

M LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

December 2017

Everything You Need to Know About Live Streaming for Small Businesses

Main Features to Look for in an Email Autoresponder Service

Creating an Optimized, Successful Email Template for Your Business

6 Common Myths About Marketing on Social Media

Blogging for Leads: The Ultimate Strategy for Business Success



**Infographic:
2018 Small
Business
Trends**

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LOCAL BUSINESS MARKETING

Welcome!

It is December. Another year is almost put to rest. Besides the craziness that sometimes comes with the holidays, it is time to start thinking about 2018. What are your goals for the coming year? How did you do with your goals for this year?

We've pulled together information from many sources to provide you this month's infographic - 2018 Small Business Trends. These tidbits will hopefully help you as you plan and execute your plans for the coming year.

We've also added a new Fun Facts section to the magazine, providing you some interesting and fun trivia that you can share with your teams.

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.

Wishing you a Merry Christmas and a Happy New Year!

Raj Deshpande
CEO
CroydonGate

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A Little About Us

Local Business Marketing Magazine is proudly provided by CroydonGate.



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

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

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

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

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

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

- Mobile Marketing
- Web Services
- Reputation Management
- 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.

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

January

Cervical Health Awareness Month
Eye Care Month
Family Fit Lifestyle Month
Financial Wellness Month
Get Organized Month
Glaucoma Awareness Month
International Brain Teaser Month
March of Dimes Birth Defects Prevention Month
Staying Healthy Month
Thyroid Disease Awareness Month
Volunteer Blood Donor Month
Walk Your Pet Month

January 1 - New Year's Day
January 15 - Martin Luther King Jr. Day

1st - Polar Bear Plunge Day
1st - World Day of Peace

2nd - Science Fiction Day
4th - Spaghetti Day
9th - Law Enforcement Appreciation Day
9th - National Take the Stairs Day
14th - Dress Up Your Pet Day
15th - Humanitarian Day
17th - Ben Franklin's Birthday
18th - Winnie the Pooh Day
19th - Popcorn Day
21st - National Hugging Day
23rd - Pie Day
24th - Compliment Day
24th - Peanut Butter Day
26th - Spouse's Day
27th - Chocolate Cake Day
27th - Thomas Crapper Day
26th - Have Fun at Work Day
29th - National Puzzle Day
31st - Backward Day



The Social Media Marketing Point that Many are Missing

It's been estimated that about 90 percent of all companies use social media in their marketing. That shouldn't come as a surprise. It's pretty much free, and the audience numbers are massive. Everyone (except, apparently 10 percent of businesses) uses it.

But what some businesses don't understand is the "why." How many businesses market via social media just because everyone else is doing it? Those in that

category are missing a key point to having a social media marketing strategy. And that's preventing them from capturing the power that only it can provide.

The world is now one of immediate information. Social media provides real-time interaction, which has been around long enough for people to come to expect immediacy from their information sources. Do all the businesses in that 90 percent recognize

the need to address this expectation of immediate information? If not, why not?

Consider just how fast the world now moves, and how fast anyone in communication - news media, marketers, anyone, really - can jump onto a trend or into a conversation. Social media has truly allowed consumers and businesses to participate actively in real-world events and discussions in real time.

Thinking back about 10 years ago, when businesses mailed a monthly hard-copy newsletter to people, they were communicating on a delay. A current event that came up, say, 15 days before the newsletters arrived in people's mailboxes would not be able to make it in. If a business wanted to somehow latch a current event, its clients, customers, and prospects would be reading about it a month after that event.

Even years later, when weekly email newsletters became popular, they couldn't be as timely as things are today. A weekly email could suffer at least a one-week lag.

These days, with social media, marketers can communicate in real time with a business' followers.

That could make social media a valuable tool in and of itself. Many people in business see it as a time-suck, but there's got to be some relationship-building value in it. Being in the conversation everyone is having while they are having it shows both that you are interested and interesting. Isn't that the goal of content marketing?

Many small businesses use a program to auto-schedule tweets. They mostly share content that's been prepared and queued, not spontaneous communication. That's not really the way the general population uses social media, though, is it?

Facebook Live and its type are demonstrating the advantages of communicating in real time, which seems to be the way of the world these days. Immediacy and small, frequent tidbits are what people expect when it comes to a lot of the information they receive.

That's not to say that there's no place in the world anymore for a monthly hard-copy newsletter or that weekly e-newsletter. It's just that they have to be different types of content because they're not in real time. They probably need to be big-picture, more in-depth pieces and/or news that the average person doesn't see elsewhere.

