

M LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

August 2022

**Email
Engagement:
Five Key Metrics
Every Small
Business Should
Monitor Closely**

**5 Ways to
Improve
Workplace
Communication**

**7 Types
of Email
Marketing
Campaigns
That Get
Opened**

**Key Factors
that *Motivate*
Customers
to Buy Your
Products**

**Infographic:
Social Media
Marketing Trends
for 2022**

FREE!

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LOCAL BUSINESS MARKETING

Greetings!

Throughout every issue of our magazine, our main focus is providing informative articles that can help a local business owner improve or grow their business. In this month's issue, you'll find interesting articles and tips that we hope will resonate with you and that you can apply immediately.

This month, we feature articles on how to motivate potential customers, email engagement, workplace communication tactics, and more.

As always, you'll also find new versions of our popular Infographic, which touches on the topic of social media marketing trends for this month.

If you like the magazine and know other local business owners that could benefit from receiving our magazine each month, please do us (and them) a favor by forwarding a copy to them.

We welcome any comments or questions you might have, as well as the opportunity to explain how we've been able to help businesses just like yours.

Enjoy reading and stay healthy!

Raj Deshpande
CEO
CroydonGate

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Inside This Month's Issue

- 4 Marketing Calendar
- 5 Key Factors that Motivate Customers to Buy Your Products
- 9 Email Engagement: Five Key Metrics Every Small Business Should Monitor Closely
- 14 5 Ways to Improve Workplace Communication
- 18 7 Types of Email Marketing Campaigns That Get Opened
- 22 Fun Facts
- 23 Infographic: Social Media Marketing Trends for 2022

A Little About Us

Local Business Marketing Magazine is proudly provided by CroydonGate.



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

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

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

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

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

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

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- Social Media Marketing
- Branding
- Conversion Optimization



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Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

August

Childrens Eye Health & Safety Month
Black Business Month
Eye Exam Month
Immunization Awareness Month
Traffic Awareness Month
Sandwich Month

1st - World Lung Cancer Day
1st - Girlfriend's Day
1st - Spider-Man Day
3rd - Watermelon Day
4th - Chocolate Chip Cookie Day
4th - Founder's Day
4th - IPA Day
5th - Oyster Day
5th - International Beer Day
7th - Sister's Day
8th - International Cat Day
9th - National Book Lovers Day
10th - S'mores Day

10th - Spoil Your Dog Day
11th - National Son and Daughter Day
13th - International Lefthander's Day
13th - Bowling Day
14th - Financial Awareness Day
15th - Relaxation Day
16th - Roller Coaster Day
18th - Serendipity Day
18th - World Breast Cancer Research Day
19th - World Photo Day
20th - Radio Day
20th - World Honey Bee Day
21st - Senior Citizen's Day
24th - Kobe Bryant Day
24th - Waffle Day
26th - Dog Day
26th - Women's Equality Day
28th - National Bow Tie Day
30th - Beach Day
30th - Frankenstein Day
31st - Eat Outside Day

