

# M LOCAL BUSINESS MARKETING

*The Marketing Guide for Local Business Owners*

May 2018

New to Content Marketing? Start with a Specific Top Goal

How to Succeed as a New Page on Instagram

Creating Momentum For Your Brand With Facebook Marketing

How to Adjust Your Marketing to the New, Smarter Google

**Infographic:**  
*Video Marketing  
Stats - 2018*



**8 Instant Turn-Offs Which Repel Website Visitors**

How to Make Your Content Highly Shareable on Social Media

Improve Your Email Marketing Strategy To Increase Conversions And Revenue

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# LOCAL BUSINESS MARKETING

Running a local business is tough work. We know - we're doing it also. You're wearing many hats, and quite often marketing falls in your lap as well. In today's world, marketing is changing rapidly. How do you keep up? What is new, and how do you leverage it for your business?

To help, we've included in this month's issue several interesting articles and tips that you can apply immediately to help you grow your business.

We hope you enjoy the subjects of this month's articles, including Content Marketing, Facebook, Emails and Instagram

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 find the magazine helpful, 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.

As always, 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.

To Your Success!

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:

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- Branding
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# Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

## May

Mental Health Awareness Month  
Military Appreciation Month  
Foster Care Month  
National Pet Month  
National Barbecue Month  
National Blood Pressure Month  
National Hamburger Month

May 1 - May Day  
May 5 - Cinco de Mayo (US)  
May 13 - Mother's Day  
May 28 - Memorial Day (US)

1st - Mother Goose Day  
3rd - Two Different Colored Shoes Day  
4th - Star Wars Day  
4th - National Space Day  
5th - Hoagie Day  
6th - Nurses Day  
5th - Kentucky Derby

6th - Lemonade Day  
8th - Teacher Appreciation Day  
9th - Receptionist's Day  
11th - Military Spouse Appreciation Day  
12th - Fibromyalgia Awareness Day  
12th - Babysitter's Day  
12th - Stamp Out Hunger Food Drive Day  
12th - Miniature Golf Day  
13th - Apple Pie Day  
15th - Police Officers Memorial Day  
18th - Visit Your Relatives Day  
18th - Pizza Party Day  
18th - Bike to Work Day  
18th - NASCAR Day  
19th - Armed Forces Day  
24th - Scavenger Hunt Day  
25th - Missing Children's Day  
25th - Brown-Bag It Day  
25th - Wine Day  
25th - Heart Awareness Day  
28th - Hamburger Day

## June

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

June 14 - Flag Day (US)  
June 17 - Father's Day  
June 21 - First Day of Summer (US)

1st - Doughnut Day  
1st - Leave The Office Early Day  
1st - Heimlich Maneuver Day  
1st - Go Barefoot Day  
1st - Say Something Nice Day  
2nd - Rocky Road Ice Cream Day  
3rd - Animal Rights Day  
3rd - Cancer Survivor's Day  
5th - World Environment Day

6th - Running Day  
6th - Yo-Yo Day  
7th - Chocolate Ice Cream Day  
8th - Best Friends Day  
9th - Donald Duck Day  
9th - Belmont Stakes  
11th - Corn on the Cob Day  
12th - Superman Day  
14th - World Blood Donor Day  
14th - Bourbon Day  
15th - Flip Flop Day  
15th - Nature Photography Day  
15th - Ugliest Dog Day  
16th - Fudge Day  
18th - Picnic Day  
21st - Handshake Day  
22nd - Take Your Dog to Work Day  
26th - Chocolate Pudding Day  
27th - PTSD Awareness Day  
27th - Sunglasses Day  
30th - Meteor Watch Day



## **New to Content Marketing? Start with a Specific Top Goal**

Content marketing has now been around for years. The idea is to use content targeted to a specific audience to draw that audience in, attract them to your business.

As many content marketers have found out, however, merely having content isn't an end-all, be-all. And one of the standard missteps of content marketers is that they don't always pinpoint a goal they hope to achieve with their content. "Attracting new customers" is usually the general goal, but not all content necessarily does that.

That is a problem for content creators, who can become tasked with coming up with content that,

even when high-quality, accomplishes little within a business. The key, then, might be to create content built around a specific goal.

A business whose leaders decide to pursue a content-marketing path might want to start out with a concrete objective for that content. That is, what is it they hope to achieve by providing and promoting content relevant to their business.

Here are a few ways businesses use content:

Lead generation -- Content attracts new prospects to the company.

Lead conversion -- Members of a content audience who have already "raised their

hand" toward an interest are converted as such by continuous information they receive.

Prospect nurturing -- Content provides a way for multiple "touches" to those who have opted in but who have not immediately become customers or clients; the more information they glean from a particular business, the more likely they are to become customers or clients. It's the long-term approach to lead-conversion.