In terms of comparison to these publications vs. more real-time content, think of magazines vs. newspapers. Magazines have always been published with that

lag. The type of content they contain is different from what's in a newspaper - even though they might share some of the same subject matter.

But if you want your business to be able to jump on trends and inject yourself into the conversations others are having, then you're probably going to have to be active on social media. That is the way to interact with the real world in real time, and it's going to become increasingly necessary for businesses to do it as their audience's expectations evolve.

There are businesses that are reluctant to use social media because, for all the time involved, there isn't always a dollars-and-cents return on investment to look at. But maybe the ROI on social media isn't ever going to be in dollars and cents. Maybe it's never going to be "monetized" in a clear way. But that doesn't mean there's no return. Maybe the value it provides is the ability to communicate so quickly with so many. If your business is on social media anyway, why not use one of its biggest strengths?

You may have worked out the optimum time to reach the maximum number of people, so you can set up messages in advance. Additionally, scheduling a series of proven messages to appear at certain intervals can be used to maximize results from new subscribers.

Automation

Along with scheduling, there are other automation requirements that successful marketers have. The ability to segment an audience based on their decisions can separate successful businesses from struggling ones. Quality autoresponders include a tagging feature that lets you pinpoint a specific action each subscriber takes. Depending on various decisions, you can then set up a funnel that optimizes outcomes based on particular actions.

Customer Service

An autoresponder will become a central feature of an online business, allowing direct communication with leads and customers.

Therefore, any problems could potentially damage your reputation and ability to reach your most targeted audience. A quality service will prioritize customer service, offering quick response times and a knowledgeable staff. Live chat, an effective support desk, and a clear knowledge base are all features to look out for.

Analytics

Data has become increasingly important for email marketing, providing the chance to optimize campaigns and messages. The best autoresponder services give accurate data about open rates, click-through rates, important demographics, and plenty more. The more basic services offer limited analytics, so you may find yourself struggling to understand why you are getting certain positive or negative results.

Templates

Quality templates can be created by a designer, but it is far quicker when you can access them

directly from your email marketing dashboard. Many autoresponders include various templates, graphics, landing pages, and opt-in forms, but quality can vary. Look at the designs on offer, ensuring they are good enough for the campaigns you are creating. If there is little attention to detail, you may find this problem occurs with other features in the service.

There are many autoresponder services catering to different audiences. Solo entrepreneurs might want a simple tool that is cost-effective, while larger businesses will need something more sophisticated and robust. Changing an autoresponder can be a frustrating experience, though, so it is worth making a decision based on long-term goals. Using the important features as a guide, try to find a service that offers the attributes you want right now, but also can help you expand as your marketing strategies start to produce results.

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Everything You Need to Know About Live Streaming for Small Businesses

Live streams are the future of digital media. It's no coincidence that all of the major user-generated video services, such as Facebook and YouTube, are developing the live streaming aspects of their platforms. Viewers enjoy the idea of watching a broadcast right as it happens.

The history of broadcast media is repeating itself through these live broadcast mediums. Back in the old

days, the radio was the home for live content. Live video streaming on the internet is the modern version of that.

You can use live streaming to build your small business' online presence. Here is everything you need to know to do it

Choosing Where to Live Stream

Live streaming is naturally

an exclusive kind of content. When you are streaming and engaging with Facebook Live, you can't do YouTube at the same time. You have to pick your platform and stick with it.

The four major live streaming platforms right now are Facebook, YouTube, Instagram, and Twitch. Each one has its quirks. YouTube and Facebook are both similar to each other, offering a simple live stream

interface alongside their other video content. Twitch is the original streaming site, focused on video game culture. While this won't make sense for a lot of businesses, you can technically broadcast anything you want in the "Creative" or "IRL" categories.

Instagram is designed for casual live streams. You stream directly from your phone when you use this platform and viewers won't be able to revisit the stream after the fact. That is mostly good if you already have an Instagram presence. A lot of musicians and artists use this platform.

Most businesses will likely live stream on either Facebook or YouTube, as they are the two most general platforms available for the task.

Understand Your Streaming Goals

You should have two goals for your live streaming project. Start by aiming to provide valuable content for your fans. They need to feel good about watching your live stream if they are going to become regular viewers.

