

M LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

April 2019

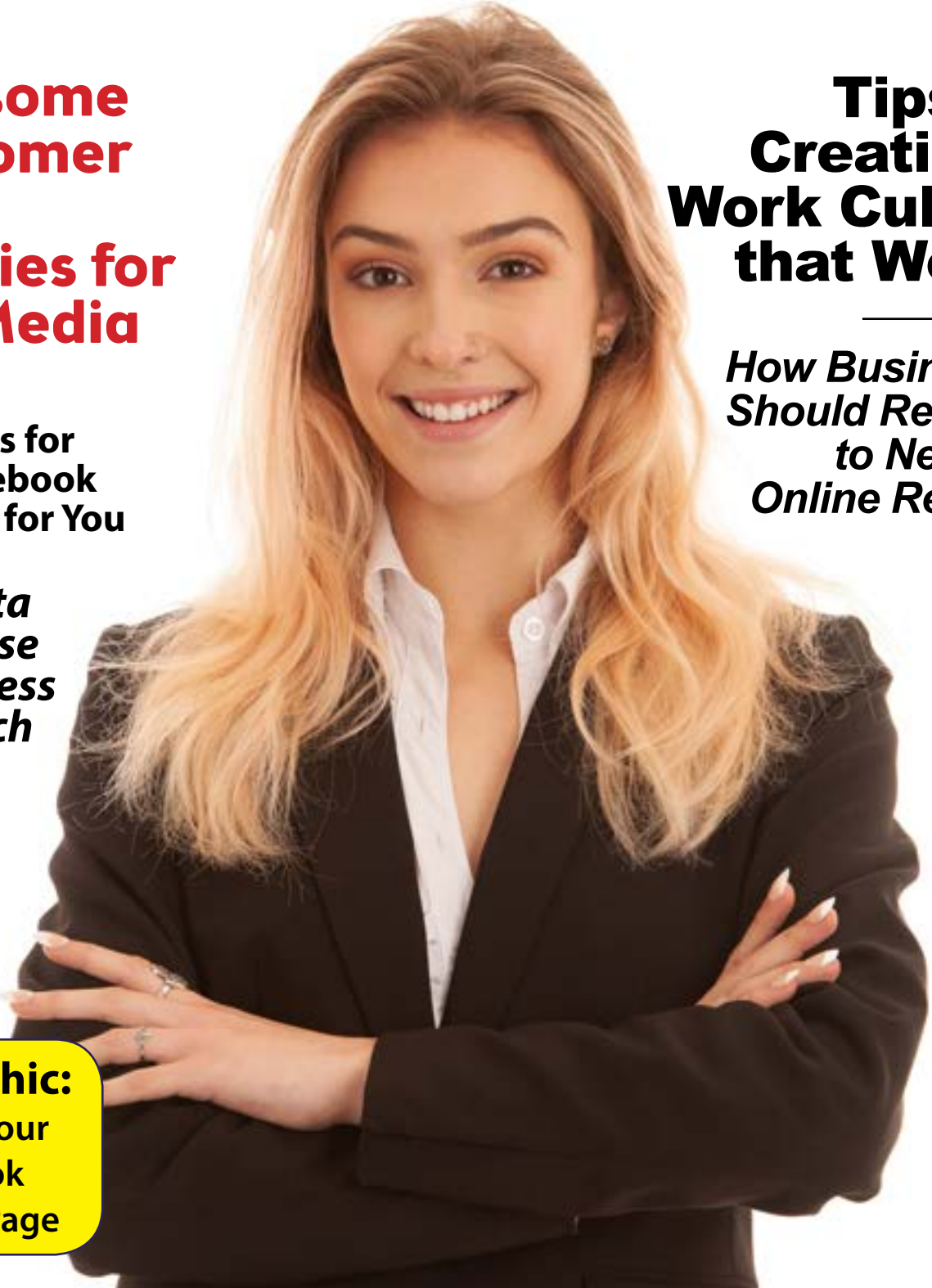
4 Awesome Customer Service Strategies for Social Media

4 Insider Tips for
Getting Facebook
Ads to Work for You

4 Ways Data
Can Increase
Your Business
Blog's Reach

Tips for Creating a Work Culture that Works

*How Businesses
Should Respond
to Negative
Online Reviews*



Infographic:
Tips For Your
Facebook
Business Page

FREE!