Customer service -- The business's current customers or clients benefit from the consistent flow of information from firm to consumer. Providing an

already-paying audience with more of what they seek, information-wise, is a way for a company to increase its value proposition to existing customers/clients.

List segmentation -- If you have a database of clients/customers and prospects, the various types of response to content can help your business segment an audience into particular categories. For a growing business, this might help in deciding which opportunities to pursue.

New product or services launch -- Using content to introduce and explain new products or services is a natural fit for

marketing content. You can present new offerings to both existing clients or customers, as well as prospects, with the same material. In the same realm, content can be used to provide "up-sells" to existing clients or customers.

If you're new to content marketing, "Everyone else is doing it" might not be the best reason to start down the content path yourself. And different types of content are more congruent to different types of a business's goals. For example, the content prospects or unconverted leads might desire could be much different from that which is useful to your business's current customer

or client list.

Starting with keeping the end in mind, i.e., whom you want to reach and what message you want to convey, will steer the appropriateness of the content you will create and deliver. Remember, the material is versatile and can overlap objectives; you can kill more than one bird with one stone.

But by creating content and delivering content with a No. 1, specific goal in mind, whether it be one of the above or something else, you can be more efficient as a marketer AND more valuable to the audience you seek to reach.

## 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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## 8 Instant Turn-Offs Which Repel Website Visitors

As an online marketer and professional website promoter, you've done an excellent job. Your target site's riding high on Google. You're nailing the social media engagement. Visitors are flooding in, but sales are nowhere. What's going on?

On checking your analytics, you notice that most of your visitors take one look at your site and run for the hills. Why is this? The chances are

it's one of these avoidable mistakes that's scaring your visitors away.

### **Annoying Animations**

Whether it's GIFs you've placed on your site yourself, or banner ads served up by your advertising provider, annoying animations are one of most significant reasons visitors will instantly back away from a website. In almost all cases they're

a distraction for the visitor, hindering your site's ability to satisfy their needs. Rarely do they add anything, so avoid whenever possible.

### **Autoplay Media**

However, it's possible to be even more irritating than an unwanted animation. Video or audio that begins playing without the visitor requesting it feels like an intrusion. And that's

without mentioning the startling effect of media automatically playing in a work situation when you're supposed to be concentrating on a silent spreadsheet.

### **Pop-Ups, Sliders, and Welcome Mats**

There are many versions of the much-despised pop-up advertisement. Some marketers favor welcome mats which take over your screen as soon as you land on a site. Others prefer sliders which sneakily appear just as you've started reading the content.

What all these ad methods have in common is that they deliberately place themselves between your visitors and the information they're seeking. Why would any site do that and expect to develop a loyal following?

### **Online Chat Invitations**

Customer service is vitally important for any online business. Unfortunately, it's fashionable these days for a site to try and nag the visitor into chatting with a sales representative. Online chat facilities have their place, but invitations to use them can quickly feel like being

harassed by a used car salesman when all you want to do is browse the site.

If you offer a chat feature, then don't push it too actively; let the visitor make the decision.

### **Style Over Readability**

Your lovingly designed website may look impressive, but if the text is too small to read and too hard to resize, then you're going to turn a sizable chunk of your visitors away. Not everyone has the eyesight of a fresh-faced millennial web designer.

### **Clutter and Confusion**

And still, on the design front, the priority of any site should be to put the valuable content to the front and make it clear what the page is all about. If a visitor can't immediately see they've found what they're looking for, they'll hit the back button.

Keep advertisements, social media buttons, links to related pages, and other potential clutter to a minimum. Your readers and dwell time figures will thank you for it.

