

M LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

April 2023

Local SEO 101: A Brief Introduction to Improve Your Online Visibility

*How to
Create
More
Accessible
Email
Content for
Maximum
Reach*

*Boosting Employee
Engagement: 7 Tips
to Create a Positive
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Marketing and Landing
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*5 Tips
for Using
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**Infographic:
Video Marketing
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Welcome!

Thank you for taking the time to read through this month's magazine issue. We hope you find it full of interesting articles, and more importantly, that you'll one or two tips that you can immediately apply to your business.

This month, as usual, we address several ways to help you grow your business. You'll find tips that will help you with Local SEO, Landing Pages, Email Marketing, and more. You'll also find our popular Marketing Calendar and this month's Infographic on Video Marketing.

If you're not already receiving this magazine regularly, we suggest you add your email to our subscriber list.

We have some exciting articles already in the works for the upcoming issues. Don't miss out! If you like the magazine, and know other local business owners that could benefit from receiving our magazine each month, please do us (and them) a favor by forwarding a copy to them.

If you have any comments about this issue or would like us to help you with your marketing please do not hesitate to contact us.

Take care!

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.

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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 you 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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Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

April

Parkinson's Awareness Month
National Volunteer Month
Autism Awareness Month
Sexual Assault Awareness Month
National Humor Month
Lawn and Garden Month
Stress Awareness Month

April 1st - April Fool's Day
April 7th - Good Friday
April 9th - Easter Sunday
April 5th to April 13th - Passover
April 26th - Administrative Professionals Day (US)
April 22nd - Earth Day

1st - Handmade Day
2nd - World Autism Awareness Day
6th - National Student Athlete Day
6th - Burrito Day
7th - No Housework Day

7th - Walk to Work Day
10th - Hug Your Dog Day
10th - National Siblings Day
10th - ASPCA Day
11th - National Pet Day
12th - Grilled Cheese Sandwich Day
13th - National Scrabble Day
14th - Donate a Book Day
15th - National ASL Day
18th - Tax Day
19th - Wear Pajamas to Work Day
22nd - Jelly Bean Day
23rd - Picnic Day
23rd - World Book Day
26th - Pretzel Day
26th - Get Organized Day
27th - Take Your Daughters and Sons to Work Day
28th - Superhero 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

May 1 - May Day
May 5 - Cinco de Mayo (US)
May 14 - Mother's Day
May 18 - Ascension Day
May 29 - Memorial Day (US)

2nd - International Harry Potter Day
2nd - Brothers and Sisters Day
2nd - Fitness Day
2nd - Teacher Appreciation Day
4th - Star Wars Day
4th - International Firefighters Day
5th - Hoagie Day
6th - Nurses Day

7th - Children's Mental Health Awareness Day
7th - World Laughter Day
10th - Small Business Day
10th - Shrimp Day
10th - Clean Your Room Day
13th - Fair Trade Day
13th - Apple Pie Day
15th - Chocolate Chip Day
16th - Barbecue Day
16th - Love a Tree Day
19th - NASCAR Day
19th - Bike to Work Day
19th - Endangered Species Day
20th - Armed Forces Day
20th - Rescue Dog Day
20th - World Bee Day
21st - World Baking Day
25th - Wine Day
28th - Hamburger Day
28th - Brisket Day