Proudly Provided by CroydonGate

LOCAL BUSINESS MARKETING

Greetings!

Thank you for taking a few minutes to read through this month's issue. We develop this magazine each month with the hope that the information we feature will help you achieve (and exceed) all of your goals.

Once again, we've packed this month's issue full of interesting articles and tips that you can apply immediately to help you grow your business.

In this month's issue, you'll find another variety of articles covering many topics that are important to business owners. We hope you enjoy the articles on Customer Service, Facebook Ads, Blogs, and other topics.

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.

Raj Deshpande
CEO
CroydonGate

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

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

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

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

Inside This Month's Issue

- 4 Marketing Calendar
- 5 4 Awesome Customer Service Strategies for Social Media
- 9 Tips for Creating a Work Culture that Works
- 12 How Businesses Should Respond to Negative Online Reviews
- 15 4 Ways Data Can Increase Your Business Blog's Reach
- 18 4 Insider Tips for Getting Facebook Ads to Work for You
- 22 Fun Facts
- 23 Infographic - Tips for Your Facebook Business Page

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



(215) 393-9787

www.CroydonGate.com



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

Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

April

Autism Awareness Month
National Humor Month
International Guitar Month
International Customer Loyalty Month
Lawn and Garden Month
Stress Awareness Month
Physical Wellness Month

April 1st - April Fool's Day
April 21st - Easter Sunday
April 24th - Administrative Professionals Day (US)
April 27th - Passover Ends

2nd - Peanut Butter & Jelly Day
3rd - Walking Day
4th - Burrito Day
5th - Caramel Day
6th - Sorry Charlie Day
7th - No Housework Day
7th - National Beer Day
9th - Winston Churchill Day

9th - Be Kind to Lawyers Day
10th - ASPCA Day
10th - Golfer's Day
10th - National Siblings Day
11th - Barber Shop Quartet Day
11th - National Pet Day
12th - Grilled Cheese Sandwich Day
13th - National Scrabble Day
15th - Tax Day
15th - Titanic Remembrance Day
16th - Wear Your Pajamas to Work Day
18th - Get to Know Your Customers Day
19th - Pet Owners Day
20th - Look Alike Day
22nd - Earth Day
22nd - Jelly Bean Day
23rd - Picnic Day
25th - Take Our Daughters and Sons to Work Day
26th - Hug a Friend Day
30th - Adopt a Shelter Pet Day
30th - Bugs Bunny Day

May

Mental Health Awareness Month
Military Appreciation Month
Employee Health & Fitness 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 12 - Mother's Day
May 27 - Memorial Day (US)

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

7th - Teacher Appreciation Day
8th - Receptionist's Day
10th - Military Spouse Appreciation Day
11th - Babysitter's Day
11th - Stamp Out Hunger Food Drive Day
11th - Miniature Golf Day
13th - Apple Pie Day
15th - Dinosaur Day
15th - Police Officers Memorial Day
17th - Pizza Party Day
17th - Bike to Work Day
17th - NASCAR Day
18th - Armed Forces Day
18th - Preakness Race
24th - Heart Awareness Day
24th - Scavenger Hunt Day
25th - Missing Children's Day
25th - Brown-Bag It Day
25th - Wine Day
26th - Neighbor Day
26th - Indianapolis 500
28th - Hamburger Day

4 Awesome Customer Service Strategies for Social Media



The world around us is completely online. People stream news, sports, and entertainment through numerous mobile devices every day. In fact, the majority of customers are now engaging with brands through mobile. The stats are not even close.