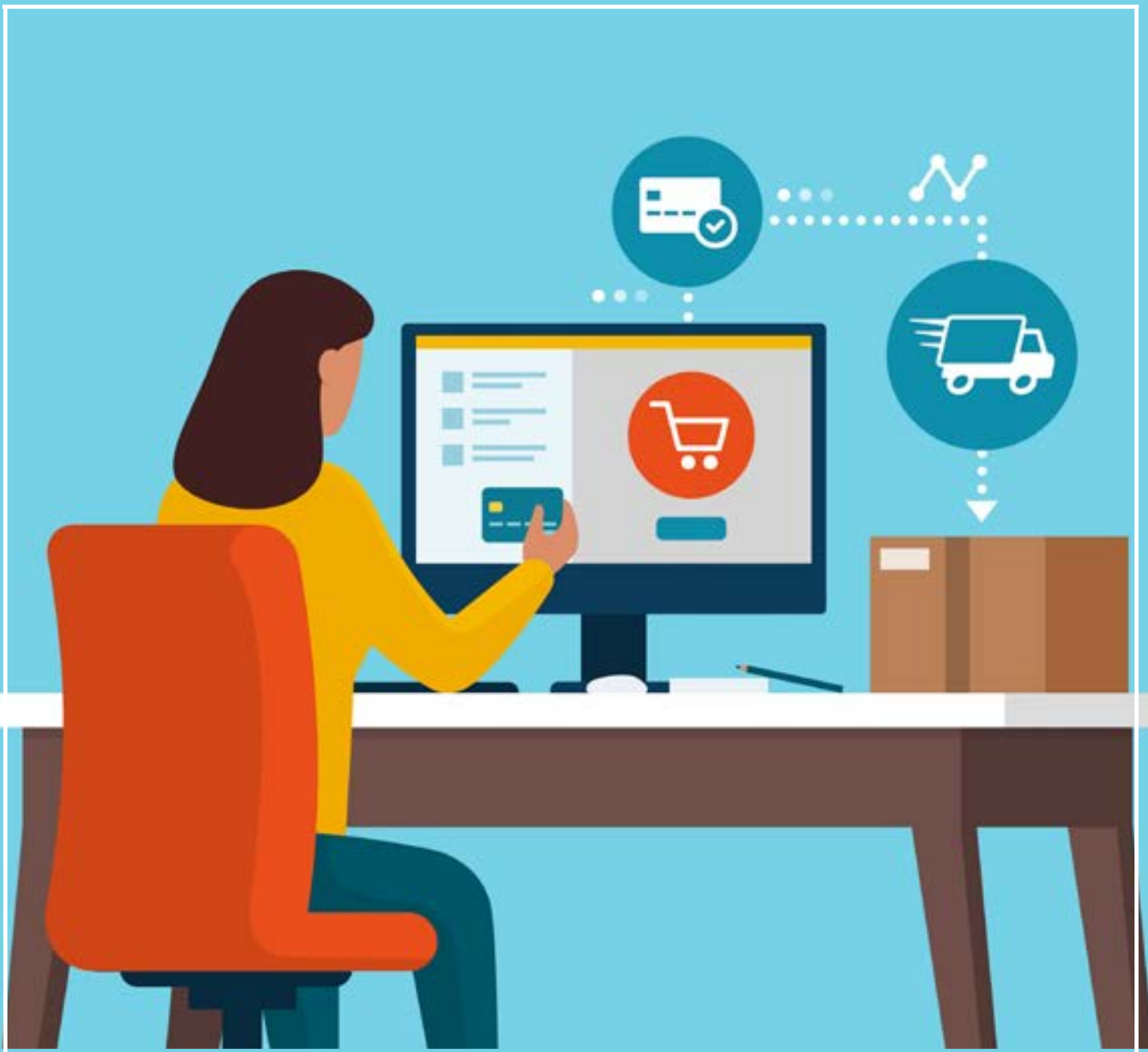
September

National Service Dog Month
Hispanic Heritage Month
Baby Safety Month
Self Improvement Month
Shameless Promotion Month
Blood Cancer Awareness Month
National Organic Month
Suicide Prevention Month

Sep 5 - Labor Day (U.S.)
Sep 11 - Patriot Day (U.S.)

3rd - Bacon Day
3rd - World Beard Day
4th - Wildlife Day
5th - Cheese Pizza Day
7th - Beer Lovers Day
7th - Google's Birthday
10th - World Suicide Prevention Day
11th - Grandparents Day

12th - Video Games Day
12th - Chocolate Milkshake Day
13th - Peanut Day
14th - Eat a Hoagie Day
15th - Double Cheeseburger Day
16th - Guacamole Day
17th - Batman Day
17th - Citizenship Day
17th - Apple Dumpling Day
17th - Cleanup Day
17th - Puppy Mill Awareness Day
17th - Thank a Police Officer Day
18th - Wife Appreciation Day
21st - World's Alzheimer's Day
22nd - Autumnal Equinox
22nd - Ice Cream Cone Day
25th - One Hit Wonder Day
27th - Chocolate Milk Day
27th - Good Neighbor Day
28th - Sons Day
29th - World Heart Day



Key Factors that Motivate Customers to Buy Your Products

Wouldn't you like a glimpse into the minds of your customers and know what they're thinking when they look at your products? The more you know about what motivates your buyer, the more effectively you can create products that speak to them and their needs. It can help with marketing too. For example, if you know your buyer is interested in finding a solution for their problem, you can write an article about how to solve that problem.