### **Baffling Navigation**

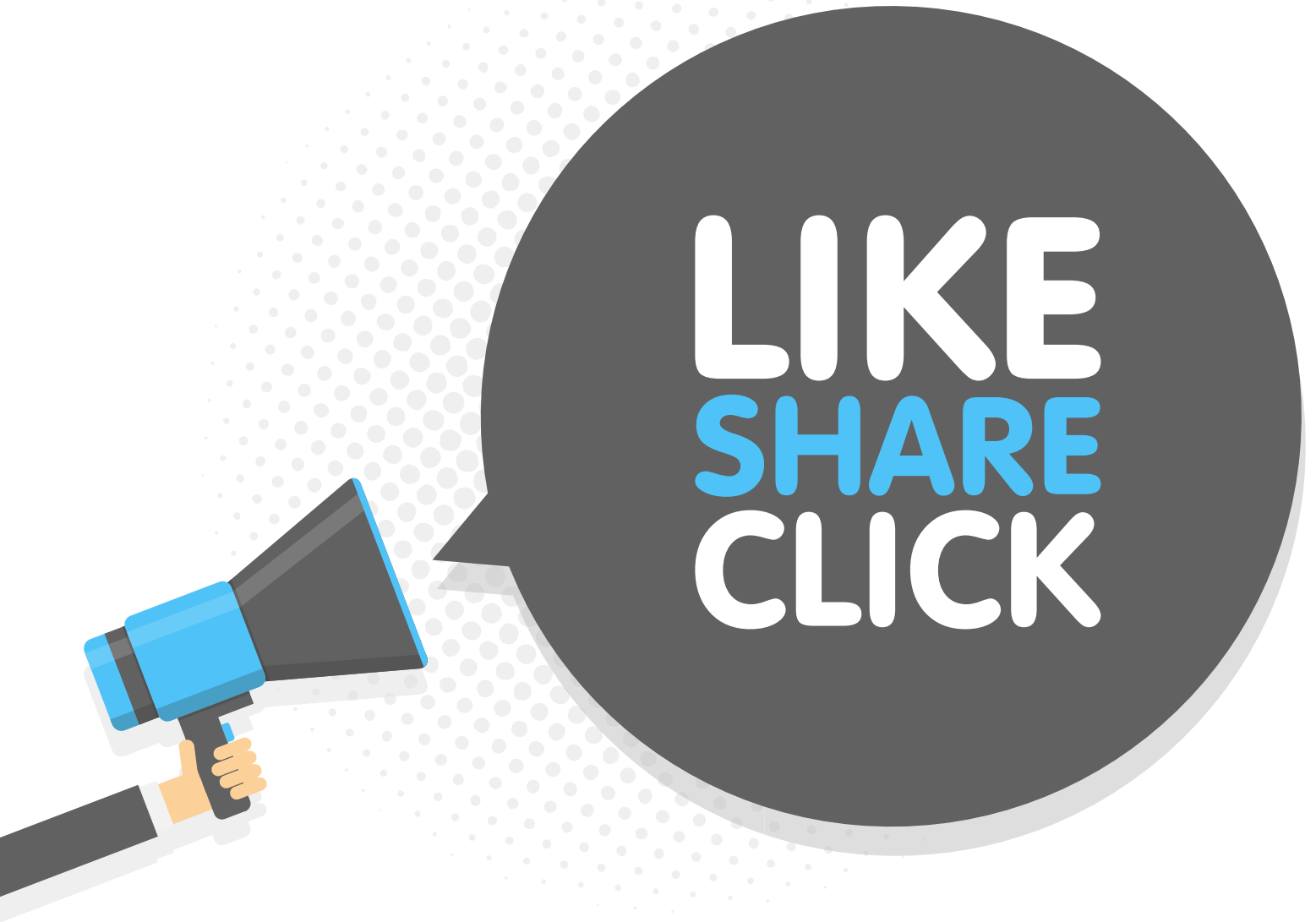
Once a site grows beyond a few pages, a clear navigational structure becomes essential. If you present a visitor with hundreds of links to choose from when looking for further information, don't be surprised when they go with the easy option of leaving altogether.

### **Need for Speed**

Lastly, although your website may have been developed on a lightning-fast internal network, and then tested over a web professional's fiber connection from home, most users won't have these luxuries. That is especially the case in today's mobile landscape, where connection speeds can be patchy. If your page takes an age to load, it'll shed visitors exponentially with every wasted second.

Driving traffic to a website is difficult and expensive. It's a colossal waste to repel potential customers through avoidable mistakes. If your entry traffic is healthy but the dwell times and conversions are disappointing, could any of these issues be the culprit?





## How to Make Your Content Highly Shareable on Social Media

Social media has become the most powerful marketing platform for building brand awareness. For businesses today, building engagement through content sharing is critical.

However, with so many individuals and brands publishing content online, getting people's attention is harder than ever before. How do you stand out from the crowd and encourage

content sharing?

The following takes a look at what factors encourage your audience to share content and describes some of the most shareable content formats.

### What Makes Content More Shareable?

If you want to increase social media shares, you need to understand what exactly makes people want to share

content in the first place. Here are the most common characteristics of shareable content:

#### It Adds Value to Users' Lives

People are more likely to share content if it's informative and helps them solve a specific problem. This type of content not only builds brand awareness, it also strengthens customer loyalty.

## It Connects Emotionally With Your Target Audience

Some of the most viral marketing campaigns were successful because they triggered strong emotions among users. There are a lot of feelings you can tap into, such as joy, curiosity, nostalgia, humor, fear, anger, surprise, and envy. But uplifting articles that trigger positive emotions are usually more likely to be shared.

