

M LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

November 2017

6 Festive
Holiday
Marketing
Ideas Every
Business Should
Employ

5 Reasons
Your
Business
Should Be
Considering
Pinterest
Ads



7 Quick Ways
to Enhance
Your Email
Marketing
Content

How to Create
a Social Media
Marketing
Plan to Boost
Website Traffic

How to Craft
a Perfect
Headline

*Proper Email
Marketing
Etiquette*

**Infographic:
Email
Marketing
Stats**

FREE!

Proudly Provided by Mobile Branders LLC

Welcome!

Believe it or not, the holiday season is upon us. Black Friday, Cyber Monday, Small Business Saturday are just a few of the national events that you can leverage to grow your business. Now is the time to develop and execute your holiday marketing strategy.

If you aren't already using Email Marketing as part of your holiday strategy, we strongly recommend looking into it. Used correctly, Email Marketing can work well for local businesses - helping you capture your share of the seasonal spending.

We really believe you'll enjoy the information in this month's issue.

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

The content on the Local Business Marketing Magazine is made available on the terms and condition that the publisher, editors, contributors and related parties:

shall have no responsibility for any action or omission by any other contributor, consultant, editor or related party;

disclaim any and all liability and responsibility to any party for any loss, damage, or disruption caused by errors or omissions, whether such errors or omissions result from negligence, accident, or any other cause;

are not responsible in any way for the actions or results taken any person, organization or any party on basis of reading information, or contributions in this publication, website or related product.

Inside This Month's Issue

- 4 Marketing Calendar
- 5 How to Create a Social Media Marketing Plan to Boost Website Traffic
- 8 6 Festive Holiday Marketing Ideas Every Business Should Employ
- 11 7 Quick Ways to Enhance Your Email Marketing Content
- 14 How to Craft a Perfect Headline
- 17 Proper Email Marketing Etiquette
- 20 5 Reasons Your Business Should Be Considering Pinterest Ads
- 24 Infographic - Email Marketing Stats

A Little About Us

Local Business Marketing Magazine is proudly provided by



Mobile Branders LLC is a full-service mobile consulting and marketing agency that offers a full range of services to engineer a successful revenue-enhancing mobile marketing campaign for your business. We combine outstanding client service with world-class proven methodologies and technologies.

Our Services

- Mobile App Development
- Mobile Marketing Consulting
- SMS Marketing
- Online Reputation Management
- Video Marketing
- Mobile Landing Pages
- Local Lead Generation
- Email Marketing
- Social Media Marketing

Mobile Branders utilizes proprietary methodologies developed over years to create and manage mobile campaigns that help you interact with your customers. Whether your goal is to drive sales, increase brand awareness, build loyalty or create new revenue streams, Mobile Branders can help you design a mobile marketing campaign to meet your business needs.

If you have any questions, or would like to know how we can help you meet and exceed your marketing goals, please contact us.

(800) APPS 398

www.MobileBranders.com

To get a Free subscription to our monthly Local Business Marketing Magazine, simply visit our website.

Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

November

Adopt A Senior Pet Month
Aviation History Month
Epilepsy Awareness Month
Historic Bridge Awareness Month
Lung Cancer Awareness Month
Military Family Appreciation Month
National Adoption Month
National Alzheimer's Disease Month
National COPD Month
National Diabetes Month
Family Literacy Month
Pancreatic Cancer Awareness Month

November 11 - Veteran's Day
November 23 - Thanksgiving
November 24 - Black Friday
November 25 - Small Business Saturday
November 27 - Cyber Monday

2nd - Men Make Dinner Day
3rd - Housewife's Day
4th - Candy Day
5th - Doughnut Day
5th - Daylight Saving Time Ends
6th - Nachos Day
10th - Marine Corps Birthday
11th - National Sundae Day
14th - National Pickle Day
15th - Clean Out Your Refrigerator Day
16th - Fast Food Day
16th - Great American Smokeout
17th - Take A Hike Day
18th - Mickey Mouse's Birthday
18th - Adoption Day
26th - National Cake Day
28th - French Toast Day
30th - Computer Security Day

