

# M LOCAL BUSINESS MARKETING

*The Marketing Guide for Local Business Owners*

July 2018

**4 Free Ways To  
Increase Your  
Website Traffic**

***Secret Power  
Strategies To  
Getting More  
Customers  
With Facebook***



**4 Reasons People  
Will Share Your  
Content**

Creative And Cost-Effective  
Ways To Strengthen Your  
Brand's Marketing Message

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How Pinterest is Trying  
to Get Men to Sign Up

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Five Effective Ways  
to Improve Your  
Content Marketing

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Expert Tips to Get  
the Most Out of  
LinkedIn

**Infographic:  
2018 Pinterest  
Stats**

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# LOCAL BUSINESS MARKETING

We were asked recently, "Why do you give all this great information away for free?"

Truth is, we feel it is our responsibility to help local business owners succeed. While we love helping them with the development and execution of their marketing programs, we want them to be informed. Our goal is to provide tips and information that a business owner can use to improve their marketing and other aspects of the business - and to help them find greater success. When we hear from a business owner that something they read in our magazine helped them, it makes us proud, and makes all the hard work worth it.

We hope you enjoy the subjects of this month's articles, including Facebook, LinkedIn and Pinterest.

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 know other local business owners that could benefit from receiving our magazine each month, please forward a copy to them.

We'd love to hear from you. Let us know how you like the magazine.

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:

- 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.

## July

National Anti-Boredom Month  
National Cell Phone Courtesy Month  
National Hot Dog Month  
National Ice Cream Month  
National Picnic Month

July 4 - Independence Day (U.S.)

1st - Creative Ice Cream Flavors Day  
3rd - Fried Clam Day  
3rd - Chocolate Wafer Day  
4th - Caesar Salad Day  
5th - Graham Cracker Day  
6th - Fried Chicken Day  
7th - Father Daughter Take a Walk Day  
7th - Strawberry Sundae Day  
8th - Chocolate with Almonds Day  
9th - Sugar Cookie Day  
11th - Cheer up the Lonely Day  
11th - Pet Photo Day

11th - Blueberry Muffin Day  
13th - French Fry Day  
14th - National Nude Day  
14th - Mac and Cheese Day  
15th - Pet Fire Safety Day  
15th - Give Something Away Day  
15th - Ice Cream Day  
17th - Emoji Day  
19th - Hotdog Day  
20th - Lollipop Day  
21st - Junk Food Day  
22nd - Parent's Day  
24th - Drive-Thru Day  
24th - Cousins Day  
25th - Hot Fudge Sundae Day  
26th - Chili Dog Day  
29th - Lasagna Day  
30th - Father-In-Law Day  
30th - Cheesecake Day  
31st - Mutt Day

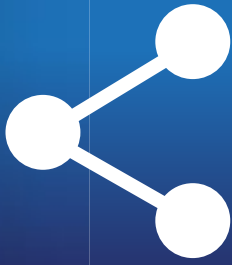
## August

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

Bargain Hunting Week - August 6-12  
International Clown Week - August 1-7  
International Assistance Dog Week - August 5-11  
Elvis Week - August 11-18  
Be Kind to Humankind Week - August 25-31

1st - Girlfriend's Day  
1st - Spider-Man Day  
3rd - Watermelon Day  
3rd - International Beer Day  
4th - Chocolate Chip Cookie Day  
5th - Friendship Day

7th - National Night Out  
8th - International Cat Day  
10th - Lazy Day  
10th - S'mores Day  
10th - Spoil Your Dog Day  
11th - Bowling Day  
11th - National Garage Sale Day  
12th - Vinyl Record Day  
13th - International Lefthander's Day  
18th - Serendipity Day  
18th - International Homeless Animals Day  
18th - World Honey Bee Day  
21st - Senior Citizen's Day  
22nd - Eat a Peach Day  
25th - Banana Split Day  
26th - Dog Day  
26th - Women's Equality Day  
28th - National Bow Tie Day  
30th - Frankenstein Day  
31st - Eat Outside Day  
31st - Daffodil Day



# SHARE

## 4 Reasons People Will Share Your Content

The social aspect is probably the most important part of social media. People use Facebook, Twitter, and LinkedIn to connect with others, meet new people, and stay in touch with friends and family. Everyone has different reasons for sharing content.