People tune in to live streams to avoid boredom. Teenagers, in particular, become obsessed with streams, often watching the content while doing other activities at the same time. It's a way to counteract the feeling of loneliness that might emerge from sitting alone in a room.

Other live streams are focused on sharing information. An educational program could be a way for an entire classroom to go through a lesson together. Your business could do a stream to announce a new product or provide updates on your service.

After you figure out your value proposition, decide what your business will try to accomplish for itself. That is your second, more selfish goal. You may want to gain a certain number of followers or reach a consistent enough audience that you can run ads on your streams. The exact target doesn't matter so long as it will be worth it.

When you have a good reason for people to tune in and a good internal metric to build upon, your live stream will thrive. Your

needs and the desires of your audience will be in sync. You should have at least a hypothesis about this stuff before you start streaming.

How to Act on Stream

Streaming is a lot like being a DJ at a radio station. Your host will need to be comfortable talking and able to think on their feet. Your most significant goal is never to have any dead air or silence.

There are two different standard visual layouts for a live stream. It can be a camera that is full-screen on your host's face while they talk and respond to questions. Or you can do a screen share where the viewers can see the host's computer screen, with the live camera view shrunk down to the corner of the screen. The latter is the most popular style for streaming.

As a rule of thumb, avoid silences that last more than five seconds. Keep the stream active. The host should keep an eye on the chat and try to engage with viewer comments as often as possible.

Great streaming takes practice. The best way for anybody to get better at hosting a live stream is to watch the video afterward. Notice what behaviors seem useful and which ones are annoying or distracting. Take notes and review your thoughts before the next broadcast.

Promoting Your Stream

There are a few tricks you can use to get more viewers on your stream. If the stream is on Facebook, ask everybody involved with the production to share it on their personal page. The good news is that Facebook

prioritizes live content in the feed so that a few shares can go a long way.

You should cut the best moments of past streams into short video clips of 30-60 seconds. Re-upload these as individual videos with catchy titles like "The Five Funniest Moments From Our Last Live Stream Event." That will help to raise awareness.

If you are serious about your streams, do publicity for them. Try to get industry blogs to cover your new broadcast by playing up the significance of the project. Your live streams will gain significant clout if they get

media coverage.

Live Streaming for Small Business

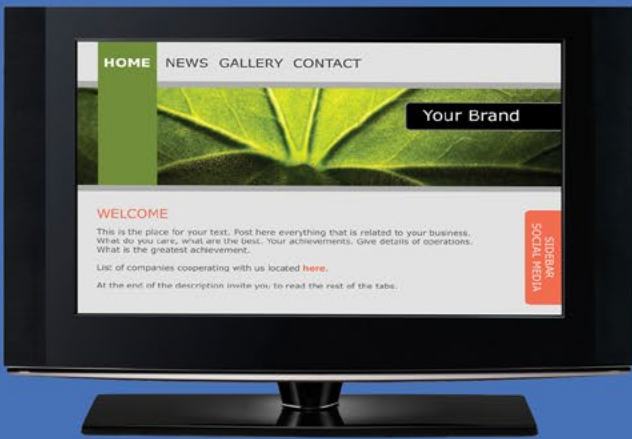
Live streaming is still uncharted territory in a lot of ways. You will have to get creative and find a way to entertain fans of your business in the live format, which requires some trial and effort. With that said, most of the world's digital attention goes to the brands with the most courage. Take advantage of live streaming and your business can gain a lot of extra momentum online.



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and a
Happy New Year*

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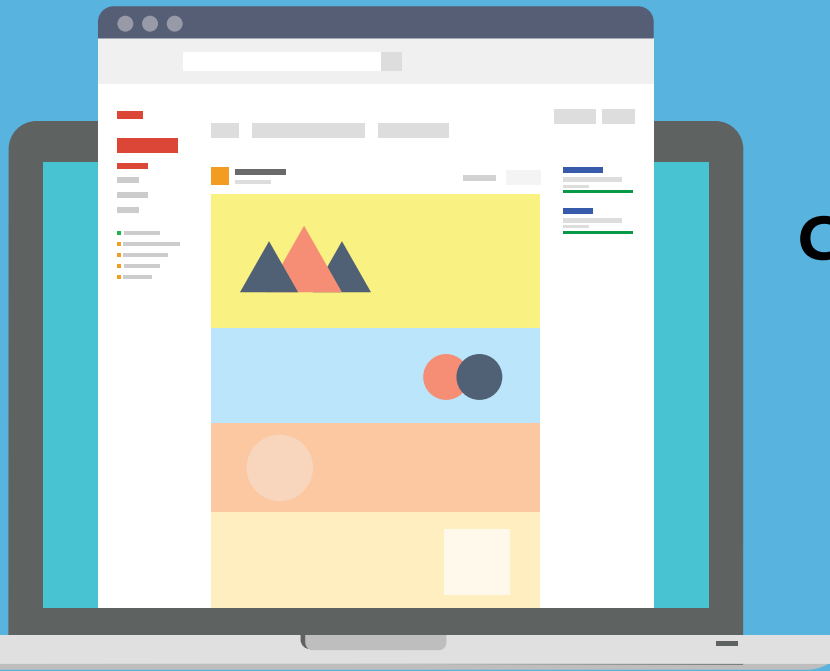