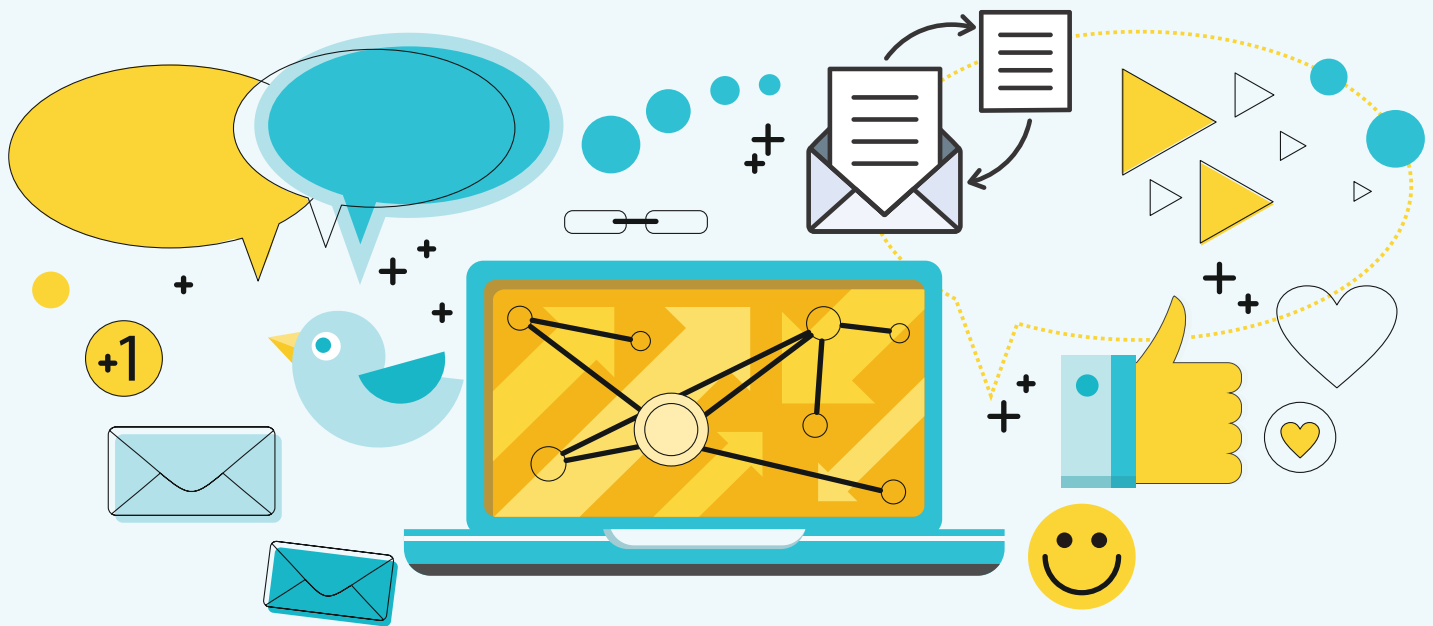
December

AIDS Awareness Month
Write A Business Plan Month
Tie Month
Tomato and Winter Squash Month
Universal Human Rights Month
Worldwide Food Service Safety Month
Awareness Month of Awareness Months

December 12th-Dec 20th - Hanukkah
Dec 25 - Christmas
December 26th-January 1st - Kwanzaa

1st - World AIDS Day
1st - Pie Day
2nd - Mutt Day
3rd - International Day of Persons With Disabilities
5th - Volunteer Day
7th - Pearl Harbor Remembrance Day

10th - Human Rights Day
12th - Gingerbread House Day
15th - Bill of Rights Day
15th - Free Shipping Day
15th - Ugly Christmas Sweater Day
16th - Chocolate Covered Anything Day
17th - Maple Syrup Day
18th - Answer The Telephone Like Buddy The Elf Day
21st - Crossword Puzzle Day
21st - Humbug Day
21st - Winter Solstice
22nd - National Re-gifting Day
23rd - Festivus
26th - Whiner's Day
27th - Fruitcake Day
28th - Chocolate Candy Day
30th - Bacon Day
31st - Make Up Your Mind Day
31st - New Year's Eve



How to Create a Social Media Marketing Plan to Boost Website Traffic

Boasting 3 billion active users, social media platforms are increasingly becoming the go-to for consumers to discover, connect, and engage with brands. As a result, businesses are consistently leveraging these social networks to drive fresh traffic to their websites, blog posts, and landing pages.

Yet, many marketers still face the challenge of generating traffic from their social media marketing. Even with all the proven tactics available such as paid advertising, social video, and visuals, successfully increasing web traffic using social networks can be futile if not executed correctly.