Now, let's look at some reasons customers buy your product, so you will know how to market them more effectively.

They like your product

One reason customers buy is simple. They like your product. If the customer has no idea what the product is or why it would be useful, you need to help them understand how it fits into their lifestyle and how it can make their life better.

For example, if your product is an app designed to help people keep track of their finances, show them how much time and money you've personally saved since using it yourself. If your product is a recipe book full of healthy recipes that you've tested yourself, show off pictures of delicious-looking meals while telling people why these meals are so good for them.

It's your job to inspire

potential buyers and show them how they can benefit from your product. Don't talk about features but rather, talk about benefits -- the good things that will happen to them if they use it. Give concrete examples of how their life will change if they invest in your product.

They feel comfortable with your brand

People feel more comfortable buying from a brand they know, like, and trust. When you believe a brand is trustworthy, it's easier to trust them with your hard-earned money. There are many ways to make customers feel comfortable with your brand, but one of the most important is to ensure your website has a friendly tone.

Your website should be welcoming, accessible, and easy to navigate. You want your visitors to find what they need quickly, without having to hunt for it or get frustrated.

Another way to make customers feel comfortable with your brand is by providing them with valuable content. This can include information about your products and services, but also helpful tips and advice related to their industry or life in general. Providing this kind of content helps build trust between you and the customer because they know that you care about their needs.

They feel an emotional connection to your brand or product

Customers are more likely to buy your product or service if they feel an emotional connection to your brand or product. When a customer feels an emotional connection with a company, they're more likely to spend more money and spend it faster. Some of the most popular examples of companies that have created a strong emotional bond with their customers are Apple,

BRANDING



Starbucks, Amazon, and Disney.

How do you create an emotional connection with your customers? Create content that shows them who you are as a company. Make sure everything you post on social media is relevant to your business and makes sense for your audience. Engage with customers and show them there are real humans behind your company. You're not just a logo and a sales spiel.

Your products inspire and speak to them

Share photos with captions or video clips that show off the little details that make your product unique -- the texture of the fabric, or how light reflects off glassware, or even how delicious something looks when it's cooked up in a fancy kitchen. Images convey that message.

When people see photos of your product being used in real life, they'll feel an emotional connection with it. They'll want to buy it because it looks cool and makes them feel good. The same goes for videos showing your product or service

in action. It's a great way to demonstrate what makes it unique, which is important for building trust among potential customers who may not know much about what you have going on behind the scenes.



The product is relevant to your target audience

For a customer to be motivated to buy a product, the product must be relevant to them. If you're selling something that has little to do with your customer's life or situation, they won't care about it. If you have ever tried to sell something irrelevant to the customer's lifestyle, you've probably learned this lesson firsthand.

This can apply at any stage of the sales process, from designing your marketing strategy to closing the sale yourself. You must remember the value your

product provides for your customers. What problem does it solve? Most importantly, does your target audience need it?

There's buzz and social proof

Another reason people buy is the fear of missing out. You'll get more sales if people talk about your brand or product on social media and/or in TV commercials (e.g., reviews/recommendations from influencers). Social proof is a psychological phenomenon that occurs when people are influenced by the opinions and behaviors of others around them. It's a powerful tool to increase sales and improve conversions.

The idea behind social proof is that if you can get people to see what others say about your product or service, they'll be more likely to buy it because they feel part of a larger group. The more people who use or talk about a product, the more likely they are to want it, too. Social proof is especially important for businesses that are new on the scene. If people don't know about your brand, it's hard for them to trust you and

buy from you.



The best way to use social proof in your marketing strategy is by using testimonials from real customers who have purchased your product or service. You can also use customer reviews on Amazon and other online stores, as well as display ratings on Google Plus Local or Yelp pages for restaurants and other small businesses.