The best way to create viral content is knowing what your audience wants to see and why they should want to share it. Here are reasons people will share your content:

1. Your content is humorous. It's no secret that people love to laugh. This is why silly memes and YouTube videos often go viral. Try sprinkling a little humor into your next social media

- campaign to get people talking about your content. Many companies like Wendy's, Denny's, Oreo, and Netflix have very entertaining social media pages, making them a hit with a wide audience.

2. Your content is entertaining. Ever wonder how BuzzFeed got so popular? Amusing content is always shareable, even if the content is mindless and simplistic. Everyone loves to be entertained, so make sure that your content is interesting enough to share.

3. Your content is informational. Plenty of great content has facts and information that people want or need to know. This includes infographics, how-

- to videos, news articles, and trivia.

4. Your content helps a great cause. Many people will share content that helps a cause or charity that they support. Content that spreads awareness or raises money for people and helpful organizations can go viral very quickly.

Shareable content is the key to any social media marketing strategy. It's great because it takes the work off your hands. All you must do is create and post good content and watch it spread across the internet. Just keep these four rules in mind when determining how to create quality content.



## 4 Free Ways To Increase Your Website Traffic

As a webmaster, traffic flow is absolutely critical to the success of your website. If you are not receiving enough traffic, you will not make enough money to survive. Knowing how to draw in massive amounts of traffic is not always easy. However, there are a few ways to ensure that your website is consistently being visited without spending a dime. Today, this article will discuss the 4 ways to increase your website traffic which will not cost you anything. After reading this, you should have no problem drawing in new visitors every day.

### Make Sure Your Content Is Fully Optimized

Everyone wants to believe that their website is perfectly optimized, with no errors, and ready to roll.

But, most every website has some errors that need to be addressed. Some of the most common issues that need to be addressed can include:

- Typos
- Broken Links
- Non-Friendly URL Structures
- Slow Loading Pages

Taking the time to fix these issues will help with user experience and website navigation. Additionally, these fixes will make your website look better to the search engines and potentially help push your SERP (Search Engine Ranking Position) higher.

Also, during your content audit, make sure that you have enough content and there are not any holes in your content. If your content does not provide enough

information to the visitors, then the visitors will leave (“bounce”) and will go to a competitor that does provide the information they are looking for. If one visitor leaves, so will another, and another, and another ... It is your responsibility to make sure that they are finding everything they need, so go through your website with a fine-tooth comb. Be willing to accept that you might have missed something to begin with.

### Use Social Media Effectively

Social media has proven to be one of the most effective ways to draw traffic to your website. It is imperative that you learn how to leverage social media to get even more traffic to your website.

First, understand that each social media platform is

unique and that your posts and content need to be optimized for that platform. Facebook doesn't work like Twitter and Twitter doesn't work like Pinterest. Knowing how to grab the attention of the visitors on each platform is necessary. Consider that gasoline works great in a gasoline engine but not in a diesel engine. Each causes the boom necessary to run the vehicle, but each works differently. Social media websites are just the same, some need "gasoline" and some need "diesel". Figure out the fuel required on each social media platform to draw even more customers to your website.

Secondly, share content throughout all your social media accounts on a

schedule. Your followers should know that you are not an inactive account, but they should also know that they should not have to unfollow you or mute you because your sharing has become spammy.

As you post your content, have a way to track click-outs by using some sort of URL tracker. It is important to know which platforms are responding, what they are responding to, when they are responding, where they are coming from, etc. For instance, you may find out that your best response from Facebook is between 9:00 a.m. and 3:00 p.m. Instead of posting at 7:00 p.m., keep all your posts in the 9:00 a.m. and 3:00 p.m. slot to maximize your visitor

exposure.

**Make everything sharable.** You want eyes on your content and the easiest way is to make it sharable. Your visitors should value your content in such a way that it is shareable and worthwhile to their friends and family. What better way to reach new customers than to have your current customer base do it for you. On a side note, if you feel that your content is not shareable, then you should reevaluate your content strategy.

### **Utilize Content Sharing Websites**

If you really want to draw in huge traffic numbers, and you have done your job with your content audit, then

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the next thing you should do is focus on content republication. Content republication is where larger, more popular websites such as Entrepreneur, Lifehacker, The Verge and so on agree to publish your content on their website with a link back to your website. They can engage their customers using content that they did not have to come up with and you get the opportunity to reach out to their large, established customer base.