Traffic generation takes more than simply posting a link and hoping it gets noticed on social. You must implement a plan that focuses on quality messages, a steady posting schedule, and being engaging to keep people visiting your content and website.

The following guide outlines an actionable social media marketing plan that will boost website traffic, social engagement and brand awareness for your inbound strategy.

#1 Write Engaging Social Media Messages

Publishing quality-rich content on social media is a must in capturing attention

and increasing your organic reach. Gone are the days where a high number of posts shared dictated your social media success. Today's algorithms focus on engagement signals from followers, rewarding you with greater reach on your subsequent posts if people are interacting with your existing content.

Therefore, writing engaging social media messages is key to increasing visibility, getting in front of your audience, and driving favorable behaviors such as comments, shares, and clicks.

Here are a few proven ways to creating winning social content to capture attention

and move followers to interact with your posts:

- Write a variety of headlines for one piece of content so you can promote it multiple of times (more on this later)
- Ask close-ended questions that force people to answer “yes” or “no” to generate quick engagement
- Share key benefits followers will receive when clicking on your link. What’s in it for them? Be clear and concise in your headline
- Post valuable nuggets from your content that your audience finds helpful
- Include keywords that your followers are actively searching for to increase visibility of your content
- Tailor your content appropriately so it appeals to the network you’re posting to. Refrain from using a cookie-cutter approach that shares the same message across your social channels. Rather, modify your content so it caters to the followers on that platform

#2 Share Eye-Catching, Visually Appealing Content

Visuals are the currency on social media. In fact, Hubspot shares visual content is 40 times more likely to get shared on social media than other types of content. Whether it’s an infographic, video or photo, adding a visual piece increases the likelihood of users interacting with your post.

Yet, marketers are aware of this fact. The key to standing out amongst the crowd is sharing eye-catching, visually appealing content that compels people to stop, look and engage. Remember, quality tops quantity. So, invest time crafting great images that highlight your brand, culture and personality.

These visuals are shown to perform incredibly well on social:

- Infographics are the #1 most shared media in the world. Easily create your own using Canva or Infogr.am
- Live videos are viewed 3 times longer than prerecorded ones. They

quickly build trust and offer a way to engage with your audience in real-time. It’s the perfect tool to drive traffic to your website

- Multi-image posts are great for standing out. Many platforms support them so use them to creatively relay your content
- Info-images that offer how-to’s, stats and helpful tips right in the graphic are highly useful for your social strategy

#3 Create a Schedule for Posting on Social Media

With your social message written and an attractive visual to complement, it’s time to create a schedule to maximize your content’s reach and visibility. Most businesses only promote their content once or twice, believing that anything more will make them appear spammy or redundant.

This is far from the truth... particularly since the shelf-life of content on social media is short. Many of your followers simply aren’t seeing your posts because the space is increasingly

competitive. Promoting your content multiple times is a top solution to getting more views and engagement. The key is ensuring that you use a different headline each time to offer a new insight or angle to your content.

Therefore, use an editorial calendar like Google Calendar or CoSchedule to organize, plan and publish your content. As stated, write 10-15 different headlines for one content piece and schedule them throughout your calendar.

Create a process that you can repeat to streamline workflow and remain consistent. This step alone will add a significant boost to your website traffic and social engagement.

#4 Follow the Recommended Posting Frequency on Each Network

Having an understanding of how often to post on social media helps you maintain an active presence and consistently stay in front of your audience. You'll strategically increase brand awareness, cement authority in your space, and prompt more users to click on your content.

According to a recent study, the following outlines the recommended posting frequency for each major social media network:

- Facebook - 1 post daily
- Instagram - 1-2 posts daily
- Twitter - 15 tweets daily
- LinkedIn - 1 post daily
- Pinterest - 11 pins daily (at least 9 are repins)
- Google+ - 3 posts weekly

Although this is a good guide to follow, it's important to review your own analytics to discover your followers' behavior and engagement across your social channels.

Staying in tune to what your audience favors positions you to create the perform posting formula that yields results every time.

#5 Be Social

The final tip to boost your website traffic from social media is actually being social on your networks. It's not enough to simply post content and walk away, hoping people will interact.

Followers desire responses

on their comments and content just as much as your brand desires the same.

Do unto others as you would have them do unto you by sharing, commenting, and liking your follower's content.

Designate team members to spend time replying back to all comments, using social media management tools like Hootsuite or Buffer to help you monitor social conversations. You'll find these personalized experiences will keep people coming back to your pages, driving more eyeballs to your content and links.