## It's Highly Targeted

Content that addresses the core values of your target audience instantly becomes more powerful. When creating any content, think about the interests of your audience.

If you're not sure, ask your customers. By learning about their fears and ultimate goals, you can create a customer persona that informs the tone of the future content.

## It Offers Incentives

People are more likely to share something if they stand to gain something from it. To encourage sharing, provide incentives like entry into prize draws or product discounts.

## It's Easy to Consume

Content that's easy to scan is essential, especially for internet users who generally don't have the time to read long blocks of text. Make sure your content is formatted for easy consumption. Use numbered lists, bullet points, clear subheadings, and break up text with images.

## The Most Shareable Content Formats

If you want to boost shares, it's important to focus on the types of content that consumers prefer today. The following formats are reliably shareable:

### Lists

People can quickly scan lists and choose to read the sections they are interested in the most. Lists that are both educational and entertaining are perfect for sharing.

### How-To Content

Teaching people how to do something is still one of the most effective content techniques because it adds real value to the lives of your target audience. Five of the top shared posts on Facebook in 2017 were

videos featuring practical tips(1).  
Videos

By 2020, online videos will make up more than 80 percent of all consumer internet traffic(2). Videos in the form of explainers, product demos, how-tos, and testimonials are still highly shareable. According to Twitter, videos are six times more likely to be retweeted than tweets with photos(3).

### Infographics

Infographics are easy to consume and share across social media. As long as they're relevant to your industry and target audience, they will also help to build your credibility.

### Authentic Photos

Stock images don't look or feel real. When possible, try to publish photos of staff or pictures of your workplace. Also encourage your audience to share photos. They're more powerful, authentic, and shareable.

### Tweets with Images

One of the best ways to get people to notice your tweets is to include a relevant image. According to a study from Buffer,

tweets with images received 150 percent more retweets than those without(4).

### Long-Form Content

While long-form content may not get shared as quickly as shorter content, it will continue to get shares in the long term, especially when combined with SEO strategies.

### Trending Topics

Keep up to date with trending news stories. You can use these stories or the theme of the story to link it to your brand in some way. Twitter is probably the best platform to jump

into conversations around breaking news stories.

### Is Your Content Easy to Share?

It's not always the content itself that encourages sharing; it's how you frame the content. To boost content sharing, make sharing easier for your audience:

- Add social sharing buttons to your web pages.
- Use the Click to Tweet tool.
- Write more compelling headlines.
- Include more calls-to-action throughout your content, asking for shares.

Experiment and see what clicks with your audience.

With an increasing number of businesses using social media to win followers, it's crucial to create quality content that is adapted to suit the strengths of each platform.

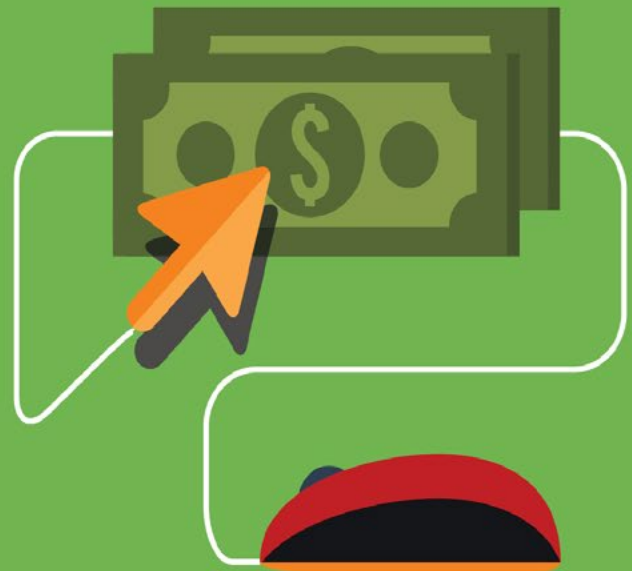
If you focus on creating quality content that educates, informs, and entertains your audience, you're more likely to be rewarded with more shares and social media followers. Over time, this will increase your online reputation and set your brand apart from the competition.