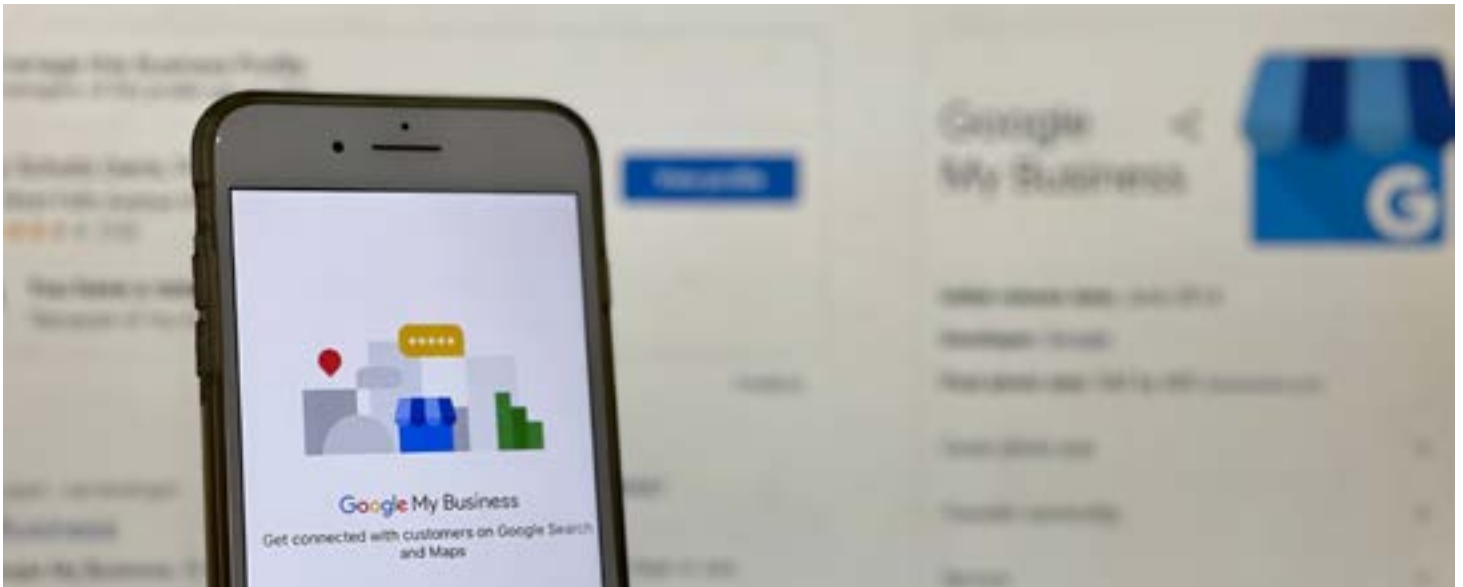
LOCAL SEO



Local SEO 101: A Brief Introduction to Improve Your Online Visibility

In today's digital age, local SEO is a crucial aspect of any business's marketing strategy, helping to boost its visibility and reach its local audience.

As more consumers turn to the internet to find products and services, businesses seek ways to improve their online presence and attract their target audience. Local



SEO is a vital aspect of achieving this goal, as it helps businesses appear in search engine results pages (SERPs) for location-based queries. By optimizing their online presence for local search, businesses can enhance their visibility and connect with potential customers in their area.

This article explains the concept of local SEO, exploring the strategies that businesses can implement to improve their online visibility and connect with their local audience. Whether you're a small business owner seeking to attract more local customers or a marketer looking to optimize a client's online presence, this guide provides valuable insights and practical tips to help achieve these goals.

Local SEO is an important aspect of digital marketing that helps businesses to reach out to their local audience and increase their visibility on search engines.

Local SEO refers to the process of optimizing a business's online presence to improve its visibility for location-based searches. By implementing local SEO strategies, businesses can reach out to their local audience and improve their chances of appearing in search engine results pages (SERPs) for local queries.

To improve local SEO, businesses must create and optimize their Google My Business listing.

One of the most important local SEO strategies is

to create and optimize a Google My Business (GMB) listing. This involves claiming or creating a business listing on Google and filling it with accurate information such as the business's name, address, phone number, website, and hours of operation. It's also essential to regularly update the listing with new information and images.

It's important to ensure consistency in the NAP (name, address, and phone number) information across all online platforms.

To improve local SEO, businesses must ensure that their NAP information is consistent across all online platforms. Inconsistent NAP information can confuse search engines and cause them to display

incorrect information in search results, negatively impacting the business's online visibility.

Building local citations can improve a business's visibility in local search results.

Local citations are mentions of a business's NAP information on other websites, such as directories and review sites. Building local citations can improve a business's visibility in local search results, especially if the citations come from authoritative and relevant sources.

Encouraging customers to leave positive reviews can help improve a business's local SEO.

Positive customer reviews can significantly impact a business's local SEO. Encouraging customers to leave reviews on platforms such as Google, Yelp, and Facebook can help improve a business's visibility in local search results. It's also important to respond to reviews, whether positive or negative, as this demonstrates a business's commitment to customer satisfaction.