Another way to utilize content sharing websites is to find article directories and PDF repositories where you can share similar content which points back to your website. Again, the purpose here is to use highly regarded websites that have already done the legwork of gathering in large crowds. Capitalize on their hard work and provide them with great content, all while getting a chance to poach some of their customer base.

### **Capture Warm Leads For Recurring Traffic**

And finally, take the time to capture your visitors' email information. This can be a simple splash page, a form to get a free giveaway, or whatever you have to do to get them to give you their

email address. The reason this works is that you know that they are interested in whatever you are promoting, otherwise they would not be on your page. You also know that you have provided enough value to them as they have chosen to give you their email address. Once you have their email address, you can notify them when new content is published, when new products pertaining to their interests are available, or to direct them to new product events coming up.

When drawing in even more traffic, it is crucial that you have your website in tip-top shape. You need to take the time to audit your website and make sure that everything is perfect. Be willing to accept you may have missed something. Then you have to make sure that your social media accounts are being utilized properly, and that you are maxing out your potential. From there, you need to use republication websites to draw off of their success. And finally, you have to capture warm leads for future events. Doing this, you should be able to draw in massive amounts of traffic, continually over the life of your website.



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## Expert Tips to Get the Most Out of LinkedIn

Most people now know the importance of having a LinkedIn profile. Getting the most out of the business networking site though isn't as straightforward as some people may think. This article looks at some expert tips to ensure the platform works for you.

### 1. Engage with the platform regularly

LinkedIn is a social media site, so the same rules that apply to Twitter or Facebook also apply here. If you create a profile and rarely log-in, then it's not going to do you much good. It's all about engagement and interaction.

Therefore, make sure you access your LinkedIn profile on a regular basis such as once a day, or every other day. Investigate what is new with your connections as well as ensuring your information is up to date. It's

an innovative idea to post your news as well as liking and commenting on other posts that are relevant to you.

### 2. Join and interact in relevant LinkedIn groups

People probably don't think much about the groups on LinkedIn. After all, there are many groups on sites such as Facebook and thousands of online forums. However, it's still an innovative idea to join groups on LinkedIn.

You don't want to overdo it, and it's a smart idea to focus on the groups that are most relevant to you. As with the previous point, it's crucial to check new posts and engage with the groups after you have joined. LinkedIn groups have many benefits, including being a fantastic source of information relevant to your business and industry, the opportunity to compare notes and ideas with others and a way of finding new connections.

### 3. Become a LinkedIn publisher

There are many things you can do on LinkedIn as a casual user. It's certainly true that the business networking site has many uses if you want to limit yourself to sharing some

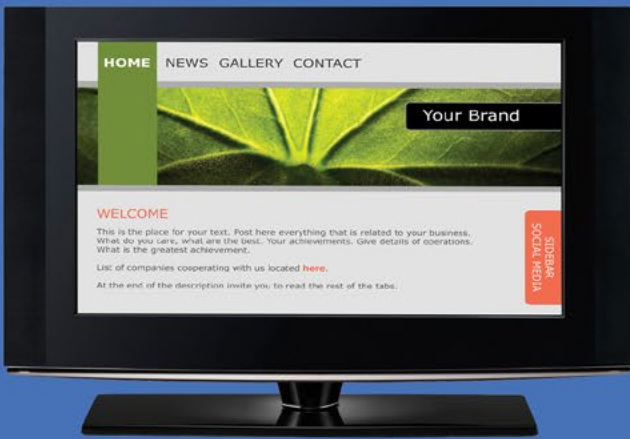
news and commenting on other posts can indeed be fun. However, you can take things up a level by becoming a publisher on LinkedIn. This offers the opportunity to share more in the form of an article. You can share information about yourself and your business. If you choose to do this, then it's an excellent opportunity for you to become known on the platform.

Of course, this can mean you become an influencer, and that will allow you to gain many connections and customers for your business. It's worth remembering that you should be a decent writer and social media savvy to consider this. You may have to share your posts extensively in the early stages. After all, no one becomes an influencer overnight.

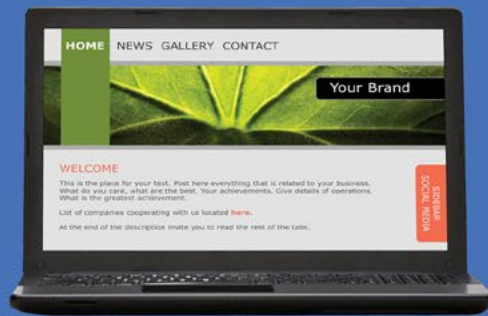
LinkedIn is a platform that most people think they need to be using, but the work doesn't simply start and end with creating a profile and then forgetting about it. It's crucial that you make the most of the platform. Leverage the tips we've provided, remember to engage with the platform on a regular basis, join and interact in relevant groups and become a LinkedIn publisher.