Most people now prefer to get their news, business messages, and general information online. So, it makes sense for businesses to find ways to interact with their customers where they are. Most often it begins with people venting or attempting to be heard, but

most companies are quickly learning to use social media interactions as a serious customer service tool.

Angry tweets or frustrated Facebook rants are opportunities for companies big or small to provide stellar customer service and either save existing customers or win over potential new ones. And you better have a strategy to deal with customer service on social media.

A recent study shows that negative and positive messages can go viral in minutes if you are not

careful. This was certainly the case with companies like Netflix in 2016. It only takes one misstep to create a tidal wave of angry feedback.

Using social media as a new part of your brand's customer service strategy can quickly become fast and easy to implement. And anyone interacting with customers through social media should follow basic customer service protocols. But here are a few quick tips to put into practice great customer service by using social media.

1. Create a Customer Service Account

Everything starts with your strategy. Even if your company is smaller and just getting going, you should not use personal accounts or profiles to interact with customers. And you should segment your own personal social accounts from your business accounts. This will help create some division and protect your reputation from being overwhelmed with complaints.

First, create and use profiles just for responding to customer service complaints and feedback about your products. You can use unique names on Twitter for example, @YourCompanyHelp or @CompanyNameSupport. Fill out these profiles of course with information about the company and with a professional demeanor and appearance.

There are many benefits to keeping your customer service accounts separate from your main corporate accounts. It creates clear lines of communication and allows everyone to focus on the right jobs in front of them. It affects everyone in your company, all the way to the executive boardroom. Ultimately, creating clear customer feedback channels will even keep your own company's CEO from having

to field angry customer letters when they cannot find anywhere else to get satisfaction online.

2. Personalize the Experience

Nothing can feel more disingenuous when trying to interact with a company online or attempting to bring attention to an issue than a response that feels prewritten. Did an automated system just receive my question or a customer service individual? If their name is viewable, use it in the response. Personalize the experience, and here is how.

Give them your name and attempt to address what the need or issue is that has created the interaction. Do everything you can to make the customer feel unique in the situation. That means using every character of Facebook, Twitter, or LinkedIn to provide a warm and thoughtful response that includes acknowledging their problem too.

But unfortunately, there are many examples of businesses going about this the wrong way. Last year, Hyundai motors issued a major recall on their cars without using social media to communicate the message. The result was thousands of upset

NEED HELP WITH YOUR



CALL US FOR A FREE CONSULTATION

(215) 393-9787

consumers flocking to their Facebook and Twitter feeds looking for answers but getting nothing in return.

One of the easiest ways to let your customers know they have reached someone that cares is attempting to create a relationship and show them another human is listening. There are many tools and apps out there that allow you to create a more personalized experience. And that is a very good thing.

3. Act Fast

It's amazing what we can do quickly with our phones. We can pay for things electronically, check up on the funniest videos spreading like wildfire over social media outlets, and interact with people a few miles or several time zones away. That means when it comes to responding to your customers, you need to act fast as well. Doing so can turn an average interaction into an awesome experience, just by moving quickly.

One of the early problems, when customers started reaching out to companies online, was the waiting period between responses. In some cases, customers have reported spending up to five hours waiting on hold on the phone. That means more people are turning

to the instant feedback of social media networks.

Many large companies now have live support through their websites that provide chat features with customer service staff, but social media results in a gray area. Social media companies like Instagram are even struggling to keep up with the volume of customer service inquiries. Their community guidelines online simply are enough to manage the thousands of users each day who try to contact the company after encountering problems using the service.

For your company, there might be someone to respond immediately, but at times it just is not possible. But at all times, when it comes to social media and customer service, speed is key. So, respond to your customers really fast. Even if the response is simply letting the customer know someone has seen their message and who should be getting back to them.