Conclusion

A solid social media marketing plan can accelerate your traffic generation, positioning you for more leads and sales.

By using each step accordingly, not only will you experience a surge in new website visitors, but you'll notice a hike in social engagement, brand awareness, and visibility.



6 Festive Holiday Marketing Ideas Every Business Should Employ

Whenever the holidays are fast approaching, businesses often go into overdrive coming up with new and unique ways to promote their brand.

Coupons, sales, and giveaways are a staple at this time of the year, but it still pays to be innovative. Here are six fun ways to market your brand during the holidays.

Seasonal, specific keyword campaigns

People will often look things up on the holidays with specific keywords in mind. Instead of going for generic keyword groups like “best gifts for Christmas,” people will tend to look up more specific phrases such as “best gifts for my girlfriend,” or the like. Create campaigns centered on these specific

phrases. Particularly look for keywords that can be relevant or even exclusive to your niche.

Offer gift bundles

If you own a physical store, chances are you’ll be offering free gift wrapping services to your customers. If you’re not already doing this, then you definitely should consider starting. Wrapping

gifts can be a hassle and not everyone is good at it. Make it easy for customers to buy your product and gift them to their friends or relatives. Consider going the extra mile and create gift bundles composed of items that you believe people will buy together when looking for a gift for their loved ones.

Creative gift wrapping

At the same time, consider wrapping your items in unique, brand-friendly ways. As much as possible, don't just use typical holiday gift wrap. Find a way to package your items in a way that is friendly for your brand. You can wrap your customers' gifts in wrapping paper that reflects your brand's colors or you can even hire a designer to create a gift wrap design just for your brand. Even implementing your logo or brand name somewhere on the gift can go a long way.

Get on Pinterest

People will often turn to their Pinterest boards whenever the holidays are rolling in. All throughout the year, people will pin things

on their boards that they believe will make great gifts. Pinterest should be one of the places you should be focusing your attention on. Even major brands are taking advantage of Pinterest to boost their sales. Consider implementing tags and pins into your online store. Interact with your users on Pinterest or create boards specifically tailored to your brand. You can even offer incentives to your customers for pinning your items on their Pinterest boards.

Create a holiday theme for your website or landing page

Landing pages will always be relevant. Landing pages are an excellent source of traffic and conversions. During the holidays, why not make it a goal to create landing pages specifically designed for the holidays? Getting customers interested in your store isn't easy, but remember that people are more willing to spend money during the holidays. Create landing pages specifically designed to capture your holiday shoppers' interest. And

don't forget to give these landing pages a holiday theme. Don't just stop there. Consider decorating the rest of your site or store with a more holiday-friendly color scheme.

Host giveaways on social media

Everybody loves a good giveaway. But during the holidays, don't limit these giveaways to your online stores. Go to social media. Share these giveaways on every platform you are a part of. Facebook and Twitter are great places to start, but you might gain more traction on Instagram and Pinterest.

Doing giveaways on social media is one of the best ways to grab the attention of people who have otherwise never heard of your brand.

The holidays are the perfect time to start getting creative with your marketing campaign. Consider these tips and you should be well on your way to making more sales and growing your brand.

ATTRACT MORE CUSTOMERS

With Our Affordable Marketing Services



**Call Us Today for a
Free Consultation!**



(800) APPS 398



7 Quick Ways to Enhance Your Email Marketing Content

Every successful marketer knows the power of email. Reaching leads and building relationships with them are integral to longevity, with email proving effective over many years. It is common to see marketers using dated methods, though, showing no appreciation for advances in the field. There are a number of ways your email campaigns can be updated, helping to increase engagement and improve branding. So what are the main ways to improve an email marketing campaign?

Mobile-Friendly

The email marketing company Informz revealed that 34% of their subscribers read messages only on

mobile devices. Far more people will also use a combination of mobile and desktop, so it is vital that your email is mobile-friendly.

A simple approach is to create email templates that work across all devices, providing an optimum viewing experience for everyone. You can go further, though, by using factors like geo-targeting to send relevant messages based on device location.

Segmentation

Sending the same messages to one single list will not provide optimal results. Instead, create multiple lists that enable you to target with more specificity. As

mentioned, you could send messages based on location, but there are many other opportunities.

You should move new customers to a buyer list, while also developing lists for those who move through your sales funnel. Adjusting the content you send can dramatically improve results, ensuring subscribers only receive emails that are of interest to them.