Sentence: Incorporating location-based keywords in website content can improve a business's local SEO.

Incorporating location-based keywords in website content, such as in page titles, headings, and meta descriptions, can help improve a business's local SEO. This is because search engines use location-based keywords to determine the relevance of a business to a user's search query.

Engaging with the local community can also improve a business's local SEO.

Engaging with the local community, such as by sponsoring local events or participating in local charity initiatives, can help improve a business's local SEO. This is because community engagement can generate buzz and increase the likelihood of other local businesses and organizations mentioning the business on their websites and social media platforms.

Although local SEO can appear complex and can be time consuming, the strategies outlined in this article offer a solid foundation for businesses

looking to improve their visibility in local search results. By creating a Google My Business listing, building local citations, and encouraging customer reviews, businesses can enhance their online presence and connect with potential customers in their area.

However, it's important to remember that local SEO is an ongoing process that requires regular updates and adjustments. As search algorithms and consumer behavior evolve, businesses must adapt their strategies to remain visible and competitive in local search results.

Local SEO is an essential aspect of any business's marketing strategy, particularly those operating in a specific location. By following the tips and strategies outlined in this introduction, businesses can improve their online visibility, attract more local customers, and ultimately grow their business in the long term. If you are too busy as a business owner taking care of other important tasks, consider hiring a marketing agency to help you with your Local SEO. Local SEO is far more affordable than standard website SEO.

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How to Create More Accessible Email Content for Maximum Reach

According to the World Health Organization, around 15 percent of the world's population lives with some form of disability. If you want your email marketing campaigns to be more inclusive, you must ensure your emails are accessible to everyone on your list. It's not only the right thing to do, but it also makes good business sense.

Accessible email content helps your business engage a wider audience and build a more diverse customer base. Ultimately, if you ignore accessibility, you could be alienating a significant number of potential customers.

Why Accessibility Matters in Email Marketing

There are five main reasons for making your emails more accessible:

- Screen readers and other assistive technologies can read emails designed with accessibility in mind. This means that people with vision, hearing, mobility, and cognitive impairments can understand your messages and interact with your content.
- Accessible emails create a better user experience for everyone, which means you can engage a wider audience and drive more conversions.
- Accessible emails are easier to navigate, meaning that your readers can find the information they need quickly and easily.
- Creating more accessible emails shows

that your company is committed to inclusion and equality, which can help build customer trust and loyalty.

- In many countries, it's a legal requirement for businesses to make sure their content is accessible to everyone. Failure to comply with disability rights legislation exposes you to possible legal penalties.

10 Ways to Make Your Emails More Accessible

Creating accessible email content is easier than you might think. Use the following 10 tips to ensure that your emails are accessible to everyone:

1. Use Descriptive Subject Lines

To make it easier for people of all abilities to scan your subject line and understand what your email is about, keep it short, use plain language, and clearly describe the content of your email.

If you use any emojis, place them at the end of your subject line -- not all screen readers read out emojis, so don't use them as a replacement for text.

2. Structure Your Email Content Logically

For people using screen readers, content is read aloud from left to right and top to bottom, so the structure should be logical and easy to follow. Break up your content into sections that follow a logical order and use headings and subheadings so it's easier to scan.

3. Choose an Accessible Typeface

Select a font size of at least 16 pixels to accommodate screen reader users, those with low vision, and mobile users. To help dyslexic readers -- who account for around 10 percent of the population -- use a font size of at least 14 pixels, and stick to sans serif fonts such as Arial, Helvetica, or Century Gothic. Serif fonts can make it harder to distinguish between letters and words.

If you want to emphasize a key part of your message, choose bold text, not italics or underlines. Only links should be underlined.

4. Use Straightforward Language

Using plain language ensures that more

people can understand your content, including people with learning disabilities and anyone learning English. Long sentences, complex words, and passive voice are all barriers to clear communication. For example:

Our product was developed to ameliorate the lives of those living with vision impairment.

Here's a simpler version of the same message:

We built our product to help people with low vision.

Which version would you prefer to read?