# Incredible Websites

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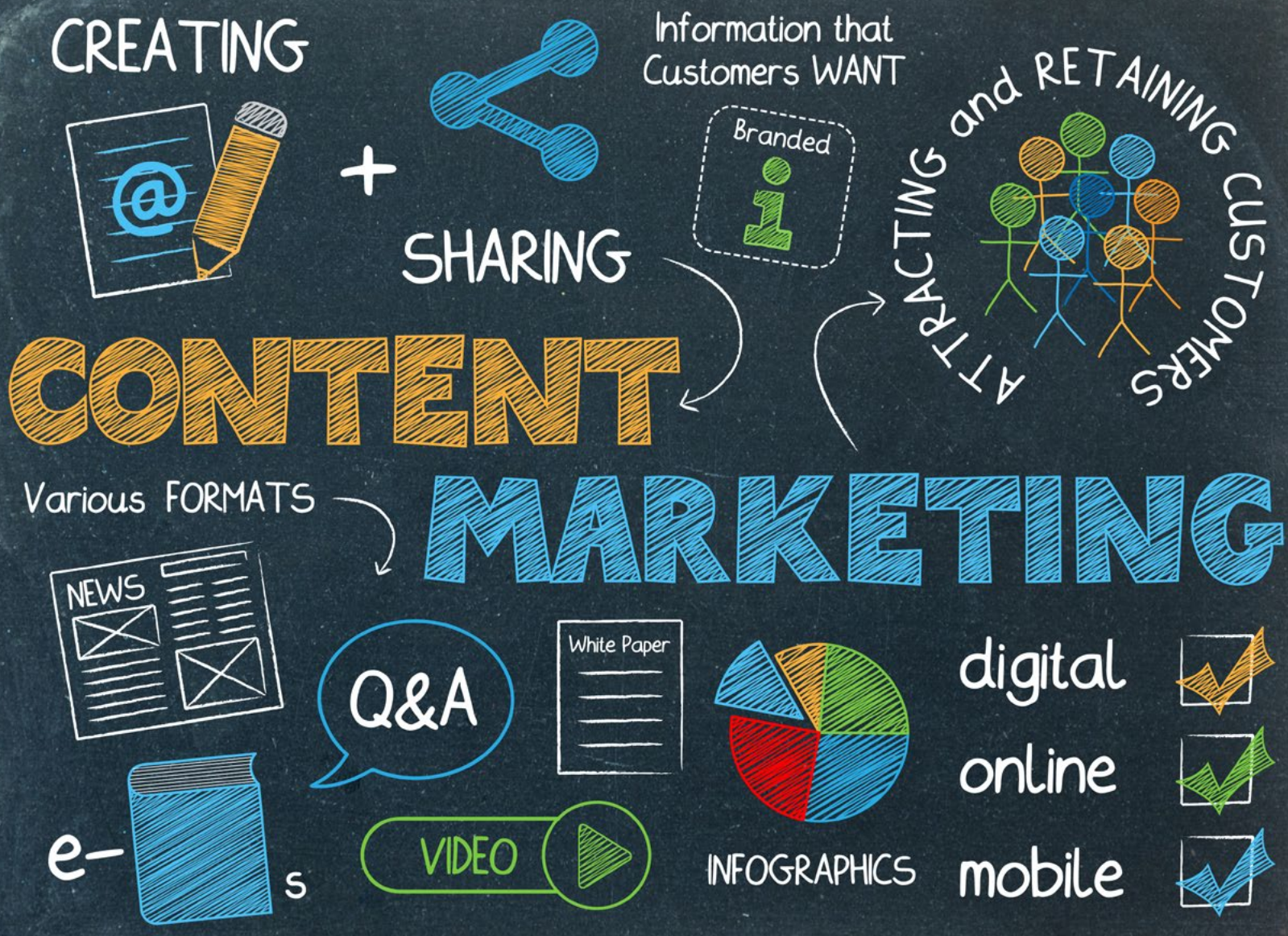


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## Five Effective Ways to Improve Your Content Marketing

Clever use of content marketing is the most effective way to drive visitors to your business and convert them into customers. Creating enticing content will see your business get shares on social media, improve your search ranking, and ultimately convince people why they should invest in your product or service.