Your price is competitive

Your price needs to be competitive with other businesses in your industry or niche. If it's not competitive, customers will go elsewhere to find what they need from another source. If your pricing isn't competitive, then no matter how much

education, promotion, or advertising you do, it won't matter because no one will buy from you if it's too expensive for them.

But if your prices are competitive and affordable for most people who want what you sell, there is a stronger chance that people will buy from you than someone else with higher-priced options available.

If you offer a similar product as your competitor but charge more, you can make your offer more attractive by adding something else of value, for example, training, a warranty, or free instructional materials and videos on how to get the most out of the product. The increased value you offer makes the product more appealing.

It's important to understand customer motivation, so you can relate to them on their terms and make your products or services appeal to them. If you know what motivates buyers, you can build a marketing strategy around it and better meet their needs.

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Email Engagement: Five Key Metrics Every Small Business Should Monitor Closely

For any small business, email marketing is still one of the best ways to build long-term customer relationships and accelerate growth. Unfortunately, many small businesses don't pay enough attention to email engagement metrics, which ultimately undermines results.

Keeping track of engagement metrics is key to understanding what works for your specific audience. Every business has ever-changing marketing goals but monitoring a few core metrics will help you develop more effective email campaigns going forward.

This guide looks at the importance of tracking engagement data, describes which key metrics you should be paying attention to and how they're calculated, and offers various tips on how to improve each metric to boost email marketing results.

The Importance of Tracking Email Engagement Metrics

Put simply, email engagement metrics tell you how people interact with your emails. Are your subscribers opening your emails? Are they clicking on the links? Do your emails even reach recipients' inboxes? If you don't have an accurate picture of how emails are performing, you may miss crucial opportunities to engage prospects.

Essentially, when you track engagement metrics, you get to know your audience better. You'll discover what different segments of your audience prefer, uncover the best delivery times, and be in a stronger position to build on what works. You can also avoid wasting time and money on leads that aren't really interested in your business.

Keeping an eye on the data also enables you to measure your progress over time. You'll have a set of benchmarks to measure the effectiveness of each email campaign, meaning you can make more informed decisions to optimize results in the future.

Email Engagement: The Top Five Metrics to Track

As a general rule for small businesses using email marketing, here are the five most reliable and useful email engagement metrics to monitor closely:

1. Open Rate

The simplest definition of open rate is the percentage of recipients that open an email out of the total number of emails sent. For example, if you send 1,000 emails and 200 subscribers open the email, the open rate would be 20 percent. For a more accurate measurement, you should take away the number of emails that bounce from the total number of emails sent. Bear in mind that the open rate is calculated based on unique opens; it doesn't count multiple opens from a single subscriber.

Open rates tell you if your subscribers are actually interested in your email

content, how effective your subject lines are, and how relevant your content is for different audience segments. According to data published in February 2022, the average email open rate across all industries was 16.97 percent.

Tips to improve your email open rates:

- Segment your contact list in order to send more relevant content to each group.
- Write shorter, more compelling subject lines. About 41 characters or seven words is ideal.
- Test different send times. Experiment with different days of the week and times of the day.
- Direct subscribers to an email preference center page, where they can choose which types of email they want, and their preferred email



frequency.

- Ensure your offers are compelling and competitive.

2. Bounce Rate

The bounce rate refers to the percentage of emails sent that fail to reach recipients. It's calculated by dividing the number of bounced emails by the number of emails delivered and multiplying it by 100.

There are two types of bounces:

- Soft bounce. This refers to an email that couldn't be delivered due to potentially temporary issues. For example, the email was too large, the recipient's inbox was full, or the recipient's email server was down or offline.
- Hard bounce. This refers to an email that couldn't be delivered due to potentially permanent issues. For example, the email address no longer exists, or the email address contains a typo.

A bounce rate of two percent or lower is generally accepted as a

good value. By reducing your bounce rates, more of your emails will go where they need to.