Businesses can test their emails for readability by using the Flesch-Kincaid grade-level formula. The formula measures how hard it is to understand a piece of text, and the result is a number from 0 to 18. This number tells you the grade level required to understand the text. For example, a score of 10 shows the text is suitable for 10th-graders. You can test your content using this formula with online tools such as the Flesch-Kincaid calculator. For accessibility, experts

suggest aiming for a grade level of 8 or lower.

5. Format Text for Readability

Emphasize important information with bullet points and lists and use subheadings to guide the reader through your content. Also, use left-aligned text. Text that is justified (straight vertical margins on both sides) creates gaps between letters and words, making it difficult for people with dyslexia to read.

You can also improve readability by using the correct line spacing. Ideally, the line spacing should be around 150 percent of the letter height. So, if your font size is 16 pixels, multiply 16 by 1.5 and get an appropriate line spacing value of 24 pixels.

Line length is also important for readability. Most accessibility experts suggest using between 45 and 75 characters per line of text.

6. Consider the Color Contrast Ratio

The contrast ratio is the degree of difference between the background

and foreground colors. The foreground is typically the color of text or graphics, and a poor contrast ratio can make it hard for people with low vision to read the text. People with color blindness -- which affects around 8 percent of men and 0.5 percent of women -- can also have difficulty reading content with a poor contrast ratio.

The WebAIM tool from the Institute for Disability Research, Policy, and Practice at Utah State University is one tool you can use to check your contrast ratio. For accessibility purposes, aim for a contrast ratio of 4.5 to 1 or higher.

Also, to help dyslexic readers, use pale background colors like cream or light gray -- not bright white. Avoid placing type on dark backgrounds; this impairs readability for anyone, not just people with vision issues.

7. Include Descriptive Alternative Text

Not all people can see images, and some people block email images from loading. If you use images, make sure you add descriptive and informative alternative

text -- or alt text -- which describes the image. This helps screen readers to identify the image and tells people who cannot view -- or don't want to view -- the image what the image contains.



8. Optimize Links

Using a different color for links isn't always the best way to make them stand out, as people who are color blind or have low vision may not notice the difference. Instead, add an underline to any links you use.

Also, use descriptive text in links to avoid confusion. People using screen readers often scan a page for links to find relevant information, so avoid vague language like "click here." Instead, use descriptive words that tell users what the link will do. For example: "Visit our FAQ page."

9. Optimize Call-to-Action (CTA) Buttons

It can be tough for people with motor control issues or who use eye trackers to

click tiny CTA buttons. To make your buttons easier to click, make them large -- at least 44 by 44 pixels.

To improve accessibility, you can also:

- Make the CTA text bold.
- Add an arrow pointing to the CTA button.
- Use lots of white space around the button.
- Make sure the button text has a high contrast ratio to the background.

10. Cater to Different Screen Sizes

Most email marketers understand the importance of creating emails optimized for multiple screen sizes. Without responsive design, emails can be difficult to read, and devices like screen readers can have a hard time navigating the content. Creating emails that work

with different devices is a good start, but all the other accessibility issues included in this guide need to be addressed, too.

Making Email Content Accessible for All

Striving to create accessible email content doesn't mean that you have to change your entire email marketing strategy. You can start by making a few small changes to the content you create and then monitor the results. The suggestions in this guide should help you get started.

Making your emails more accessible not only helps people that need extra support but also creates a better user experience for all your subscribers. Ultimately, creating more accessible emails will give you a competitive advantage and maximize the reach of your campaigns.

Boosting Employee Engagement: 7 Tips to Create a Positive Workplace



A positive workplace culture is a key to success. It makes employees feel valued and appreciated, helps them connect, and motivates them to do their best work. It can also help reduce stress levels, positively impacting employee performance and business success.

A positive company culture can improve employee retention rates and productivity by promoting collaboration among coworkers and creating a sense of belonging among new hires who feel like they're part of something bigger. Here are seven steps you can take to build a better working environment at your office.

1. Lead through values, not rules

Leading through values is about building a culture of trust and respect for your employees. It means working with them to define what's important to the company, not just telling them what to do. It's about having an open dialogue and understanding that everyone's point of view matters.

It also means creating a safe environment where employees can confidently express themselves and share their opinions without fear of judgment or repercussions.