Personalization

Email personalization is an effective way to improve content that can often feel detached. A common technique is to ask for a name in the

initial subscription box. You can then include a name occasionally, whether in the subject line, introduction, or body copy. You can go further than this, though, by using your segmented lists to reference something particular. For example, if a person has purchased products from you, emails can indicate subscribers are part of your inner circle.

Social Media

Social media integration adds a number of additional elements to your email campaigns. You can include links to your social media accounts within a message, use content from social media to enhance an email, and allow others to share messages on their social profiles. Integrating your email and social accounts helps both your list and social sites to grow.

Interactivity

If subscribers know exactly what to expect from an email, your campaigns can quickly grow stale. One way to avoid this is with interactivity. Including a quiz, poll, or survey gets people involved, avoiding turning readers into passive

consumers. Subscribers can then become invested in the answer, potentially helping to create additional content for future emails.

If you run an ecommerce store, it is even possible to add an image gallery carousel to showcase relevant products.

Design

The standard email design has become predictable, offering little to differentiate your business from the crowd. Great design is one way to stand out, helping to brand your business and make yourself recognizable.

Some design elements to consider include using a colored background, trying alternative fonts, displaying content in a tiled format, and adding a GIF to the message. These design elements are not original when it comes to web design, but subscribers are less likely to encounter them in their email inbox.

Multimedia

There are times when a simple text email can be most effective. In general, though, it is worth trying

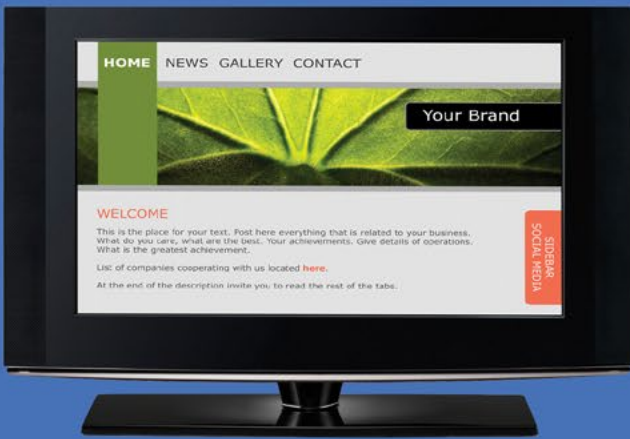
to include different types of media for increased engagement. The email marketing company Emma found that including a video in an email can increase the click-through rate by 300%. HubSpot did note, however, that adding too many images leads to a decline in click-through rate, so it is important to use multimedia sporadically and with a purpose.

A successful email marketing campaign can come down to fine margins. Your content and lead generation might be exceptional, but a few changes could be the key to a winning or losing campaign. Even if you do write a quality message, presentation should not be overlooked.

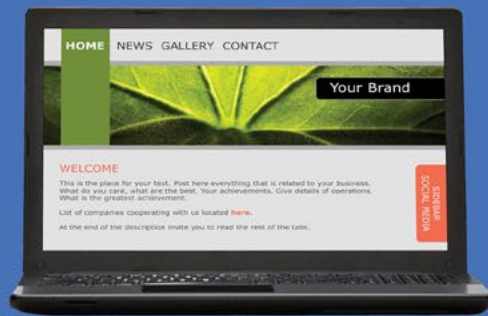
Sending subscribers content they are eager to consume, while also ensuring your targeting is accurate, can earn valuable additional sales. Email marketing, just like web design and social media, is constantly evolving, so make sure you are up-to-date and in the best position to succeed.

Incredible Websites

Responsive - Effective - Affordable



Desktop



Laptop



Tablet



Phone

Need a new website? Let our talented team of designers develop a new, responsive website that will not only provide you with a professional representation of your company, but also be easily viewable and navigated on today's portable devices.

Get a free quote by calling us today.

(800) APPS 398



How to Craft a Perfect Headline

Headlines are everything for blog posts, articles, emails, and other forms of content. Just take a look at when the satirical site Science Post published the satirical article “Study: 70% of Facebook Users Only Read the Headline of Science Stories Before Commenting.” The content of the article was full of “lorem ipsum” otherwise known as filler text. In other words, the article didn’t offer anything substantial or valid. Nevertheless, the post received 46,000 shares, some of which were done

unironically.

Furthermore, about 60% of Americans admit that they read the news headlines and not much else. After all, who has time for all that boring stuff when you already know the gist of the article?