Most businesses already

have blogs to boost their SEO, but are you getting the most out of your content marketing? Here are a few ways you can improve your content marketing strategy and get customers fast!

### 1. Prove your worth using Case Studies

When it comes to attracting clients, case studies are the most effective form of content marketing. A case

study involves detailing a real-life example of how your business helped a client and what the results were.

For instance, many law firms provide case studies of clients they defended, their legal strategy and the resulting verdict, often including how much their clients get awarded.

It's an ideal way to show

off the work your business is capable of and proving your worth to potential new clients.

## **2. Catch people's eyes with colorful Infographics**

Infographics are another way to use statistics to attract people to your business. You can base them on studies you have carried out yourself or other related studies. For example, a startup selling bottled water could create an infographic using studies about the health benefits of drinking water.

You can create infographics using graphical tools like Photoshop and Illustrator. There are also online tools such as Venngage which make it simple to make an infographic in minutes.

Not only will a colorful and creatively designed infographic stand out on a blog, but it can also be shared across sites such as Visual.ly and Instagram to attract more people to your website.

## **3. Answer your readers' questions via How-To Guides**

There are many kinds of blogs you can write for your business, but the ones

most likely to attract visitors are the ones answering common questions.

If you're an accounting firm that can tell customers How To Make Filing Taxes Simple, make it into a blog. It'll pop up on search engines and attract the exact kind of people you're seeking.

It can help to use SEO tools such as Google Trends to find out what kind of questions people are asking online and answer them in blog form.

## **4. Offer knowledge and insight through Ebooks**

Chances are your business has a lot of useful knowledge to offer. Instead of spreading this across short blogs, why not put all of this valuable information into an ebook?

Blogs that focus on educating readers often employ this strategy. Fitness blogs often offer e-books full of great beginner workouts, or a handy nutritional guide in ebook form.

There are a couple of popular ways to distribute these. If you already have an established readership, you may be able to sell ebooks for a small price to generate some extra income.

Alternatively, you can offer a free ebook to anyone who signs up to your newsletter. This way you can pull in regular visitors while also providing valuable content to them for free.

## **5. Get people watching your Videos**

Videos are incredibly popular today, and smart businesses know how to use this to attract customers.

Creating a short ad for YouTube may help you become viral. You can also make use of video apps such as Instagram and SnapChat. Find a way to promote your company using short, humorous video clips, and you could see your viewership rise rapidly.

You might want to use professional video equipment if you're creating something big, but even your typical iPhone or Android can be used to create some entertaining Instagram and SnapChat stories!

These five forms of content marketing will see you gain viewers and attract many more potential customers. Experiment with different kinds and see what works best; it may give you just the boost your business needs!



## How Pinterest is Trying to Get Men to Sign Up

Pinterest is one of the fastest growing social media websites and is slowly becoming recognized as one of the social media behemoths, much like Twitter and Facebook. However, there is one major difference between Pinterest and other social media websites - Pinterest is largely female dominated. There is nothing wrong with this, but Pinterest will have to tap into the other half of the population if it hopes on being as popular as its competitors. With about 70% of users being female, how can Pinterest market itself towards men?

Pinterest executives have tried making the topics a bit more gender neutral (i.e. putting pizza and tacos in the cooking section) and have

tailored search results based on gender (i.e. a search for "workouts" will pull up "Men's Fitness" or "Women's Health"). These changes have been rather successful as topics like "geek," "cars and motorcycles," and "men's fashion" have all seen an over 100% increase in trends.

Part of the stigma might be that men, especially masculine-identified men, tend to reject feminine products. A 2009 study by Brett A. S. Martin and Juergen Gnoth tested how men felt about masculine, feminine, or androgynous male models in advertisements. The subjects were "primed" beforehand to take a private perspective by writing about their "sense of independence" or collective

perspective by writing about their "sense of connectedness with people you feel close to." Most masculine-identified and feminine-identified men preferred masculine male models. Only the feminine-identified men who were primed to take the collective perspective preferred the feminine male models.

Another major problem is that the website's layout features an overwhelming use of content. Women can process more information more quickly and at a lower threshold than men can. "If this was a magazine, they'd turn the page," Ms. Meyers-Levy said. "It works for females because they like detail, they like more complexity."