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Creating an Optimized, Successful Email Template for Your Business

Emails have the power to drive improved traffic and conversion towards your business, but without proper execution, they can also be a waste of effort. There are a few essential features that go into a successful email template. These help distinguish an average email from an exceptional one. Here are some things to consider for developing attractive and successful email templates for your business.

Subject Line

The subject line plays a significant role in your email marketing. It is the first thing that your subscribers will

see so make it engaging, relevant and personal. Choose a catchy subject line that can draw your subscribers towards open the email. Most professionals believe that 65 characters are best for email subject lines; however, effective lines can also be between 41 to 50 characters. A picture can have more impact as well, so you can insert an icon or text image to draw more eyes.

Preheader

The preheader text is often noticed by subscribers as it appears directly in the inbox preview. It helps readers to decide whether they should

open this email or forward it to the spam folder. A solid strategy is to create a good combination of subject line with preheader so that they can initiate a call to action.

Personalization

Stats reveal that emails that have personalized text are opened more often by clients as compared to standard messages. Most marketing experts prefer to add the first name of subscribers to the emails, or you can also customize it based on customer behavior. For example, you can mention in your email a previous product that the customer may have

purchased.

Implement Dynamic Content

When it comes to customizing emails, dynamic content can be a helpful tool. With this type of content, your emails are more engaging and have greater appeal to potential customers.

You are providing readers with relevant material that connects to items in which they are interested. Combining your emails with dynamic content can help improve engagement for your business.

Improve the Layout

It is recommended to follow an interactive email layout that can give quick insights about your content to the reader. There are three popular email layout models: the inverted pyramid, zigzag model, and one column design. The last design is more useful for tablet and smartphone-like platforms. Making your emails more optimized for mobile platforms can also help make them more reader-friendly.

Optimize Email Width

If you want to be in the right place in the inbox of

every subscriber, then it is essential to pay attention to email width. The highest recommended limit of an email is 640 pixels; however, 600px can provide effective results. Work with your team in creating subject lines that are within these ranges, but are also effective enough to draw the attention of customers.

Several factors can contribute to the success of an email template. By understanding online behavior and how individuals react and respond to promotions, you can optimize your business email templates for conversion.

Is Your Website Mobile Friendly?

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



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6 Common Myths About Marketing on Social Media

An effective social media campaign has been shown to work for businesses of all sizes. The potential to increase engagement, make sales, and find new followers makes social media an essential marketing channel. There are, however, various myths and misunderstandings that can drastically reduce the end results. Some of these myths relate to the day-to-day marketing operations, while others relate to paid advertising.

Understanding these myths will enable businesses to more effectively run a social media campaign that gets exceptional results.

It's Free

Social media, similar to SEO, is often discussed as a free marketing channel. While you can theoretically set up an account and get results for no cost, the reality is usually quite different. An obvious cost for a business is the time required to run

a number of social media accounts. Additionally, the best results will be gained with professional features like quality graphics and video. It is also a benefit to invest in social tools like Buffer or Hootsuite.

You Can Avoid Negative Responses

Many business owners expect to use social media to control their reputation. Unfortunately, there are limits to how much you

can control the responses of your followers. An established business will inevitably receive some bad reviews, even if they may be undeserved. Social media can, however, be used to highlight the positive feedback and smooth over any issues. If you can resolve any outstanding issues, customers will feel you are listening and engaged.

It's for Young People

Social media is typically associated with younger people, but the demographics across various platforms are mixed. Facebook, for example, is popular among a wide range of ages. The Pew Research Center reported 72% of the 50-64 age range used the site, while 62% of those over the age of 65 were active users. Twitter, LinkedIn, and Pinterest, while not as popular in general, also reached a varied demographic. Social media is certainly more popular with younger people, but it is far from being limited to this age group.