Instead of telling them what to do, create an atmosphere of mutual respect and collaboration, where everyone feels heard and supported. Ultimately, leading through values is about creating a culture where employees feel empowered to make their own decisions and take ownership of their work.

2. Communicate effectively

It's important to communicate effectively with your team. This can be difficult because you

may not always know what they're thinking or feeling. To avoid miscommunication and build a positive company culture:

Be clear and direct. When you say something, make sure it's clear what you mean. Avoid jargon or slang when communicating with others unfamiliar with the terms. It doesn't make you sound smart and might confuse the person you're talking to.

Use humor to lighten the mood. Humor can help everyone relax when things get stressful at work -- but don't overdo it! If someone makes a joke that isn't funny but means well, appreciate their effort instead of making fun of them (which will only make things worse).

Use body language and words when communicating with others -- and remember: No one likes being interrupted. Make sure both parties are fully engaged before speaking up yourself. If someone else says something interesting during your turn to talk, let them finish before responding. This shows respect for

both sides involved in the conversation, without interruption from either party.

3. Ask for feedback

Many companies don't ask for feedback, but it's a crucial step in building a positive company culture. If you want to know how your employees feel about their work environment and relationships with colleagues, there's no better way than asking them directly. You could do this once a month or quarterly by sending an email survey or even more frequently if there are areas in which you'd like more information (like if morale seems low).

The key is to ensure that whatever method you choose doesn't feel too invasive or uncomfortable to those receiving it. If people feel pressured into answering questions they don't want to answer, all the data will be skewed toward negative responses and won't provide any useful information at all!

4. Provide training opportunities

Training is an effective way to build employee skills, but it's also important for

employees to learn new skills and keep up with changes in the workplace. Training can be formal or informal. Sometimes you may want to bring in an outside speaker for a one-time session on a particular topic. Sometimes, it might make sense for you as a company owner or manager, along with some of your team members (if possible), to attend workshops offered by local colleges or universities.

Training can also help improve productivity and employee retention. When people feel they are learning something new every day at work -- and getting paid for it -- they will be happier, which makes them less likely to leave their jobs.

5. Facilitate teamwork

A positive workplace culture values teamwork. Teamwork helps your company grow and is critical to the success of a business. As such, you should try facilitating as much teamwork as possible within your company.



To facilitate teamwork:

Provide opportunities for team-building activities. These can include anything from bowling nights or paintball outings to volunteer work at local charities or community events. The important thing is that these activities allow employees from different departments (and even different locations) to get together outside the office.

Provide opportunities for employees to work together on projects. You can do this by setting up rotating shifts so that everyone can work during normal business hours, as well as after hours when you have deadlines to meet.

6. Recognize and reward people's efforts

Recognition and rewards are important in any workplace. They help build a positive company culture, motivate employees, and encourage them to do their best work. Reward your employees with things they value, whether money or time off. You can

even give non-monetary rewards, like gift cards or food deliveries from local restaurants, if you want to be creative. It doesn't have to cost much; it just needs to be meaningful for the recipient. Do it regularly so that people get used to seeing recognition as part of their daily life at work.

7. Celebrate successes

Celebrating successes is a great way to keep the team motivated and excited about their work. Celebrate small victories, like finishing a project or hitting an important milestone, as well as big ones, like receiving funding or winning awards.

You can celebrate your

successes in many ways: with a team lunch or outing; by taking time to reflect on what went well during the week; by creating a celebratory email thread where everyone shares something they're proud of that week; or even just acknowledging each other's efforts with kind words (and maybe some high fives).

A positive workplace culture will lead to more productivity and employee retention. When employees feel valued, they're more likely to perform well, stay longer with the company,



and recommend it to others.

Hopefully, this article gives you ideas on how to build a positive company culture. It's not only about making your employees happy; it's also about increasing productivity, retention

rates, and profitability. With so many benefits, it pays to invest time and money into creating an environment where people feel valued and appreciated, even if it means changing up some old habits or traditions to do so.

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- Staggered Flyers
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5 Tips for Using Color to Brand Your Business

Your business has a brand. The way it looks, the way it sounds, and the way it makes customers feel all contribute to your branding. A great example of this is Apple's logo. The logo is simple yet recognizable and memorable. People can easily picture what an apple means to them, even if they don't know why Apple chose it as its logo.