Tips to reduce your email bounce rates:

- Remove all of the email addresses that hard bounce from your list.
- Get subscribers to double opt into your list. This is when you ask users to confirm their subscription after they opt in.
- Let subscribers choose the types of email they receive.
- Avoid sending emails that look like spam.
- Verify your email address through your email provider.
- Ask inactive subscribers if they still want to receive your emails.
- Don't send emails from a free platform such as Gmail or Yahoo.
- Regularly and consistently send emails to your subscribers.

3. Click-Through Rate

The click-through rate measures the percentage of people who clicked

a link within an email. Basically, it's calculated by dividing the number of clicks on a link in an email by the number of emails delivered and multiplying it by 100. For example, if the total number of clicks is 80 for 1000 emails delivered, then the click-through rate would be eight percent.

The click-through rate reveals whether or not subscribers are interested in your content and offers. It's also closely linked to conversion rate, which makes this metric an important one to watch.

According to recent research, the average email click-through rate across all industries is 2.69 percent. If your email click-through rate is at least this high, you're on the right track.

Tips to improve your click-through rates:

- Try using just one call to action per email.
- Improve your call-to-action buttons with more compelling copy and better design.
- Offer strong incentives to capture the attention of subscribers.

- Make sure your subject lines accurately reflect the email content.
- Send relevant content to the right people at the right time.
- A/B test your emails.
- Subscribers are no longer interested in your brand.
- Your subject lines are misleading.
- You're using spam trigger words in subject lines.

4. Spam Rate

The spam rate, or spam report rate, is the percentage of delivered emails that are reported as spam by the recipient. It's calculated by dividing the number of users who marked your email as spam by the total number of emails delivered and multiplying it by 100. For instance, if you send 1,000 emails and three people mark it as spam, the spam rate would be 0.3 percent.

An acceptable spam report rate is around 0.1 percent. A high spam rate can damage your sender's reputation and reduce deliverability rates, so if your spam rate is higher than 0.1 percent, you should look at the way you're collecting data and the content you're sending. High spam rates can indicate a number of potential issues:

- Your leads don't find value in your email content.

Tips to improve your spam report rates:

- Don't send promotional emails without getting permission first, even if a recipient is already your customer.
- Use double opt-ins from the outset.
- Avoid spam trigger words.
- Include your physical address in emails.
- Include a clear unsubscribe link.
- Don't send too many emails.
- Ask subscribers to whitelist your emails. This means simply asking people to tell their email service providers that you're not spam.

5. Conversion Rate

The conversion rate refers to the percentage of people who click on a link

in an email and then take a specific action, such as using a discount code on your website, writing a review, or downloading an eBook. It's calculated by dividing the number of recipients that complete a desired action by the number of emails delivered and multiplying it by 100. For example, if you send 1,000 emails encouraging recipients to make a purchase on your sales page and 40 recipients complete a purchase, the conversion rate would be four percent.

Conversion goals differ depending on the type of business you run and your specific marketing goals but tracking conversion rates will help you set benchmarks for improvement.

In general, a "good" conversion rate is somewhere between two and five percent, but it depends on your industry and the type of email you send. For example, abandoned cart emails typically achieve higher conversion rates. The best course of action is to use your current conversion rates as a benchmark and continually aim to make them higher.

Tips to improve your email conversion rates:

- Use more dynamic language in call-to-action links.
- Explain the benefits of taking action in the copy around a call to action.
- Include customer testimonials and reviews.
- Test different offers on different segments of your list.
- Use one clear call to action per email.
- Keep it brief. Use

short sentences and paragraphs to make emails easier to scan.

Regardless of your business's size and industry, email marketing continues to be one of the best ways to contact and engage your target audience. By tracking the engagement metrics outlined in this guide, you can gain valuable insights into what your audience is interested in, allowing you to make any necessary changes to boost engagement.

Comparing your data with the benchmarks

and industry averages referenced here is a great place to start, but it only tells a part of the story. What qualifies as success will vary depending on your business's unique goals, the types of emails you send, and various factors including email send times.

However, by testing different types of emails, looking at your own data, and measuring email performance over time, you can find ways to improve your metrics and ultimately achieve more of your business goals.