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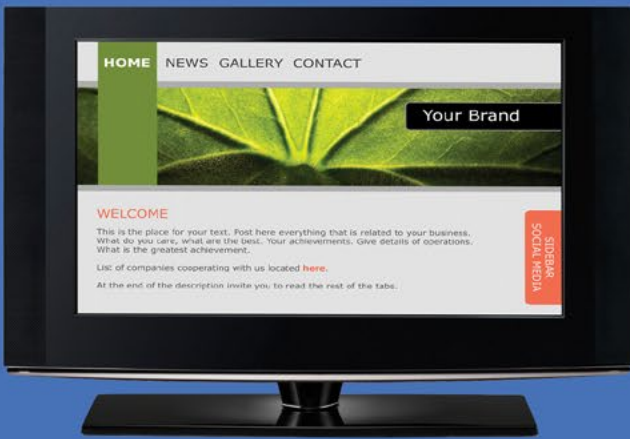
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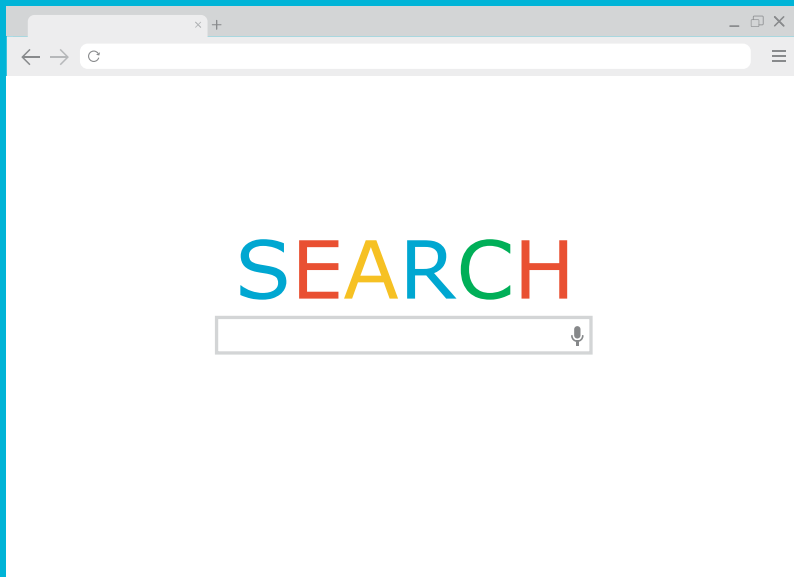


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## How to Adjust Your Marketing to the New, Smarter Google

It wasn't that long ago that anyone versed in search engine optimization, (SEO) would advise others to focus on keyword phrases, or "strings" of words that matched search-engine users' typing. So a marketer attempting to make sure a website, or content, could be found would merely build efforts around these phrases or strings.

But if you've done some Googling recently, you might notice a difference these days compared to the early days of the internet. Google, in particular, now seems to be more intuitive. That is, it includes results in searches that don't necessarily match keyword phrases verbatim. With the new algorithms (put in layman's terms), it's like the search engine sometimes knows what you're looking for, even without having all

the words organized in a keyword phrase.

For example, 10 years ago, typing "bicycling in California," into a search engine would mean the search engine might come back with results which included that specific phrase. But now, someone might get results that lead with site headers such as "Top 10 biking spots in the Golden State."

Google, it would seem, has gotten smarter. That could pose a challenge for a marketer who has grown dependent on Google's keyword phrasing. So here are some ways to adjust your marketing to the newer, smarter Google.

### **Use synonyms**

In the example above, using the word "biking" instead of

"bicycling" would provide some benefit compared to the bygone era of keyword phrase-specific search engines. So if the search engines have evolved into substituting associated words outside of keyword phrases, doesn't it make sense for the marketer also to do so?

The key takeaway here is that instead of packing content with search engine-friendly keyword phrases, it might instead be better to provide the search engines with alternative terms they're already probably seeking.

### **Use common sense**

Typing "bicycling in California" into Google currently lists a page with the header "Best spots to bike in California" among the top results. In a now-bygone

era, the searcher likely would have had to type that exact phrase into the engine to see that result.

But it's as if Google now can discern, 'What is this user looking for?' And that's a question SEO-savvy marketers might also want to ask when creating search engine-friendly content.

If a marketer asks the same question, guided by common sense, he or she should be able to provide the search engine a "gimme" that might not have been possible in the past. If the marketer knows what the searcher wants to know, embedding that into the

content might not only mean higher ranking in results but also content that's more relevant to the searcher.

### **Use the spoken word**

There's little doubt that one of the factors influencing the evolution of search engines is the somewhat newfound twist of voice searches. Asking Google or Siri to find something via voice search is going to result in using different words compared to typing something into a device.

To illustrate this, again consider the California bicycling example. Is a

bicyclist typing more likely to use the word "bicycle" than the word "bike" compared to a bicyclist who is speaking? Voice searches have affected search engines, and the marketer who can recognize and adjust to the differences between the written and spoken word might give themselves a leg up with the search engines. Voice searches have paved the way for more colloquialism in content marketing.

The internet is always going to evolve. Spotting the factors that drive this evolution can give a marketer an upper hand with search engines.