4. Have a Goal

Finally, have a goal with everything you do on social media. And that includes customer service. Respond quickly and make sure that in doing so the issue is resolved or being addressed. Always interact in friendly and professional

attitudes and do not get lured into letting customers with aggressive or negative responses create further issues.

Many technology brands like Intel have a sort of guidelines that all employees follow with engaging with customers online. With most social media formats, the interactions are all public, so they present great opportunities to not only resolve customer issues but draw attention to win additional customers over.

If the issue happens to be a larger situation that needs to be taken into private messages, emails, or offline, make sure your company makes the effort to respond and address the situation publicly before taking the interaction elsewhere. And always thank your customers for using social media to encourage future interactions when they need assistance.

Using your company's social media pages can become a strong tool for the company's growth and positive feedback when you are able to start providing solid customer service. And learning how to interact with customers online and infusing customer service into your brand's digital strategies will also help retain customers.

ATTRACT MORE CUSTOMERS

With Our Affordable Marketing Services



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



(215) 393-9787



Tips for Creating a Work Culture that Works

In today's job market, employees have more choices of where they can work and what they will tolerate when it comes to the workplace culture. Exceptional employees are hard to come by, and in order to hold on to your most valuable employees, you should provide them with a workplace environment that inspires creativity, motivates them to deliver their best work, and makes them feel comfortable while they are at work. Here are some considerations to make when trying to build a work culture that works.

Empowering Your Employees

One of the most important things you can do, that will benefit your business and the morale of your employees, is to empower them to come up with ideas and be an active member of the business. Encourage employees at all levels to become leaders instead of just having them do the task at hand, and you will begin to see your employees taking more pride in the company.

Allow your employees to take ownership of their projects, to whatever degree is feasible in your particular business. Be sure to keep an eye out so you can identify which employees excel at particular jobs and what jobs they enjoy most. If you have employees that gravitate toward specific jobs because they enjoy the particular task, allow them to be the leader or subject matter expert for the task.

When employees feel empowered, they will take pride in their jobs and will produce a better work product. They will strive to make the business succeed and your

company will benefit as a result.

Create a Positive Work Environment

Have you ever wondered why so many applicants fight hard to work at companies like Facebook, Google, Zillow, T-Mobile, Boston Consulting Group, or Fidelity Investments? Not only are employees at these companies paid well, but these companies work hard to promote a positive work environment for their employees.

When employees are happy, they tend to stay at their jobs for the long-haul because they understand what it is like to work at a job where they are stressed out, overwhelmed, and unhappy. When a business is solely focused on the bottom line, morale suffers, and talented employees will start looking for better opportunities.

Beat out the job market competition and provide employees without out-of-the-box perks and activities that promote a positive work environment. Simple gestures like decked out employee

lounges, departmental competitions that offer rewards for a job well done, and concessions go a long way in making the workday more enjoyable. Employees often spend more time at the office than they do at home, so it is in every employer's best interest to make going to work as fun as possible.

Discourage Workplace Drama

There is nothing like workplace drama to drain the energy within the workplace and bring down morale. Workplace drama often leads to loss of productivity when employees are angry with one another, and can lead to serious Human Resources related issues, including expensive lawsuits.

Discourage workplace drama at all levels by actively monitoring what is going on in the workplace. Managers and executives can't afford to turn a blind eye and pretend that problems do not exist. When workplace drama arises, be proactive and solve the issue at hand. Managers have the responsibility to talk to employees when disagreements simmer in

the workplace and work through the issues so that employees can get back to focusing on doing their work. It is also a good idea to maintain an open door policy at your company to ensure that employees feel comfortable going to management and Human Resources when they encounter a problem with others at work.

Listen to Employees

Employees are the “boots on the ground” at every business and often come up with amazing ideas that can help your company move forward to the next level. Employees often see things and opportunities that the higher ups miss because they are the ones dealing with the particular situation day in and day out. Be sure to listen to your employees and take their thoughts and ideas seriously.