Marketers who advertise on Pinterest also have a harder time reaching out to the men who use the website. A 2012 study from The Social Habit found that women pin clothing and fashion to get ideas of what to buy. Men pin clothing that they already have and want to show off.

Luckily, there are a number of male-oriented brands that are doing quite well on Pinterest. A few successful companies include Sports Illustrated, Dollar Shave Club, The Art of Manliness, and GQ Style. These brands might not be as successful as Elle or Sephora, but it's certainly a start.

# 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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## Creative And Cost-Effective Ways To Strengthen Your Brand's Marketing Message

People today get inundated with information, most of which contains marketing messages. Influencers and brand marketers only have a short time to make a lasting impression on an audience. With flooded email inboxes, countless websites and social media platforms crawling with advertisers, the competition is fierce. It is essential not only to get your brand message out there, but you must also find cost-effective ways to reinforce it. Your brand message must be reliable, recognizable and relatable to be effective. A compelling brand message inspires action. If you're lucky, that action is conversion. Now that you know you must do more than just spread awareness and get your brand message out there, here are some powerful

ways to strengthen your brand message for impressive results.

### Use Emotional Motivators

Emotions are powerful motivators, especially fear. They are all powerful, but fear is often used most in sales. There is FOMO, or fear of missing out, fear of injury, fear of overpaying and so much more. The trick is to paint an emotional picture that leaves a lasting impression. For instance, you are probably familiar with the new home security system that runs a commercial where a young family comes home and finds their house got burglarized. It shows the mom on the telephone trying to order a security system in a ransacked bedroom. It leaves a lasting

impression and plays on the fear factor to inspire action.

### Imagery Connections

Allow your content to make emotional connections for the audience through imagery. As in the example above, the representation created an emotional connection through fear which probably inspired action in many audience members. You can do this with all types of content, not just commercials, including YouTube videos, static images and even live streaming. Most platforms allow a static or video image because it is powerful, and it attracts audiences. Imagery also helps build trust and credibility with the audience. Don't overlook the power of imagery no matter what industry you are in or

what marketing medium you are using.

## Create Sound Bites Over Slogans

Sound bites are different than slogans because they can change with the marketing campaign. A slogan stays for the life of the company. Use the flexibility of sound bites to your advantage. Using words or phrases that your audience can relate to is the most successful way to make it memorable. If they evoke emotion, then they are even more powerful. Humor is a great way to do this. Humor, happiness, and apathy are the strongest

emotions for sound bites. Just remember that some platforms automatically play muted videos on mobile phones unless the sound is manually turned on so don't overlook the power of text to reinforce the campaign's message.

## FAQs

Reinforcing and strengthening your brand's message can be completed through many mediums, just as marketing can. If audience members are asking specific questions on a regular basis, answer them along with a link to your website or product. Ensure that it is only one link so

as not to appear spammy. Answering commonly asked questions is a fabulous way to showcase expertise and engage with the audience while making them feel important.

Reinforcing and strengthening your brand's marketing message is an ongoing process. It is a fabulous way to engage with the audience and find fresh new content to post on your site. Your brand message is at its best when it is most potent. It is most potent when it is continually fed and reinforced to achieve your company's marketing goals successfully.



## MARKETING

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# Secret Power Strategies To Getting More Customers With Facebook



Facebook still remains a powerful platform and, despite recent privacy scandals, it is as popular as ever. With more than two-billion active monthly users, marketers and business owners flock to the platform to increase revenues. They are able to engage with their audience on a more personal level, drive leads to their websites, and increase sales through advertising and conversions strategies.

The data indicates that use of the social platform will only increase going forward and there is no indication of growth slowing. With this information in mind, the number one way to drive customers to your business with Facebook is through engagement.

Here are some powerful engagement strategies that work quickly to help you grow your customer base using Facebook.

## Celebrate All Walks of Life

Everyone loves a holiday and it's a great reason to communicate. The great thing is that Facebook's social platform is made up of people from all social groups and all walks of life who celebrate different holidays.

Acknowledging each of these holidays individually creates a special bond with each group of people who find it important. For instance, your Facebook business page should celebrate both Christmas and Hanukah.

Additionally, your page should call out and observe those also known as "Hallmark Holidays" as well as little known days that aren't as widely celebrated. These holidays would include everything from Mother's Day to Grandparent's Day and National Cookie Day.