## **MARKETING**

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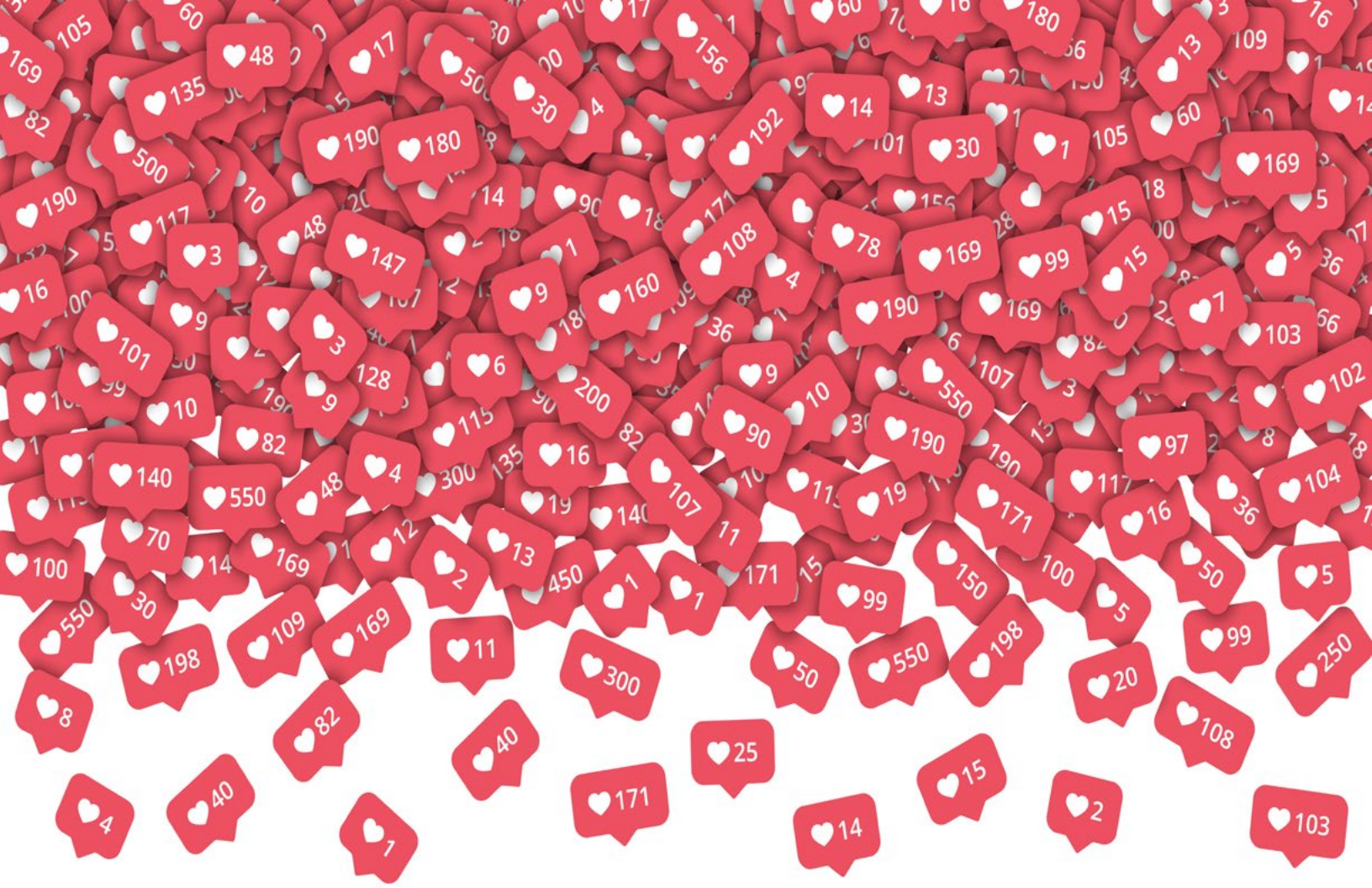
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## How to Succeed as a New Page on Instagram

You can build a page up on Instagram from nothing remarkably fast. That's because most people are craving more content to watch and engage with. If you provide relevant and enjoyable posts on Instagram regularly, people will want to follow your page.

The problem is that many brands do not understand what a good content strategy on Instagram looks like. It is not natural to some people, especially those over

the age of 25 who didn't grow up with these apps.

This guide will teach you how to post content that gets your brand traction on Instagram.

The First Rule of Instagram

If you want to grow your page quickly on Instagram, you need to post at least ten times per week. Frequency is a very important part of the Instagram success formula.

Pages that post more frequently tend to gain followers faster and get more consistent engagement. People will become more familiar with brands that have an everyday presence in the content feed.