One of the biggest frustrations that employees face while they are at work is feeling that their thoughts and feelings drift off into the abyss of a black hole somewhere, never to be brought up or thought of again. Be a good listener and take your employees

seriously when they share ideas that can benefit the company.

Implement Health and Wellness Programs

Good health and wellness benefits everyone. Strive to keep stress out of the workplace as much as possible. When employees are under a great deal of stress, their physical and mental health will suffer in the long run and this will lead to illness and other medical issues. Stress also leads to burn out, which will eventually translate to employees calling in sick just to get away from the office and potentially employees looking for work elsewhere.

While there are projects that must get done and deadlines that must be met, focus on keeping stress levels down at your workplace by providing employees with comfortable work spaces, providing them with rewards and incentives for doing a good job, and initiating workplace health programs. Does your company offer an onsite gym or yoga studio? Perhaps an outdoor patio for lunches and breaks? Or even a comfortable communal lounging

area for meetings and socializing opportunities? Think about implementing spaces that allow employees to step away from their desks and rest their minds for a while.

Encourage your employees to get regular healthcare exams and physicals by providing them with an affordable healthcare plan. Many times, people refrain from going to the doctor when they should because they can't afford to go. While a good healthcare plan may be costly, having healthy employees is priceless.

Working is a necessary part of life for many people, and there are things you can do as the employer to make the culture of your workplace one in which employees enjoy going to work each day and being around those who they work with. Every business has goals to achieve and a bottom line to take care of, and when employees enjoy their jobs, the fundamental goals of the company will benefit as a result. Promote a culture of positive energy in your business and enjoy the growth and success that comes with it.



How Businesses Should Respond to Negative Online Reviews

Reviews have quickly become a central factor in the online buying experience. Consumers have grown accustomed to checking out reviews across the popular sites, while most e-commerce stores allow user ratings and reviews on product pages. Even local businesses have to consider reviews. The rise in mobile usage has led to people checking out ratings while they are in close proximity to a

physical location.

In many cases, though, not all responses will be positive. Even if negative reviews are largely undeserved, they will inevitably appear across a range of sites. How a business deals with these negative reviews can play a big part in their perception among consumers. So what is the best approach to take when your business receives a bad review?

Make an Internal Assessment

Bad reviews are not all the same, so they will require different approaches. It is important that people don't get too emotional or invested in an interaction, focusing on resolving any issues first. Making an internal assessment is an effective way of deciding how important the review is. Some reviews have little to do with your business, products, or

customer service, making it impossible to resolve in any meaningful way. A quick assessment lets you categorize the review and create an appropriate response.

Respond Quickly

Reviews can often be left in the heat of the moment, making them more extreme than the experience demanded. A customer might feel ignored, and a simple discussion can completely change the interaction. Responding quickly is vital as it can prevent issues from escalating, showing a willingness to engage with the customer. Other potential customers might take note of your public response, so you need to consider how they might analyze the situation.

Take a Customer-Focused Approach

A customer-focused approach will put yourself in the shoes of the customer, empathizing with their situation. For example, a business selling software might know exactly how the product works. Some consumers, though, might struggle with the product and feel aggrieved. Try to consider

how a customer might feel in this situation, possibly considering updating your helpdesk and offering a clearer guide. If one customer is not satisfied with an aspect of your business, it is worth being conscious that others may well be feeling the same.

Find a Solution

The ideal scenario when dealing with a negative review is to find a clear solution. How possible this outcome is will largely depend on the issue. Some customers may want an apology and a promise to review procedures for the future. Other occasions might require a refund or coupon code to show you value their business. Try to deal with the situation in private, though, avoiding too much public discussion on review sites.