Another good example is Coke's famous red bottle cap. They use it consistently throughout their marketing materials

and products, so that when you see that red cap or hear their slogan "Open Happiness," you know exactly who they are.

So, how can you use color to make your brand more distinguishable or relatable and attract more customers?

Make color choices that are appropriate for your audience.

Choosing the right colors for your business is an important decision that can have a big impact on how people relate to your brand. The colors

you choose can affect the mood, emotions, and perceptions of your audience. Therefore, consider your target audience when selecting your color scheme.

One factor to consider when choosing colors is the age of your target audience. If you're targeting a younger demographic, you may want to choose bolder, brighter colors that will grab their attention and help your brand stand out. Red and green are fantastic options for capturing the imagination

of younger audiences, as they are bright, bold, and fun. On the other hand, if you're targeting an older demographic, you may want to opt for softer, more subdued colors.

Understand the psychology behind the colors you choose.

Choosing the right colors for your brand is not just a matter of aesthetic preference. The colors you use can have a significant impact on how your audience perceives your brand. Different colors can evoke different emotions and associations in people, and understanding the psychology behind these colors is key to creating a strong and effective brand identity.

For example, blue is often associated with trust, stability, and reliability, making it a popular choice for financial institutions and tech companies. On the other hand, red is associated with passion, excitement, and urgency, making it a good choice for brands in the entertainment or food industries.

By understanding the emotional and psychological associations behind different colors, you can choose the colors

that best reflect your brand values and connect with your target audience meaningfully. This is why sports brands like Nike and Coca-Cola use red in their branding. Think about the message you want your brand to deliver, and use it to represent your brand values. To convey honesty and reliability in your business, choose colors associated with trustworthiness (blue) or dependability (green).

Or, if you want to project an image of innovation and creativity, choose bright hues like purple or orange instead of pastel shades like pink or yellow, and don't be afraid to use different shades within one palette. The more distinctive the combination is, the better chance people will remember it later when they're looking for a service like yours.

Use color on all your marketing materials.

Color is an important part of branding, so use it on all your marketing materials. Ensure the color scheme matches across all platforms and channels, so people can recognize and remember your brand wherever they see it. When building your

brand, it's crucial to use consistent colors across all your marketing materials. This means your website, social media pages, print materials, and even your physical store (if you have one) should all have the same color scheme. This consistency makes it easy for people to recognize and remember your brand wherever they see it, which is essential for building a strong brand identity.

Test your colors.

Choosing the right colors for your brand or product is a crucial decision influencing how your audience perceives your message. Color psychology plays a significant role in the way people think and feel. Therefore, it's essential to choose colors that not only look good but also communicate the right message.

Before finalizing your color choices, test them with your audience to see how they respond. Conducting surveys, focus groups, or A/B testing can help you understand which colors are most effective for your brand. Another approach is to use surveys to see which colors resonate with your customers. Whatever

you do, get their opinion before finalizing your brand's color scheme

Use the same colors consistently throughout the year.

A common mistake businesses make is to use different colors for each season, holiday, or special occasion. For example, you might use green in November to represent Thanksgiving and red for Christmas. While this may be effective at first, it can easily become confusing for customers trying to identify which color represents what event or

time of year, and if they don't remember correctly (or if their memory fails them), they won't recognize your brand at all.

To avoid this problem altogether, use one set of colors throughout the year and stick with them. This will help reinforce your branding message because all your marketing materials look similar regardless of when they're used.

Color can help you brand your business in a way that is consistent, memorable, and fun.

