is perfect for appealing to customers who are at different stages

of the buyer's journey with your company.

Your blog is a multifaceted tool that you can leverage at every phase and area of your digital strategy.

Your business blog is a valuable asset to your content marketing. It positions you as an authority, attracts qualified visitors to your website, improves your lead conversions, and builds trust with your customers. Investing more time in your blogging will prove to create long-term results for

your business.

Commit to starting or amplifying your small business blogging in 2017. Use an editorial calendar to help plan, organize, and schedule your content for consistency. Leverage social listening tools, surveys, and keyword research to stay in tune with your audience to create content that interests them.

With consistency, you'll experience dynamic growth in your traffic, lead generation, and ultimately, your bottom-line.



## MARKETING

Companies using video enjoy

**41% MORE**

web traffic from search than non-users

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# Think Outside the Box? We Say... Why Even Have a Box?



- Online Marketing Management (PPC)
- Website Design
- Website SEO
- Website Management
- Reputation Management
- Outdoor Marketing
- Social Media Management
- Local Search Optimization
- Ad/Call Tracking
- Video Marketing
- Direct Mail Marketing
- E-Mail Marketing
- Graphic Design
- Promotional Items



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# APP Watch

## Wunderlist

Price = Free.  
Pro version upgrade  
available for \$4.99/mo.

Availability: Apple,  
Android

Wunderlist helps millions of people around the world capture their ideas, things to do and places to see. Whether you're sharing a grocery list with a loved one, working on a project, or planning a vacation, Wunderlist makes it easy to share your lists and collaborate with everyone in your life. Wunderlist instantly syncs between your phone, tablet and computer, so you can access your lists from anywhere.

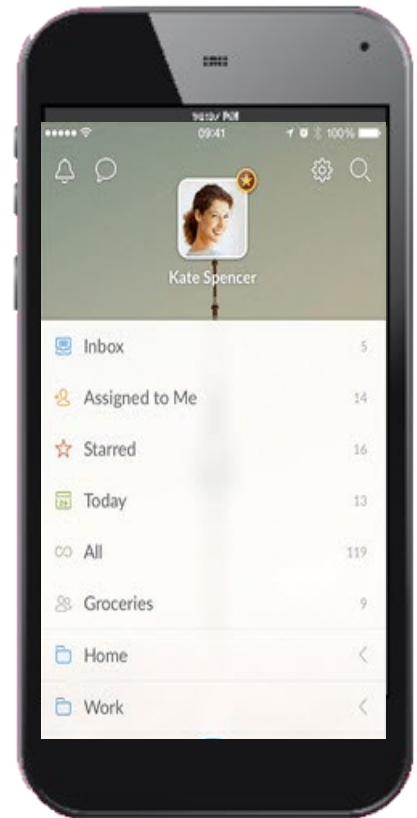
Key Wunderlist Features:

- Create all the lists you need and access



them from your phone, tablet and computer

- Easily share lists and collaborate with family, friends and colleagues
- Start conversations about your to-dos
- Attach photos, PDFs, presentations and more
- Share the work and delegate to-dos
- Setting a Reminder ensures you never forget important deadlines (or birthday gifts) ever again
- Organize your projects for home, work and everywhere in between with Folders



## LOCAL BUSINESS MARKETING

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# SOCIAL MEDIA

## 2017 IMAGE SIZE GUIDE

All sizes are in pixels



### Header Photo

Recommended size: 1500 x 500  
Max. file size of 10MB.  
File can be JPG, GIF or PNG

### Tweeted Image

Size: min. 440 x 220  
Max. file size of 5MB for photos and 3MB for GIFs.

### Header Photo

Recommended size: 1500 x 500  
Max. file size of 10MB.  
File can be JPG, GIF or PNG



**Cover photo** Size: 851 x 315  
Use RGB JPG file less than 100kb

**Cover video** Size: 820 x 462  
must be at least 20 seconds long, but  
no more than 90 seconds.

**Profile photo** Size: upload 180 x 180  
App / Tab thumbnail size: 111 x 74

### Shared Image

Recommended size: 1200 x 1200 (displays  
470 x 470)



### Company Page Banner Image

Size: 646 x 220  
Max. 2MB. PNG, JPG or GIF

### Background Photo

Size: 1000 x 425

Status update or blog post image size:  
698 x 400

### Logo

Size: 400 x 400 square  
Max. 4MB. File can be PNG, JPG or GIF



**Channel Art** Size: 2560 x 1440

**Profile Photo** Size: 800 x 800

**Video thumbnail:** 1280 x 720

**Channel icon:** 800 x 800

### Video Guidelines

- Videos must maintain a 16:9 aspect ratio
- To qualify as full HD, your dimensions must be at least 1280 x 720 pixels



**Profile Image** Size: 165 x 165  
Appears at 165x165 on home  
page, 32x32 on all other pages

**Cover Image** Size: 217 x 146  
Large thumbnail displays at 222x150,  
smaller thumbnails display at 51x51

### Pins

Size: 238 width (height is scaled)  
Expanded pin size = 735 x auto adjusted  
height



# Today's Marketing Platforms Have You Not Sure Which Way To Go?

**Give Us A Call!**  
**(215) 393-9787**