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- Letterheads
- Mini Menus
- Notepads
- Postcards
- Posters
- Rack Cards
- Rip Cards
- Roll Labels
- Rolodex Cards
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5 Ways to Improve Workplace Communication



Workplace communication is crucial to the success of any company or organization. Research shows that companies who emphasize communication and have programs that foster it are 3.5 times more likely to compete favorably against competitors. Employees need to know what's happening in their company, and business owners need to keep employees informed about what's happening and what's on the horizon.

Why is it so important to prioritize good communication? Communication helps people feel valued. When you communicate with your employees, they know that you care about them and that they are part of something bigger than themselves. This can motivate them to do their best work and give them a sense of purpose in the organization.

Here are more reasons why workplace communication is so important:

- It keeps employees informed about changes that affect them or their



work.

- It lets employees know if there are problems they might help with.
- It makes it easier for workers to talk about their ideas and suggestions.
- It helps improve employee morale by making them feel included in the company's activities and plans.
- It reduces the risk of misunderstandings between managers and employees.

Good communication also creates a sense of belonging among employees. When people feel like they're part of something bigger than themselves, they're more motivated to put their best foot forward.

Everyone wants to feel important and part of the team! If you have happy employees who feel valued and appreciated, they'll go above and beyond for the company. But what steps can your team take to improve communication in the workplace?

Create a Culture of Communication

The first step in improving workplace communication is to create a culture of communication -- one that encourages open dialogue among employees. A culture that emphasizes communication creates an environment where employees feel comfortable talking about their concerns and ideas for improvement. The best way to do this is by setting a good example and being an open communicator yourself.

Encourage open dialogue. Give employees the opportunity to speak up when they have something important on their minds -- whether it's related to work or not. For example, if someone has an idea for improving efficiency in

the office kitchen, invite them to share it with the team during an upcoming meeting. This gives others the opportunity to weigh in on the idea, as well as identify other potential improvements they may have overlooked because they were focused on other things.

Make Communication a Priority

To improve workplace communication, make it a priority. It's easy for managers to get distracted by tasks and forget to ensure employees have the information they need to do their jobs well. Make it a habit to check regularly with staff to see if there are questions or concerns that need attention. You can also encourage team members to ask questions if they don't feel comfortable approaching you directly. Create an anonymous suggestion box or virtual help desk where employees can anonymously submit their questions. Give employees multiple ways to share their concerns.

Be a Better Listener

Communication involves more than speaking. It's



easy to talk more than you listen, but if you want to be heard, learn how to truly listen. Look people in the eye when they're talking and ask questions so they know their message is getting through. Use body language that shows you're engaged. Don't turn your body away or work on other things when someone speaks.

Listen before speaking up. Be sure not to interrupt others' points or cut them off when they're explaining their ideas or experiences. Even if it seems they've misinterpreted something or are off topic, let them finish before responding with questions or comments of your own. If someone stops talking while you're still thinking about what you want to say next, give them time to finish before saying

anything yourself.

Listening is an important part of any conversation, whether it's a one-on-one meeting or a large group meeting. Buff up on your listening skills!

Be Clear About What You Want from People

Make sure everyone has access to the same information. Have a place where your team stores all information, such as an intranet site or shared drive folder. This will help avoid confusion about who does what and when it's due. People should know what you expect from them and how they can achieve it.

Hold regular meetings with your staff members, so they can update you on their progress and ask

questions about anything related to their jobs. This will keep them focused and engaged in their work and help them develop good habits that will make them more productive in the long run.

Let each employee know where they fit into the bigger picture, not only from a strategic perspective but also from a tactical standpoint (e.g., how their individual efforts directly contribute to organizational goals). They'll work harder if they know how what they do affects the organization as a whole.

Make Sure Employees Understand "Why"

Employees need context for their work activities, so they can see how what they do affects

the company's bottom line. If not, they won't be motivated to perform well and may even cause problems by doing things that don't align with the organization's broader objectives. Why is the task they're doing so important? Convey this to them!