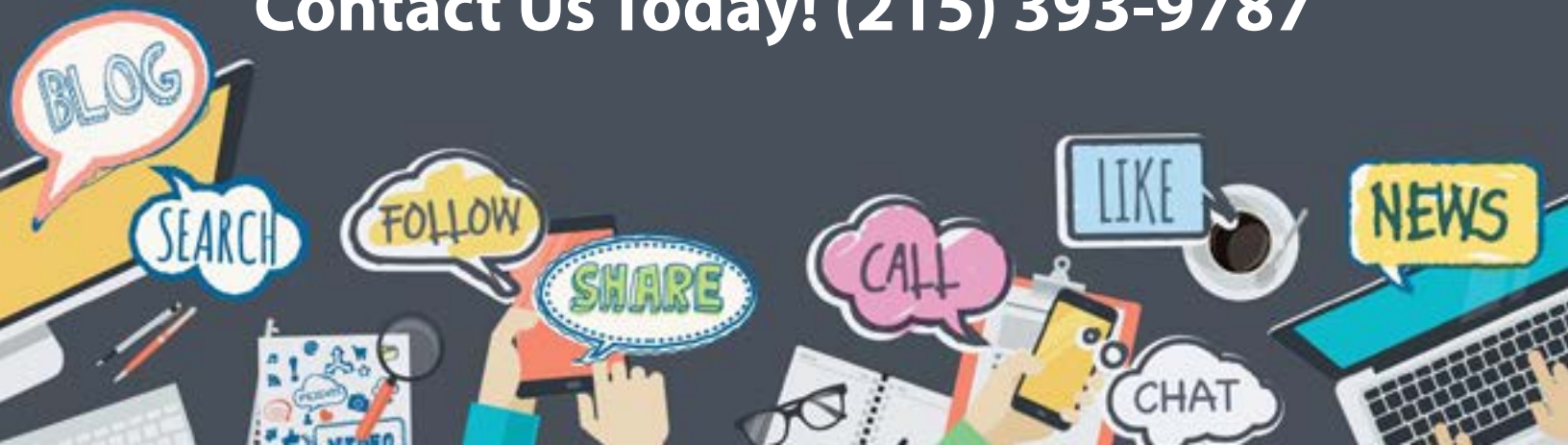
Color can:

- Make your business stand out.
- Convey a message.
- Give your brand a personality.
- Make your brand memorable.

Remember that color is a powerful tool for branding your business. It can help you connect with your audience, convey a message, and make your marketing materials stand out. Use these tips as a starting point for creating a color scheme that works for you!

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Integrating Email Marketing and Landing Pages: Nine Mistakes to Avoid

To optimize email marketing campaigns, it's crucial to ensure landing pages work in harmony with every email message. By making sure emails and landing pages work together seamlessly, you can increase conversions and ultimately boost revenue. Unfortunately, many marketers still make mistakes that lead to lost revenue and frustrated customers.

Before looking at these mistakes, it's important

to understand the critical relationship between emails and landing pages.

The Importance of Integrating Email Marketing and Landing Pages

Email marketing and landing pages complement each other to form a powerful marketing funnel. When customers receive an email, they're often prompted to click on a link leading them to a landing page, which

contains more detailed information about the product or service being offered. With further encouragement on the landing page, potential customers are likelier to take a specific action.

Creating targeted landing pages is a crucial element of any successful email marketing strategy. MarketingSherpa found that 48 percent of marketers create a new landing page for each marketing campaign.

Using a unique landing page for each campaign allows for tailored messaging, design, and more specific calls to action. This maximizes conversion rates, enhances the page's relevance to the audience, and makes it easier to track campaign performance.

To achieve better results when integrating email marketing and landing pages, be sure to avoid the following nine common mistakes:

Mistake #1: Inconsistent Email and Landing Page Copy

Businesses often fail to align their email and landing page copy, confusing customers transitioning from an email to a landing page. Inconsistent copy can result in higher bounce rates and lower conversion rates. To prevent this, ensure that your email and landing page copy are well-coordinated with similar language, tone, and messaging to offer a seamless experience for visitors.

Mistake #2: Slow-Loading Landing Pages

Slow-loading landing

pages can frustrate visitors and significantly damage conversions. Google reports that the average mobile landing page takes 22 seconds to load, with over half of mobile visitors leaving pages that take more than three seconds to load.

To optimize landing pages for speed, choose a reputable hosting provider, compress images, and simplify the website code. These steps can help improve load times and enhance the user experience for visitors. If you need help with this, ask your web developer or designer.

Mistake #3: Directing Traffic to the Homepage

Businesses often direct traffic to their homepage from an email message, which is usually a mistake. Customers expect landing pages to be relevant to the email they received. Redirecting them to the homepage only leads to

confusion, resulting in higher bounce rates and lower conversion rates. Instead, create dedicated landing pages tailored to each email message, with clear calls to action encouraging users to take the next step.