However, a headline that creates interest or curiosity will likely be clicked. That’s why Upworthy writers craft 25 different headlines before choosing one to publish. The site ends up with clickbaity headlines like these:

Bullies Called Him Pork Chop. He Took That Pain With Him and Then Cooked It Into This.

- 9 Out Of 10 Americans Are Completely Wrong About This Mind-Blowing Fact
- If This Video Makes You Uncomfortable, Then You Make Me Uncomfortable
- A Terrible Tweet About Depression Has The Internet In An Uproar

Want to make clickworthy headlines? Try these tips:

Curiosity Gap

Some of the best headlines inquire someone to click because they want to know an answer. These headlines use phrases that hint at something incredible, but don't explain what it is. Readers really want to find out about "this response" or "that reaction." Lines like "you won't believe what happened next" might seem cliché, but they do draw clicks.

Examples:

- A homophobic ad was placed next to this pizza shop. Their response was delicious. - Upworthy
- The border wall wouldn't just cost money. It could cost us these rare animals too. - Upworthy

Questions

Another way of creating a curiosity gap is to ask questions that people want to know the answer to. Some of these questions might be things the reader was looking for in the first place. Others might be

questions they had no idea that they wanted to know the answer to.

Examples:

- How Can I Make It Easier to Save? - Time
- Heavy Metal Lyrics of Bible Verse? - The Circle Pit

Bold Claims

Many advertisers sell by promising the world. Everyone wants to know the latest tips and tricks to succeed in life. Readers will click if they think that you can really deliver on your promises.

Examples:

- Become a millionaire by age 30 - Business Insider
- How Elon Musk learns faster and better than everyone else - Quartz

Controversial Claims

Controversy sells. By saying something that seems unusually firm or even a little bit rage-inducing, readers will be enticed to click. They want to know just how true the author's claims are.

Just be warned that many readers might not exactly be happy with your work.

Examples:

- There's no such thing as a good Trump voter - Slate
- White men must be stopped: The very future of mankind depends on it - Salon

Injustice

A safer way of getting people to click is to highlight injustice in the world or justice being served. People are always outraged at terrible events and relieved when perpetrators get their due. These types of headlines will attract people who are passionate about politics and society.

Examples:

- Protestors Deface Roosevelt Statue Outside Natural History Museum - The New York Times
- How the town of Whitefish defeated its neo-Nazi trolls - and became a national model of resistance - Yahoo

Numbers

Research shows that using numbers in their numerical form leads to greater clicks than headlines that spell them out. It also makes the headline much shorter and easier to read. Plus, it gives people an idea of what to expect in the article.

Examples:

- 6 Stories of Super Successes Who Overcame Failure - Entrepreneur
- 19 of the Most Delicious Things You Can Make In a Waffle Iron That Aren't Waffles - Country Living

Urgency

You can encourage your readers to click if you're offering something that they need to know about right away. An expiring offer or relevant information will always entice readers. Perhaps there's something that they need to know that only your article can offer.

Examples:

- Are You Losing Sales By Giving Customers Too Many Choices - KISSmetrics
- 10 Money Mistakes to Avoid in Your 20s - Get Rich Slowly

Conclusion

The art of writing a headline is deceptively difficult. It might seem easy to simply write down a few words and call it a day, but you never know how much readership you might be losing.

Feel free to A/B test your headlines and find out which ones work best for you.



MARKETING

Companies using video enjoy

41% MORE

web traffic from search than non-users

*Call Today to find out more about our
Video Marketing for Local Businesses*

(800) APPS 398





ETIQUETTE RULES

Proper Email Marketing Etiquette

Did you know that 205 billion emails are sent every single day? Whether it's spam, offers, advertisements, or letters from Nigerian princes, peoples inboxes are filled to the brim daily.

However, email marketing is a handy tool that every company needs to utilize. A 2015 study from the Direct Marketing Association found that every \$1 spent on email marketing yields a return of \$38. Furthermore, 61% of consumers like getting weekly promotional

emails and 38% of those consumers would even like those messages more often. Sending out messages leads to big returns.

However, it's also easy for your email campaign to crash and burn. You might get flagged for spam, which can have legal consequences and bring your business to a halt. You can get fined thousands of dollars per violation. That money adds up quickly if you've spammed a lot of people.

Knowing how to properly create messages and send emails goes a long way. Here are some great tips to maximize your mailing campaign:

Follow basic practices.