## Use Groups And Crowdsourcing to Create Engagement

Using these two elements not only creates reasons to engage and communicate, but it also builds credibility that will drive traffic to your site. A Group is different than a Facebook business page. You may have a business page for your company that sells clothing from naturally sourced materials. On that page you may also have a group of people who support a cause, such as fighting animal cruelty or only eating a vegan diet. The group can be anything people agree on and it makes members feel exclusive.

Crowdsourcing is a little different. Crowdsourcing is more like getting advice from your Facebook Fans and Followers. Pose a question on a regular basis so the audience can trade advice and give helpful tips

of their own. Just ensure that you are part of the discussion. Comment on tips and Like audience posts. Again, a relative and consistent presence helps build credibility which drives traffic.

### Post at Peak Intervals

Of course, you want to time your posts when engagement is likely to be highest. Aggregate posting data suggests that the best days for posting are Thursday, Friday, Saturday and Sunday. You should post consistently on the other days, too, but make sure not to miss these peak days. The best times are 9 a.m. as well as 1 p.m. and 3 p.m. If you focus in on the data a little harder, it shows that 1 p.m.

posts get more Shares and engagement seems to be highest between 1-4 p.m. on the weekends. Upbeat content performs best on Fridays probably because the weekend is coming.

### Approach Your Audience with A CTA

This isn't a buy-me-now or sign-up-for-my-newsletter CTA. Ask your audience to directly engage through pictures and video of them with your product or service. This is an especially fantastic engagement booster if you offer a reward. For instance, a restaurant may have patrons post a picture of them enjoying their meal and tags the business page. The ones who do get a free dessert. A music store can

do the same thing, only offer customers a discount on their next purchase. It drives engagement and business, plus it works.

Facebook is one of the best marketing platforms currently available. They have more than two-billion active users and they've put a lot of work into classifying each of these users so you don't have to. Due to the nature of the website, they have already established trust with their users, so the users don't have the same walls they would have from other marketing venues. Using these power strategies, you should be able to capitalize on their user base to increase your customer base.

# NEED HELP WITH YOUR SOCIAL MEDIA MANAGEMENT?

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(215) 393-9787





# FUN FACTS

Contrary to popular belief, only two Founding Fathers signed the US Declaration of Independence on July 4, 1776. The majority of signers penned their signatures on August 2, 1776.

July was originally the month of Quintilis in the Roman calendar. It was the fifth month of the year until January and February were added in 450 BC. It got its original name from the Latin word for fifth. Later the name was changed to Julius in honor of Julius Caesar who was born on July 12.

July's birthstone, the ruby, is often associated with contentment, love, passion, and integrity.

July Milestones:

- 1881 - The world's first international telephone call was made.
- 1903 - The Ford Motor Company shipped its first car.
- 1914 - Babe Ruth made his MLB debut with the Boston Red Sox
- 1954 - Elvis Presley made his radio debut with That's All Right.
- 1963 - ZIP codes were introduced for US mail.
- 1698 - Thomas Savery patented the first steam engine
- 1979 - Sony introduced the Walkman (in Japan).
- 2006 - Twitter was launched.

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# 2018 Pinterest Statistics

**250 Million**  
monthly active  
users, an increase  
of 50 million since  
September 2017.



Average time  
spent on Pinterest  
per visit is 14.2  
minutes



**40%** of new  
signups are men



**81%** of  
Pinterest users are  
Females

One million  
businesses are  
already using  
Pinterest to reach  
their customers



**72%** of Pinners use  
Pinterest to decide  
what to buy offline

Half of Pinterest's  
users have  
purchased  
something after  
seeing a Promoted  
Pin in their feed



**70%** of Pinners  
will search,  
save or click on  
a Pin

**85%** of all  
Pinterest searches  
happen on a  
mobile device



Over 5% of all  
referral traffic to  
websites comes  
from Pinterest

**93%** of active  
pinners said they  
use Pinterest to  
plan for purchases



**78%** of Pinners  
welcome content  
from brands



Pinterest Delivers  
\$2 in Profit per  
\$1 Spent on  
Advertising

**87%** said they've  
purchased  
something because  
of Pinterest.



**63%**  
of millennials say  
that Pinterest  
helps them  
discover new  
brands or  
products to buy

**40%** of Pinners  
have a household  
income of \$100k+



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

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