Consider Potential Customers

Along with dealing with unhappy customers, it is important to think about potential customers looking through review sites. These people will be determining whether to spend their money with your business or to try a competitor. Most people

will be understanding to an occasional bad review, but they will expect a much larger proportion of positive reviews and a professional attitude towards negative opinions.

Look to deal with any reviews in a professional manner, while also encouraging clients to leave their own reviews. When you get into the habit of asking customers to leave reviews, you should get vastly more positive responses across the popular sites.

Negative reviews will happen to every business. Even if you offer stellar service, it is inevitable that some people will not be satisfied. Additionally, you may face issues with disgruntled competitors or trolls, leading to a potential public relations issue that needs to be addressed.

Rather than getting too invested in the reviews, though, you should have a strategy you can employ when necessary. Using these methods allows you to focus on providing the best possible service and preventing any negative issues harming your reputation within the industry.

Incredible Websites

Responsive - Effective - Affordable



Desktop



Laptop



Tablet



Phone

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

Get a free quote by calling us today.

(215) 393-9787



4 Ways Data Can Increase Your Business Blog's Reach

Despite the shift toward platforms like Facebook and Twitter, blogging is still a great way to increase search engine ranking and provide informative content to customers.

For any blog, however, getting readers is always a challenge. If your business has a blog, getting mentions from others can bring a big boost to your readership numbers.

consumers grow increasingly interested in data and statistics, online outlets have begun to search for ways to provide it.

By including numbers in your own posts, you'll likely capture the interest of those who are interested in sharing your information with others. Here are a few ways you can increase your blog content's reach using data.

Visual Content

Research has revealed that visual content makes a longer-lasting impact on today's readers, who have shorter attention spans than ever. For this reason, many businesses have found a way to wrap data into eye-catching infographics that can then be shared on social media and in online publications. Businesses and websites will write a story to go with the infographic,

As businesses and

citing your business as the original source for the piece.

To encourage sharing, businesses should make it as easy as possible to insert the infographic in a variety of ways. Infographics are nothing new, but the important thing here is to stay away from a sales pitch and provide detailed (and authoritative) information about a particular industry that is not widely known. If a user learns something new, they will be more likely to share it.

Citations

Everyone from students to content marketers look for numbers to supplement their writings. When your blog provides insightful in-demand data, you'll find your blog is cited by multiple sources, increasing its search rankings and helping you reach even more people. Over time, the increase in traffic may even lead to additional sales and online followers.

One great thing about this technique is that the numbers don't even have to be your own. If you've linked to the original source but said something

interesting enough to be shared, you may find quite a few sites link to your post instead of the research piece that provided your information. If you choose this route, make sure the data you're quoting is accurate, coming from verified sources.

Social Shares

As with infographics, businesses should make it easy to share their blog posts. Every blog you post should offer as many social media sharing options as possible, including Twitter, Facebook, Pinterest, and Google Plus. With one click, a reader can blast a link to your content to thousands of followers. You won't get click-throughs from all of those followers but if even a few read your content, relate to it, and learn about your brand as a result, you'll be expanding your reach.

In addition to sharing, you may also want to encourage your readers to follow you on various social media sites. This will allow you to quickly increase your social media followers, which means in the future when you post links to items on your blog, you'll have a large audience to take action

and read or share your posts.

Increase Credibility

Statistics add credibility to a piece and, by association, to the business providing the information on its blog. A business that posts a self-hosted study and includes details about how many people were questioned and how the results were gathered can help establish itself as a highly reliable source on that topic. This is especially true if the study is linked to a wide variety of online sites.

To further establish your business as a thought leader using data, consider crafting a news release and distributing it to popular online news services. Use your own blog post as the original source of the information and link to it in the news release. You'll likely find you'll get many backlinks to your site, further improving your SEO efforts.

By adding valuable statistics and getting the word out about them, your blog can reach a wider audience through social shares and backlinks.

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

Give Us A Call!