Your headers need to be honest. Don't include "RE:" or "FWD:" in the title if the email isn't a reply or a forward. (Some spammers do this to trick people into opening them.) Your company's name needs to be on the email as representing a

company that you aren't a part of can get you in trouble. You must also include an unsubscribe link in the email or else you'll get reported for spam. Some laws also require you to list your company's physical address in the email.

Don't use purchased lists.

Grow your mailing list organically. Buying a pre-filled mailing list is an awful idea for many reasons.

First, the customers have no idea that their information is being sold so they will likely report any of your messages as spam.

Second, many of these lists contain trap addresses. If you send an email to one of

those addresses, it could go to an authority figure who knows that you bought their list. This tactic is used to counter spammers.

Finally, many lists contain inactive or fake addresses. The provider already has your money, so they likely won't care how well the list works for you.

Try a double opt-in method.

MailChimp and most other major email platforms provide what's known as a double opt-in. This means that when the customer has signed up for your mailing list through a web form or something else, they will receive an email asking them to confirm that they

want to be a part of your list. This technique makes sure that the customer truly is interested in your marketing campaigns.

Personalize your message.

In 2013, Experian Marketing Services released their 2013 Email Marketing Study. The company found that personalized promotional messages were six times more likely to result in transactions when compared to non-personalized emails. Yet, 70% of the brands studied didn't personalize their emails.

Luckily, you don't have to do this process manually. Many email providers such as MailChimp will

NOW RESTAURANTS CAN GO MOBILE!

COUPONS AND LOYALTY PROGRAMS
MOBILE ORDERING SYSTEM INCLUDE
ENTIRE MENU TABLE RESERVATIONS
PUSH MESSAGES



automatically personalize your emails when you send them.

Include a call-to-action.

A CTA is one of the most essential parts of your message's content. You need to convince subscribers to click on something that will lead them to making a transaction or visiting your website.

Mind your subject lines.

According to Return Path, the best subject lines are between 61 and 70 characters as they have over a 15% read rate. You can

also follow practices such as using numbers in their numeric form rather than spelling them out.

Consider your timing.

Timing is everything. People usually don't want to receive a new email every other day or they'll get tired of you and unsubscribe. However, you should send messages consistently enough so that customers remember your brand. Imagine signing up for a mailing list and getting an email three months after. By that time, you'll likely have forgotten signing up for the list.

Ideally, you should give subscribers the option to choose how frequently they would like to receive messages.

Also, beware of different time zones. Not everyone wants to get messages at 3 AM.

Email marketing is an incredibly powerful way to win new customers and engage with your audience members. The proper techniques can earn your company an amazing amount of money. However, bad practices will cost your company its money and reputation.

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!

**Call Us
(800) APPS 398**



5 Reasons Your Business Should Be Considering Pinterest Ads

Social media is an essential tool for businesses, but there is more of a requirement to invest in advertising than ever before. Trying to get noticed organically has become more stringent, particularly on the more prominent platforms like Facebook. Competition is often so high that paying for promotions is the only way to expand your reach. If you do take the path of social advertising, Pinterest should be one of the prime targets on which you choose to spend your budget. There are several viable social platforms available, but the following reasons should encourage any business owner to start testing ads on Pinterest.

User Base

The current number of

active monthly users exceeds 150 million. That might not compare to Facebook and Google, but it still offers access to a considerable amount of engagement with content. Businesses know they can go to Google and Facebook to find a broad audience of people. In most cases, though, you can see similar groups on Pinterest, even though you will likely have a smaller base to approach.

Demographics

For much of its history, women significantly outnumbered men on Pinterest, far more than most other social sites. Pinterest has adapted to this disparity, however, and the number of new male users rose by 120% last year.

Additionally, having a mostly female audience is a positive factor for advertisers, with a high percentage of affluent women willing to spend on products and services.

Mobile-Friendly Platform

Pinterest is used heavily on mobile devices, similar to most of the popular social networks. However, much of this mobile use takes place within stores. A study by marketing company Ahalogy found that 67% of Pinterest users accessed the site as a research tool while shopping in stores.

If a person is considering a purchase, looks at their Pinterest app, and finds your ad, there is a good chance you could gain a targeted and motivated lead.

Traffic

Research from the web traffic company Shareaholic suggests that 5% of all referral traffic to websites comes from Pinterest.

Facebook is by far the most significant driver of traffic, but Pinterest still accounts for a healthy amount of site visits.