Mistake #4: Not Using a Clear Call to Action (CTA)

A clear CTA is essential for a landing page. It should be concise and easy to understand, and the visitor should know what to expect after clicking it. If your CTA isn't clear, visitors may not understand what they need to do or what they will receive after clicking on the button. A good CTA should be placed above the fold and stand out from the rest of the page.

Mistake #5: Too Many Distractions on the Landing Page

When there are too many elements on a landing page, visitors may become



Email marketing



Landing page creation



Lead scoring

confused or overwhelmed, causing them to abandon the page before taking action. To avoid this, keep the design of your landing page simple and clear, use fewer images, and include only one CTA per landing page. Industry research suggests that too many offers on a landing page can lead to confusion and significantly lower conversions.

Mistake #6: Complex Landing Page Forms

Complex landing page forms can overwhelm subscribers and decrease conversions. You should keep forms simple and straightforward -- don't ask for more information than you need and keep them short. Research from Omnisend showed that forms asking for personal information like gender or date of birth have conversion rates of just 5-6 percent, while those asking for only an email and phone number have a 10 percent conversion rate.

Mistake #7: Not Optimizing for Mobile Devices

Mobile optimization is essential, as over 60 percent of emails are

opened on mobile devices. If your landing page is not optimized for mobile devices, viewers will struggle to read and interact with your content. Ensure your landing pages are responsive and adjust to varying screen sizes. Also, ensure your CTAs are big and clear enough for mobile users to tap on.

Mistake #8: Inconsistent Branding Between the Email and Landing Page

Inconsistent branding between your email and landing page will instantly damage your brand identity and reduce trust. For instance, an email with a blue and white color scheme but a landing page with a green and yellow one can make visitors think they've landed on the wrong page. To avoid confusion and reinforce your brand identity, always use the same fonts, colors, and logos across emails and landing pages.

Mistake #9: Neglecting A/B Testing

Even small changes to an email or landing page can impact user behavior and conversions, but it's hard to identify which variations make a difference without

performing A/B tests. A/B testing - or split testing - involves testing two versions of your email or landing page to see which performs better. You can then make data-driven decisions to improve campaigns. For example, you could A/B test the CTA copy in an email and measure click-through rates. To get accurate results, test one variable at a time and use a sufficiently large sample size.

Integration and Cohesion: A Winning Strategy for Email Marketing

Integrating your email campaigns seamlessly with your landing pages can significantly improve your chances of converting more leads into customers. However, be aware of common mistakes like not optimizing for mobile, weak CTAs, and neglecting A/B testing. Continually refining your approach and avoiding these pitfalls will help you create a cohesive user experience that drives conversions and ultimately strengthens the performance of your email marketing campaigns.



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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 12, 1955 - The polio vaccine, developed by Dr. Jonas Salk, was declared safe and effective
- April 14, 1912 - The famous ship "Titanic" sank
- April 17, 1937 - Daffy Duck made his first appearance.
- April 17, 2011 - Game of Thrones premiered on HBO
- April 20, 1926 - Western Electric and the Warner Brothers film studio officially introduced Vitaphone, a new process that would enable the addition of sound to film
- April 24, 1990 - STS-31 - The Hubble Space Telescope was launched from the Space Shuttle Discovery

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Video Marketing Statistics

If video marketing is the future, the future is here.

Demographics

- There are over 244.4 million digital video viewers in the U.S.
- 97.8% of U.S. internet users aged between 18 - 24 are digital video viewers
 - 96.2% of users age 12 - 17 watch videos online
 - 63.8% of users 65 & up view videos on the internet



Stats from the Professionals

- 86% of marketing professionals use video as a marketing tool
- 92% of video marketers say they've gotten a good ROI from video marketing
- Video marketers get 66% more qualified leads per year and achieve 54% increase in brand awareness

Behavior

- 91% of consumers want to see more online video content
- 66% of consumers find short-term videos to be the most engaging type of content on social media
- 8 out of 10 people have purchased a piece of software or app after watching a brand's video
- Internet users spend 6 hours and 48 minutes per week watching videos online
- In 2022, 82% of the global internet traffic came from video streaming and downloads





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