It will not feel natural to post this often on your page. To build your page more quickly than other brands do, you will have to be unusual. Posting ten times per week is the first principle from which everything else will

be made possible.

**What to Post on Instagram**  
The best way to learn about what kinds of posts are possible is to look at other brands in your niche. You will be inspired by these brands as you think about your own content. You might focus on photography, quotes with landscape backgrounds, or entertaining vlogs.

In the end, you just need some photo or video, some words, and a few hashtags. That should be enough to constitute one full post.

Share the story of your brand. You can offer historical information or current behind the scenes footage of the brand. Tell stories from your community, feature local artists and entrepreneurs, and tell a joke or two on the side.

In order to make your ten posts per week, you will need to be willing to go out on a limb. Try a lot of content and see what works. Your audience will make it abundantly clear what is good by engaging with the posts that are and ignoring the ones that aren't.

## Listen to Others

As you grow your page on Instagram, you will encounter a lot of feedback and content from other people. In your feed, you'll see posts from other pages which may inspire, bore, or infuriate you. You will also receive comments and direct messages.

Whenever somebody takes the time to engage with your page in a positive way, it is worth it to respond to them. You can build strong relationships on this platform in this way.

Never ignore somebody who is being polite. You don't have to agree to every offer, such as collaborations from brands that don't inspire you, but at least say thank you when people take time to engage with your content for the first time.

## Iterate as You Grow

Iterate on new ideas and experiments every week. You should try at least one new kind of content each week. This is a way to keep moving forward and to potentially stumble onto popular new post formats.

Many concepts take a few tries to get right. If you launch a new series, such as an educational series or a behind-the-scenes vlog, it may be worth committing to six posts in the series up front. This way if the first few posts don't get a good reaction, you'll already have more content ready to go to see if people like it. Sometimes it takes a little while for a new idea to catch on.

After six tries, if a series isn't catching on, get rid of it. Keep iterating until you have a reliable set of post formats that work for you.

## One Year of Work

If you put in a full year of hard work on Instagram, you can grow your page to a large size. This may sound like a long time at first. Once you get going, you'll realize it is not so long. A successful Instagram page could last a lifetime.

Apply the ideas from this guide and you will be on your way to Instagram success. Work hard and give it your all if you want to succeed on this competitive platform.





## Improve Your Email Marketing Strategy To Increase Conversions And Revenue

Email marketing has long been hailed as one of the best conversion and revenue strategies, not to mention the amazing ROI compared to other techniques. However, it is one of those strategies which must be constantly improved in order to take full advantage of the benefits it offers. Unfortunately, many people execute an email marketing strategy and never take the time to improve it. If you are serious about increasing conversions and revenue through email marketing, then you must improve your marketing campaign. How can you do this? Follow these simple steps to tweak your email marketing campaign on a regular basis.

### Edit Your Email List

This is something that many people do not think about doing. It is not uncommon for visitors to sign up for stuff by mistake or provide a “junk” email address in order to receive something for free. These types of actions negatively affect your email delivery performance and provide false metrics. The best way to avoid this is to run your email list through scrubbing and verification software or use a service. It will require an investment, but it is well worth the small price to ensure that your emails are actually reaching the intended recipients. It will also verify that the metrics you are reading are correct.

### Don't Be Afraid To Use Emojis

Everyone uses emojis because they are fun. They help effectively communicate with a light-hearted undertone. It's a small step but putting emojis in the subject line will likely boost your open and response rate. It is not necessary to do it with every email but when the opportunity arises, take it.

### Test A Double Opt-In List

Even marketing strategists who believe in the power of email marketing often shy away from double opt-in lists. People often think that the double opt-in is more of a deterrent because of the extra step. This really isn't the

case. Would you rather have a shorter list of people who are genuinely interested in your product or a huge list of not so much? The shorter list is going to be much more valuable every time.

### **Customize The Response Template**

You want to make sure that your newsletter template is responsive and delivered well across all devices and screen sizes. The majority of your customers may open your email on their phone, but many may be using tablets or laptops. There are several services which offer responsive templates for your email marketing. Again, it is worth the small

investment to ensure that you are branded correctly. If you really want to give your email marketing strategy a professional appearance you can even have a custom designed responsive template specifically for your company.

### **Segment**

If you run an email marketing campaign, then you understand how important it is to segment the list. This helps ensure that your emails are relevant and targeted. However, you also need to segment the times which they are sent. Don't just run a test and decide open rates are higher at a certain time of

the day. If you are targeting housewives and find that they typically have a higher open rate between certain hours of the morning, then segment your send times as such. It does not good to target an audience and break it down by demographics if you can't reach them at a time when they will read the email.

Use these five simple yet powerful strategies to improve your email marketing campaign. They will help you boost your open rates while increasing conversions and revenues. Your email marketing list will need regular attention to return the best results for your business.