Follower Numbers Are the Main Factor

Watching your following grow is one of the most

exciting aspects of social media.

For a business, though, a large follower count might not necessarily equate to success. If most of your followers have little interest in your brand, you will struggle to make sales. Instead, the focus should be placed on the relevance of your followers, ensuring they are targeted and engaged. The major social platforms will provide plenty of interesting data, but you can also benefit from independent tools like Sprout Social.

You Don't Need Other Marketing Channels

While many of the myths are based on underestimating the power of social media, there is also an issue of expecting too much. Social media can be extremely effective, but it shouldn't replace other marketing channels completely.

Instagram, for example, has revolutionized many businesses, offering them a chance to showcase their brand. However, the proven marketing techniques of email marketing and SEO are still providing tangible results for businesses across all industries.

Engagement is Optional

Frequently, businesses set up social media accounts, but are reluctant to fully commit to the process. Unfortunately, social accounts that promote content without any engagement rarely find an audience. A simple way to engage with followers is to respond to their comments and questions. User-generated content takes engagement a step further, with content reposting offering the chance to develop relationships and showcase products.

Social media can transform a business, but it can also be a drain on time and resources. Businesses that follow the wrong path can find their work produces minimal results. It is common for many business owners to then dismiss social media as a viable channel for their marketing.

Understanding and avoiding these myths can, though, allow a business to operate with a clear and considered strategy. Taking this clear approach will allow businesses of all sizes to gain a high ROI for their social media efforts.

Blogging for Leads: The Ultimate Strategy for Business Success



Generating leads that ultimately buy are essential to building a successful and profitable business. Without a defined strategy to get leads, a company will likely fail quickly. Of the numerous ways to find prospective customers, creating and maintaining a blog is the most affordable and efficient.

After establishing a blog through either WordPress or similar service, creating informative content on a consistent basis is critical. Content can be in the form of an article, video, or audio. More times than not, blog posts that combine a video and a report will have the most impact on potential

customers. Creating content doesn't need to happen every day, but a good goal would be posting something at least three to four times per week.

Content for your blog could be product related or something newsworthy about your company. However, any articles or videos that come across too sales oriented will likely turn off your prospective leads. Good content will teach your blog visitor something about your product or service, maybe something they didn't know the product could do, or the unique ways in which they can use your service.

When a new lead learns something about your company or product, they will likely want to know more. That is especially true if your business can solve a problem the visitor is having. By providing answers, your company's blog will become an authority for future and current customers. Essentially, you become the expert in your industry or field. Keep in mind, you must be providing relevant, timely, and informative content or your prospect will rapidly click off your website.

When writing a blog post or creating a video, you must have your target customer in mind. It is

crucial to know who your potential customer is. Creating content that is not attractive to your company's ideal customer wastes time and energy, as the people who do end up finding your blog just will not be interested enough to buy. Furthermore, they likely will not come back.

Once a targeted visitor is hooked, they will likely share your post with others on social media. Now, the content you created will gain even more visitors and prospective buyers. Many successful businesses receive the majority of their leads from this strategy alone. While you can pay to

have your content shared, popular content spreads fast on sites like Facebook and Twitter, and it is free. It is important to note that not all your content will go viral, but just keep posting and it is likely that eventually, some of it will.

In addition to social media, search engines like Google will start to notice your blog. Google likes timely and well-written posts. After a potential lead sees your content on Facebook, they often search for your business. If you are using a blog to provide updated information about your product or service, future customers will likely find

your business quickly. Websites full of old and outdated information are not ranked well by search engines, making it difficult to find your business.

By having new and returning visitors to your blog consistently will undoubtedly lead to sales. However, it does take time. Do not expect a tremendous amount of traffic at first. Building a blog with informative, relevant content takes dedication. In the long run, your business will be rewarded with a significant following and steady sales.



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How to Increase Engagement with Your Business Using Instagram

With Instagram on track to reach one billion monthly users over the next year, businesses avoiding the platform are likely missing a useful traffic and branding source. Plenty of companies are using Instagram to reach targeted audiences, helping to showcase products and find new leads. However, merely posting images without a plan is not a valid strategy.

It is rare for a business post to go viral, but a consistent approach can gradually increase followers, likes, and overall engagement. The following methods can benefit an entire social media campaign but work particularly well on Instagram.