The best way to do this is to ensure that everyone understands the "why" behind what they do. They need to know how their actions are tied to the company's mission, vision, and values. This is especially true when it comes to employee training and onboarding. You want new hires to understand why they're being asked to do certain things -- even if those things are difficult or unpleasant.

Once employees understand the bigger picture, they can better navigate their roles and responsibilities within it. This will help them feel more fulfilled emotionally and more engaged with their work physically (e.g., they will be less likely to check Facebook while they should focus on their tasks).

Communication is an essential part of any workplace. It helps employees share ideas and thoughts, which ultimately leads to better collaboration and productivity. With an effective workplace communication strategy, people can improve their relationships, lead by example, and leave the workplace happier, healthier, and more satisfied.

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EMAIL MARKETING

7 Types of Email Marketing Campaigns That Get Opened

Ready to shake up your email marketing, boost your open rates, and get more conversions?

Email marketing is an essential part of any digital marketing strategy. In fact, email is the most popular form of content marketing for businesses, ahead of social media, blog posts, videos, and more, offering some of the highest returns on investment. But email marketing is only effective when done right. It's not as simple as just firing off an email to your subscribers. In order to get those essential opens and clicks, you need to find out which types of campaigns will give you the highest returns.

Here are seven of the most successful types of email campaigns for businesses, with some tips and tricks on how to create a campaign that blows your old open rates out of the water.

1. Announcement Campaigns

Announcement campaigns share news or updates with your subscribers. This could be anything from a new product launch to a change in your company's policies, a new team

member, or a revamped website. However, the key to the success of an announcement campaign is to keep it relevant. Why is your new product or redesigned website good for your subscribers? Will it save them time or money? Is it more convenient, or easier to use? Make sure that you're letting your subscribers know not only what your announcement is, but why they should care.

Whatever the announcement, be sure to keep your email concise and clear. Include a call to action so that your subscribers know what to do next, whether it's visiting your website or calling your business.

2. Contest or Giveaway Campaigns

Who doesn't love a freebie? Running a contest or giveaway is an excellent way to engage your audience, get some all-important open rates, and boost brand awareness.

Contest and giveaway email campaigns are 5% more likely to be opened than other campaigns, and have a 3% higher conversion rate.

To run a successful contest or giveaway campaign,

be sure to promote it heavily on social media and other channels. Make sure it's easy to enter, with a clear call to action and a prize that is relevant to your target audience. Don't skimp on the prize; it needs to be desirable enough to tempt as many people into signing up for your campaign as possible.

The real point of a contest or giveaway campaign is to get more subscribers and sign-ups to your email campaigns, which is why promoting it on cross channels is so important. While people will sign up for the prize, they will stay for your emails, so make sure your next email is a good one.

3. Educational Campaigns

Educational campaigns show your subscribers that you're an expert in your field, giving you the credibility many would-be customers are looking for before making a purchase.

These types of emails can be anything, so long as it's educational and useful, from a tips and tricks guide to an instructional video. Whatever the format, be sure to keep your content informative, helpful, and



most of all, relevant to your subscribers. Don't be afraid to give away a few pieces of information you might usually charge for. If your subscribers actually get some value out of your tips or advice, they're more likely to come back for more. You should also include a call to action so that your subscribers can learn more about your products or services.

4. Discount or Sale Campaigns

Discount and sale campaigns are one of the most effective ways to drive conversions and boost sales, particularly if they're only available for a limited time. Everyone loves a bargain, so sales campaigns often see relatively high open rates. However, you can boost

that open rate even more by emphasizing that subscribers will miss out if they don't act quickly.

Be sure to offer a compelling discount and use an attention-grabbing subject line drawing attention to it. When it comes to discounts, numbers will get more clicks. Try advertising that your sale is 10% off, or that you're offering a 25% discount for a limited time. In fact, subject lines with numbers are 57% more likely to be opened.

Don't forget to include a clear call to action so that your subscribers know how to take advantage of the offer.

5. Customer Satisfaction Survey Campaigns

People love to give

their opinion, and your subscribers are no different.