(215) 393-9787





4 Insider Tips for Getting Facebook Ads to Work for You

Facebook Ads are some of the web's most versatile marketing tools, offering an unparalleled array of targeting options and tools. Many companies are shifting a large percentage of their PPC marketing budget to Facebook Ads, drawn by the typically lower costs and heightened opportunities for engagement that the social networking site offers.

To help you make the most of your company's online marketing budget, here are four insider tips that should make a significant difference in the effectiveness of your Facebook Ads.

1. Optimize Your Video Ads

The use of video on Facebook has increased dramatically in recent years. There are now more than 100 million hours of video being consumed on Facebook every day.

In recognition of the proven power video has to foster connections and boost engagement, Facebook marketers have been increasing their investment in video, especially on mobile.

If you've tried adding video to your Facebook Ads but aren't seeing the response you were hoping

for, it might be because you're not optimizing your video properly for mobile viewers. More than half of all Facebook users now access the social network exclusively through a mobile device, according to Facebook's Q1 2018 report, which revealed there are 1.51 billion mobile-only monthly active users.

That means that optimizing your Facebook Ads and video for mobile is not just a good idea, it's one of the most important social media tips you'll get this year.

Just last month, the social network unveiled

its best Facebook video marketing tips for enhancing engagement. After examining Ad Recall results from Nielsen Brand Effect studies on more than 850 video ads, Facebook IQ revealed several social media tips that will help your video ads stand out in Facebook's mobile News Feed.

Video ads initially play without sound in Facebook's mobile News Feed, so you should use visual cues and captions to overcome the sound barrier. Showcase your product or service onscreen for the majority of the video, and feature easily identifiable brand links within the first 10 seconds of your video's start. Incorporating these simple changes should help generate a much higher engagement rate for your Ads.

2. Implement Facebook Remarketing

To get the most out of your Facebook Ad budget, you need a way to make your ads more effective at converting visitors into actual customers. Facebook remarketing does that by allowing you to target your ads to

people who have already shown a proven interest in the products or services that you offer.

Facebook remarketing allows you to leverage your company website to boost your conversion rate. As an added bonus, remarketing can also lower your overall cost per customer acquisition. Here's how it works:

Your company has already invested in an effective, responsive website design, and you already have SEO, blogging, mobile, and social media marketing strategies working to generate a steady stream of traffic to your website. Visitors who reach your website do so because they are interested in learning more about what you have to offer, so part of your selling job is already done for you.

These visitors have already been exposed to your brand through their first encounter with your online marketing strategies and they have at least a limited awareness of what you offer. When they see your ad in their social feed, it boosts the recognition of your brand and can remind them about your services.

You've already piqued visitors' interest in your business with your online marketing strategies; when you add in targeted ads that touch on the topics that spurred your visitors' initial contact, you increase the impact of your advertising efforts in a way that will vastly extend your marketing reach.

3. Use Power Editor Instead of Boost Post

Every time you use the Boost Post button with one of your Facebook Ads, you're gaining an increase in promotion at the expense of one of the things that makes Facebook such an effective marketing medium with its vast and powerful targeting tools.

Using Boost Post essentially puts Facebook in the driver's seat, giving you only a limited range of targeting options while allowing the social network to determine where your ad will go. You can gain a higher return on your investment if you take the time to use the extensive targeting options that are available through Facebook's Power Editor. You can target your ads according to

demographics, device type, and more to reach the specific audience you desire.

4. Leverage the Latest Market Insights to Make Your Ads More Relevant

Ever wish you could find out the topics that everyone is going to be interested in before they peak? Gain the necessary insight to deduce the “next big thing” so you could make your Ads more current and relevant? Facebook IQ has just what you’re looking for.

Facebook IQ, which has long been a solid source

of information about consumer attitudes and behaviors, has just added “Topics to Watch,” to its ever-growing library of marketing resources. This powerful new marketing aid will feature monthly insights that you can use to make your Facebook Ads more relevant.