For advertisers, this data shows that users of the platform are heavily engaged and will click links from a pin to an external website.

E-commerce

E-commerce is a natural fit for Pinterest, with users often actively searching for new products. Advertising on Pinterest puts your products directly in front of targeted audiences, letting them share with their followers.

While there is nothing unusual about directing traffic to your e-commerce store, Pinterest also offers the Buyable Pins option. This feature lets people buy products without leaving Pinterest, making the sales process even more direct.

Pinterest might only form a portion of your total traffic, but you may find the platform offers the best ROI. While not all niche businesses will discover a vast audience through the site, the ones that resonate are often highly motivated and eager to purchase products. Pinterest is also continuing to grow and improve its facilities, making it a quality platform with which to expand. Of course, Facebook is still the giant of the social advertising world, but it can often pay to look at the opportunities that aren't the center of attention in the business world.



MOBILE APPLICATION DEVELOPMENT



EXTREMELY AFFORDABLE

CUSTOM MOBILE APP & MOBILE WEBSITES FOR ALL
BUSINESSES

Mobile Branders will help you create a complete mobile marketing
strategy for your business



MOBILE BRANDERS
THINK GLOBAL, BE MOBILE

(800) APPS 398

www.MobileBranders.com

APP Watch

ShareFile

Price = Free to download, but requires ShareFile subscription. Plans start at \$16 per month.



Availability: Apple, Android

ShareFile is a file manager that offers secure data sharing and storage, customizable usage and settings and tools that allow you to collaborate more easily and get your work done from any device — any time, anywhere.

With your ShareFile account and app, you can:

Access

- Access files and folders located in your ShareFile account.
- Download files from your ShareFile account to your mobile device for offline access.
- Upload files and folders to your ShareFile

account directly from your mobile device.

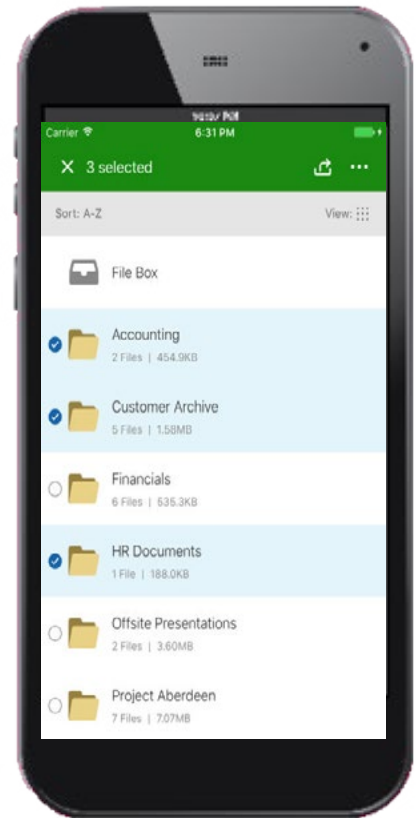
- Sync files in your ShareFile account from all of your devices.

Share

- Share or sync multiple files with multiple users.
- Email files from your ShareFile account on your mobile device.
- Request files and provide secure links for recipients to upload files to your ShareFile account.

Manage

- Set custom access permissions to files and folders for individual users.
- Specify a passcode for additional protection for your ShareFile account.
- Use your ShareFile account as a secure file manager.



LOCAL BUSINESS MARKETING

**Don't Miss
An Issue!**

- *Relevant / Timely Topics*
- *Business Tips, Tricks & Tools*
- **FREE!**

Subscribe today by visiting our website

<http://mobilebranders.com>



Email Marketing Stats

2.9B

The number of email users worldwide is forecasted to rise to 2.9 billion by 2019.

\$44

Email marketing delivers the highest ROI (about \$44 per dollar spent, on average) of any digital marketing tactic.

26%

Only 26% of SMBs polled use email marketing for sales, and just 7% use email as a brand-building tool.

86%

86% of businesses plan to increase their upcoming email marketing budgets.

27%

Brands that personalize promotional marketing emails experience 27% higher unique click rates and 11% higher open rates than those that do not personalize.

77%

77% of people prefer to get permission-based promotional messages via email (versus direct mail, text, phone, or social media).

775%

The use of emoji in email marketing messages increased 775% from 2015 to 2016.

73%

73% of millennials identify email as their preferred means of business communication.



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

Give Us A Call!
(800) APPS 398