Customer satisfaction surveys allow you to collect feedback about your products or services, while also encouraging customer engagement. They can also help you identify areas of improvement for your business.

One simple way to run customer satisfaction survey campaigns is to create an automated trigger in your email software or platform, which will send out a pre-built email after a customer has been in touch with you or made a purchase. By automating the process, you can save yourself time and make sure the email is sent right

away, when your customer is more likely to see it. To run a successful survey campaign, keep your questions concise and relevant. You should also offer an incentive for taking the survey, such as a discount or entry into a contest.

6. Reactivation Campaigns

Reactivation campaigns are a great way to engage subscribers who haven't interacted with your emails in a while. It can also be a good way to weed out subscribers whose email addresses are out of date, clean up your subscriber list, and make sure you don't inadvertently trigger any spam filters with your following campaigns.

To run a successful reactivation campaign,

segment your list so that you're only targeting inactive subscribers. You should also include a call to action to encourage your subscribers to update their preferences or unsubscribe from your list.

7. Engagement Campaigns

Engagement campaigns encourage your subscribers to interact with your brand and boost interactions and followers elsewhere. An engagement campaign's purpose is just that: engagement.

This engagement could be anything, from sharing a post on social media to following your brand's Twitter, Instagram, or LinkedIn to leaving a review on your website.

To make sure your engagement campaign

is successful, offer an incentive for taking the desired action, like a discount or entry in a prize draw. You should also make it easy for your subscribers to take whatever action you're asking of them, with a clear call to action and link.

Email marketing is a powerful tool that can help you achieve your business goals. But before you start running campaigns, it's important to choose the right type of email for your needs.

By understanding the different types of email campaigns, you can create a strategy that's tailored to your business and your audience. With these tips in mind, you can be sure to run successful campaigns that achieve your desired results.



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FUN FACTS

August was named in honor of Augustus Caesar. It has 31 days because Augustus wanted as many days as Julius Caesar's month of July had. They took that extra day from February.

Fans of Elvis Presley mourn each Aug. 16th, the day the famed singer died in 1977

August Milestones:

- August 1st, 1981 - MTV network debuted on cable television, actually playing music videos 24 hours a day. The Buggles' "Video Killed the Radio Star" was the first video shown
- August 5th, 1957 - American Bandstand debuted on the ABC television network, with host Dick Clark.
- August 6th, 2012 - NASA's Curiosity rover landed on the surface of Mars
- August 12th, 1981 - The IBM Personal Computer was released.
- August 16th, 1954 - The first issue of Sports Illustrated was published
- August 21st, 1911 - The Mona Lisa was stolen by a Louvre employee, Vincenzo Peruggia. It was returned in 1913
- August 30th, 1984 - The Space Shuttle Discovery took off on its maiden voyage

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Social Media Marketing Trends for 2022



There were **1.96 billion** daily users as of Q1 2022

Facebook Ads are used by **70%** of marketers with **10 million** active advertisers

Ranked #1 in social media investment, high quality leads, & ROI for paid ads



100 million users launch or watch live videos on Instagram daily

90% of people on Instagram follow a business with **73%** of marketers preferring influential marketing on Instagram

83% of users use the platform to discover new products & services with **87%** taking action to purchase



79% of marketers will continue to invest in Twitter spaces in 2022

Tweets with hashtags get **100%** more engagement

93% of Twitter community members are open to brands getting involved in conversation



82% of B2B marketers find the greatest success on LinkedIn

LinkedIn's advertising reach has **grown 8.8%** just this past year

Almost **46%** of social media traffic to a company's website comes from LinkedIn



2 out of 3 users are likely to buy something on TikTok

12% of marketers say they work with influencers the most on TikTok

61% of marketers plan to increase their investment with TikTok in 2022



42.5% of marketers use YouTube for influencer marketing

YouTube generates over **1.7 billion** monthly visitors

44% of marketers plan to leverage YouTube for the first time in 2022

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- ✓ WEBSITE MANAGEMENT
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- ✓ ONLINE MARKETING
- ✓ VIDEO MARKETING
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