Every month Facebook IQ’s Topics to Watch will present six conversation topics that have experienced demonstrated growth over the past year and are predicted have significant growth potential going forward. Incorporating these topics into your Facebook Ad campaigns

can help you capture the interest increase interest and drive more clicks.

As you get more comfortable using Facebook Ads, you’ll get a feel for which targeting options work best with your particular audience. You should plan on checking back with Facebook IQ often. It’s the best source to stay up to date on any changes, and innovations the social network introduces, as well as the latest tips from industry insiders on keeping your Facebook Ads relevant, interesting, and above all, highly effective at marketing your business.

RESPONSIVE WEB DESIGN



(215) 393-9787



CORPORATE

CUSTOM APPAREL

Offering all the Top Brands



ELEVATE



GILDAN

VAN HEUSEN



DRI-DUCK



PORT & COMPANY

ANVIL



JERZEES



OGIO



HIGH SIERRA

DEVON & JONES

American Apparel



And many more!

Low Minimums • Fast Turnaround • Affordable Pricing
Get a Free, No-Obligation Quote Today!

(215) 393-9787



FUN FACTS

April was formerly the second month in the ancient Roman year, when March began the calendar.

The real origin of its name has been lost

- April 1, 1976 - Apple Computer Company was formed by Steve Jobs and Steve Wozniak
- April 2, 1973 - The first portable cell phone call was placed in New York City
- April 4, 1975 - Microsoft was founded as a partnership between Bill Gates and Paul Allen
- April 12, 1955 - The polio vaccine, developed by Dr. Jonas Salk, was declared safe and effective
- April 14, 1912 - The famous ship "Titanic" sank
- April 17th, 1937 - Daffy Duck made his first appearance.
- April 17, 2011 - Game of Thrones premiered on HBO

LOCAL BUSINESS
MARKETING

***Don't Miss
An Issue!***

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

Subscribe today by visiting our website

<https://CroydonGate.com>



TIPS FOR YOUR FACEBOOK BUSINESS PAGE

Complete Your Details

Fill in all the details about your business. Provide an overview of your organization, your contact details, mission, date founded, etc.

Post Regularly

Prove that you are actively engaged with your audience by posting on a regular basis. Provide a combination of local and industry related posts.

Use Engaging Posts

Don't just tell, ask. When posting, ask for feedback from your audience. Ask questions, run polls, etc. Invite them into the conversation.

Keep It Short & Simple

Shorter posts get 23% more interaction than longer posts. 4 words is the most effective length for Facebook ad titles with 15 words of link text.

Be Mobile Friendly

47% of Facebook users access the site only through the mobile app - make sure your content is mobile-optimized.

Use Video

Video posts get more shares than any other type. Your Video has 3 seconds to capture the viewer's attention. - Draw them in quickly.

Add a Chatbot

Facebook Chatbots are becoming very popular - capable of fulfilling many of the tasks of a customer service agent.

Provide Special Offers

39% of Facebook users follow Facebook Business Pages to receive special offers.

Advertise

Grow your audience quickly using Facebook's paid advertising platform, or by boosting important posts.

Share Your Page

Share your business page through all your communication methods, such as your e-mail signature, business cards, blogs, etc.

Use The Correct Sizes

Facebook routinely changes the size specifications for images and videos. Make sure you keep everything up to date and use the correct sizing.

Use Analytics

Find out what your audience likes by evaluating the results of your posts. Learn how to understand and leverage Page Insights.



LOCAL MARKETING

EFFECTIVE & ENGAGING



Award Winning Marketing Solutions

A full service marketing & advertising agency, we work with small and medium sized businesses and non-profit organizations in the development of effective marketing strategies, utilizing all mediums, including website design and optimization, social media, digital marketing, video, print, custom apparel, promotional products and so much more.

Ask About Our Small Business Marketing Programs

Free Initial Consultations

(215) 393-9787