# **NEED HELP WITH YOUR SOCIAL MEDIA MANAGEMENT?**

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## Creating Momentum For Your Brand With Facebook Marketing

Your brand can reach a lot more people if it takes Facebook seriously. Facebook is the most significant social network that has ever existed in the history of the world, and it doesn't look like it will go away anytime soon. By learning the strategies that allow businesses to connect with potential fans on this platform, you'll be in a better position to succeed.

By creating great videos and images for your Facebook page and posting them on a regular schedule, you give your fans tremendous value. That is how content marketing becomes the backbone of your digital strategy.

This guide will teach you how to market your brand on Facebook.

### Why People Use Facebook

Facebook is a place where people stay in touch with friends and family while seeking out entertainment from their favorite brands. Posts are made on Facebook without much expectation of privacy, providing general updates that everybody in the world can hear about.

Regarding entertainment, people are looking for videos to watch to pass the time. There's the Facebook Video platform which features shows as you might see on YouTube or Netflix. Then there's a lot of shorter content such as memes that may only be a few seconds long.

If you want to succeed on Facebook, you'll need to create video content in a way that fits into the friends

and family atmosphere. That means showing behind the scenes content, building personal brands for you and your team, and cultivating a community dynamic.

### The Power of a Steady Schedule

You should post at the same times each week. It's important to be steady with the way that you schedule your content. Your fans should be able to predict when the next episode is coming if they want to tune in for it.

Start with your schedule and work backward from there. It's easier to think of content that fits a pre-determined schedule than vice versa.

For example, imagine that you are working with your social media manager to

create three videos per week for your small business Facebook page. You could set aside an hour or two per week where they film you on a smartphone and ask you questions about the company, the brand, and the industry. Then they could cut up three vlogs from the footage and post them in the upcoming week.

This kind of thing is simple, practical, and does grow new traffic and increase devotion among your fans. It's like you being a professional social media personality with a fraction of the effort.

Production Value is Important

The most successful brands on Facebook tend to pay close attention to their production values. That may be different and less expensive than you would expect. As a small business doing Facebook for marketing purposes, you can achieve great results without a big budget.

Don't think fancy. Think about what is practical and useful for your fans. The biggest example is captioning your videos, which increases the number of views and average watch time. You can add captions

directly to the Facebook Page app. Lighting, multiple camera editing (with several smartphones or a combination of a smartphone and laptop camera), and a clean backdrop such as a thick plain tablecloth covering a wall, are all affordable and straightforward ways to boost your quality. Get creative or find a friend that can provide some help in setting up your content creation "studio."

Listen, Explore, and Refine

There are three steps you can follow in a loop to ensure long-term success. The first step is to listen to your audience, as well as your inner voice as a person and as a team, to decide what kinds of content might be good to try.

Then you can explore the ideas by making videos to see what works and what fails. With any new concept, try at least 3-5 episodes to see if it warms up over time. Lastly, you refine the ideas that work the best and turn them into ongoing content.

If you follow this process, your brand will gain considerable momentum on Facebook. You can reach a broader audience than ever before.



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# FUN FACTS

- The month of May was named for the Greek goddess Maia. She was the goddess of fertility.
- On May 25th 1977, Star Wars opened in movie theaters marking the biggest entertainment juggernaut in modern popular culture.
- May 4 is Star Wars Day. "May the Fourth be with you."
- On May 5th, 1821, Napoleon Bonaparte died as a British prisoner on the remote island of Saint Helena in the southern Atlantic Ocean.
- On May 5th, 1961, Navy Commander Alan Bartlett Shepard Jr. was launched into space aboard the Freedom 7 space capsule, the first American astronaut to travel into space.
- The month of horsepower - The Indianapolis 500 car race is held each year during this month. The Kentucky Derby, the world's most famous horse race, is also held on the first Saturday of this month
- The birthstone of May is the Emerald

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# Video Marketing Stats for 2018



**90%**

of consumers watch videos on their mobile devices

**80%**

Including a video on a landing page can increase conversion rates by 80%

**33%**

of viewers will stop watching a video after 30 seconds, 45% by one minute, and 60% by two minutes

**85%**

of Facebook videos are watched without sound

**65%**

Using the word "video" in an email subject line was found to increase open rates by 19% and clickthrough rates by 65%

## The 3 Most Effective Types of Video Content:

**51%**

Customer Testimonials

**84%**

of consumers have bought something after watching a video

**50%**

Tutorial Videos

**49%**

Demonstration Videos

**8 Billion**

Facebook generates 8 billion video views on average per day



**500 Million**

Users view more than 500 million hours of video each day on YouTube

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