Define Your Style

Popular Instagram accounts have defined themes that

let followers know what to expect. If a business posts a broad range of images, from beautiful product images to candid staff photos, it can be confusing. Before you start posting, think about the style that would best define your business on the platform. Various enterprises have got results from using broad themes like humor, memes, locations, aspirational imagery, motivation, and more.

Use Hashtags

Hashtags are used to label your images, enabling interested searchers to stumble upon your page.

Search for the general themes your business covers, focusing on the relevance and popularity of the hashtags.

Ideally, the hashtags you include would be searched for regularly and have users who might be interested in your brand. However, avoid spamming with a long list of hashtags as this can give a negative impression to your followers.

Post User-Generated Content

Your users can produce some of the best content. For example, a clothing or makeup brand might have numerous examples of users posting with their products. User-generated content has a snowball effect when other followers see they could appear on your page. This style of posting also follows the spirit of social media, helping people to feel more engaged with your page.

Like and Comment

It is difficult to increase engagement levels without taking an active role. Major brands and celebrities might be able to gain success from merely posting images, but the majority of users will need to engage with followers. Instagram lets you like individual comments on your posts, but it is also worth commenting back on any interesting responses and questions. When people see you are actively involved in the account, like and mentions numbers should increase.

Run Contests

Contests are a proven way of engaging people across social media, with Instagram offering the same benefits. If followers are interested in your products and services, providing a prize giveaway will lead to higher interest. Offering an unrelated product, though, will lead to more followers who have no real interest in your business, so focus on relevance.

Create Videos

The introduction of video

offered a new dimension to Instagram. You can post short videos to your feed or use the Stories feature to add videos removed after 24 hours.

If your business is personality-driven, you can design videos around direct interactions with users and business updates. However, companies without personalities can still benefit by showcasing products, giving special offers, and broadcasting live events and launches.

Instagram is one of the major web platforms, so should be central to any social strategy. Posting images won't be enough to gain any serious engagement, though, with a high level of mature competition.

While it is advisable not simply to copy other accounts, you can learn a lot from monitoring successful posters. Ultimately, you gain the best results by finding a style that suits your business and the audience you are attempting to reach.

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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FUN FACTS

The bestselling Christmas single ever is Bing Crosby's White Christmas, shifting over 50 million copies worldwide since 1942.

It's A Wonderful Life was mentioned in an FBI file in 1947, when an analyst expressed concern that the film was an obvious attempt to discredit bankers, a "common trick used by communists."

Santa Claus has different names around the world – Kriss Kringle in Germany, Le Befana in Italy, Pere Noel in France and Deushka Moroz (Grandfather Frost) in Russia.

Japanese people traditionally eat at KFC for Christmas dinner, thanks to a successful marketing campaign 40 years ago. KFC is so popular that customers must place their Christmas orders 2 months in advance.

A large part of Sweden's population watches Donald Duck cartoons every Christmas Eve – a tradition that started in 1960.

The first Christmas was celebrated on December 25, AD 336 in Rome.

In 1647, the English parliament passed a law made Christmas illegal. The ban was lifted only when Cromwell lost power in 1660.

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SMALL BUSINESS TRENDS

2018



Video is predicted to Grow to 80% of social media content by 2019

Expect the number of companies using Live Streaming to increase in 2018

Facebook videos have a 40% higher engagement rate than YouTube video links, but Facebook videos cannot be shared outside of the social media platform

Augmented Reality and VR will continue to grow. Expect platforms that will be affordable and effective for small businesses to appear.

43% of cyber attacks happen to small businesses, yet 25% of small business owners say they aren't doing anything to protect themselves.



94% of online consumers are afraid of hackers. However, 77% are willing to provide their personal information as long as they are informed as to how it is being used.



72% of consumers cite email as their favored method of communication with companies, and it's almost 40x more efficient at acquiring new customers than Facebook and Twitter.



Focus on the Z's - the oldest Generation Z'ers are 22 years old. It is expected that this generation will be more valuable than millennials

Over 90% of marketers who utilize an influencer marketing strategy feel it is successful.

80% of small business owners report they have a good work-life balance

90% of small business owners report they plan to hire one or two employees in 2018

Almost 39% of small business owners plan to give back to the community in 2018



Twitter failed to grow followers significantly in 2017 - don't be surprised if the platform is reshaped during 2018

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

Give Us A Call!
(215) 393-9787

