

# M LOCAL BUSINESS MARKETING

*The Marketing Guide for Local Business Owners*

**December 2023**

## **The Importance of Evaluating Your Marketing Plan Each Year**

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*Why Every  
Small  
Business  
Needs a  
Website*

*7 Compelling  
Reasons to  
Partner with a  
Google AdWords  
Agency*

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*How to  
Successfully  
Use TikTok to  
Market Your  
Local Business*



**Infographic:**  
The Most Popular  
Promotional  
Products of 2023

**FREE!**

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Happy Holidays!

Here we are in December once again. Another year is almost put to rest. Hopefully you've already been thinking about 2024 and how you're going to grow your business. What are your goals for the coming year? How did you do with your goals for this year?

This month's articles and infographic cover many topics that we hope will be relevant to your business, including the importance of evaluating your marketing plan each year! These tidbits will hopefully help you as you plan and execute your plans for the coming year.

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.

Have a topic that you'd like to see us cover? We welcome any suggestions, comments or questions you might have.

Wishing you all a happy holiday and prosperous new year!

Raj Deshpande  
CEO  
CroydonGate

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# A Little About Us

Local Business Marketing Magazine is proudly provided by CroydonGate.



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

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

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

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

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

- Mobile Marketing
- Web Services
- Reputation Management
- Promotional Items
- Online Marketing
- Social Media Marketing
- Branding
- Conversion Optimization



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# Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

## December

International AIDS Awareness Month  
Impaired Driving Prevention Month  
Cat Lovers' Month  
Human Rights Month  
Worldwide Food Service Safety Month  
Made in America Month

December 7th to 15th - Hanukkah  
December 24th - Christmas Eve  
December 25th - Christmas  
December 26th to January 1st - Kwanzaa

1st - World AIDS Day  
1st - Christmas Lights Day  
2nd - Candle Day  
2nd - Mutt Day  
3rd - International Day of Persons With Disabilities  
4th - Wildlife Conservation Day  
4th - Cookie Day  
5th - International Volunteer Day  
8th - Brownie Day

9th - Pastry Day  
9th - Christmas Card Day  
10th - Lager Day  
11th - App Day  
12th - Universal Health Coverage Day  
12th - Gingerbread House Day  
13th - Cocoa Day  
14th - Free Shipping Day  
15th - Ugly Sweater Day  
15th - Cupcake Day  
16th - Chocolate Covered Anything Day  
17th - Maple Syrup Day  
17th - Wright Brothers Day  
18th - Answer The Phone Like Buddy The Elf Day  
21st - Crossword Puzzle Day  
21st - Winter Solstice  
26th - Day of Goodwill  
27th - Fruitcake Day  
28th - Chocolate Candy Day  
31st - New Year's Eve

## January

National Blood Donor Month  
Poverty Awareness Month  
Eye Care Month  
Birth Defections Prevention Month  
Family Fit Lifestyle Month  
Financial Wellness Month

January 1st - New Year's Day  
January 15th - Martin Luther King Jr. Day

1st - Polar Bear Plunge Day  
2nd - Science Fiction Day  
4th - Spaghetti Day  
4th - Trivia Day  
6th - Bean Day  
8th - Bubble Bath Day  
9th - Law Enforcement Appreciation Day  
11th - Milk Day  
13th - Gluten Free Day  
14th - Dress Up Your Pet Day  
14th - World Logic Day

15th - Hat Day  
15th - Bagel Day  
16th - Hot & Spicy Food Day  
18th - Winnie the Pooh Day  
19th - Popcorn Day  
20th - Cheese Lover's Day  
20th - Take a Walk Outdoors Day  
21st - National Hugging Day  
23rd - Pie Day  
24th - Compliment Day  
24th - Peanut Butter Day  
25th - Opposite Day  
26th - Spouse's Day  
27th - Chocolate Cake Day  
27th - Holocaust Remembrance Day  
28th - Lego Day  
29th - National Puzzle Day  
30th - Croissant Day  
31st - Backward Day  
31st - Hot Chocolate Day



## The Importance of Evaluating Your Marketing Plan Each Year

In the dynamic world of marketing, the only constant is change. Consumer behaviors, market trends, and technological advancements evolve at a rapid pace. As a marketing manager responsible for creating websites and social media content for small to medium-sized businesses, you understand that success hinges on adaptability and strategic planning.

One key aspect of this planning is the annual evaluation of your marketing plan. In this article, we will delve into why assessing your marketing strategy each year is not just a good practice but a crucial one for sustaining and growing your business.



are generating the best results. This knowledge allows you to reallocate resources to the most profitable areas, optimizing your marketing budget.

### **Adapting to Shifting Landscapes**

The marketing landscape is like a constantly shifting sand dune. What worked last year may not yield the same results this year. Consumer preferences change, new competitors emerge, and technologies evolve. By regularly evaluating your marketing plan, you ensure that your strategies remain aligned with the current landscape.

### **Maximizing Return on Investment (ROI)**

Every marketing dollar spent should yield a return on investment. By evaluating your marketing plan annually, you can identify which channels and campaigns

### **Staying Competitive**

Your competitors are not standing still. To stay competitive in your industry, you must continually assess your marketing efforts.

Are your competitors adopting new strategies or technologies? Are they gaining a foothold in untapped markets?

Regular evaluations enable you to spot these trends and make necessary adjustments to stay ahead of the curve.

### **Adopting Emerging Trends**

Marketing is an ever-

evolving field, with new trends and techniques emerging regularly. From social media algorithms to search engine optimization (SEO) practices, staying up-to-date is essential. By evaluating your marketing plan annually, you can identify opportunities to incorporate emerging trends that can give you a competitive edge.



### **Enhancing Target Audience Insights**

Consumer behaviors and preferences can change over time. An annual evaluation of your marketing plan allows you to update and refine your understanding of

your target audience. Who are your ideal customers today? What challenges and desires do they have? How can your marketing messages better resonate with them? These insights are invaluable for crafting more effective campaigns.

achievements. They also help you set realistic, data-driven goals for the upcoming year.



## Spotting Inefficiencies

Marketing plans can sometimes accumulate inefficiencies over time. Perhaps you're investing resources in channels or campaigns that aren't yielding results, or your messaging has become outdated. Regular evaluations enable you to spot these inefficiencies and make necessary improvements.

In the ever-evolving world of marketing, the importance of evaluating your marketing plan each year cannot be overstated. It allows you to adapt to shifting landscapes, maximize ROI, stay competitive, adopt emerging trends, enhance target audience insights, measure progress, spot inefficiencies, and ensure brand consistency.

## Ensuring Consistency and Brand Integrity

Consistency is key in building a strong brand presence. Regular evaluations of your marketing plan help ensure that your messaging, visuals, and tone remain consistent across all channels. This consistency reinforces your brand identity in the minds of consumers.

By making this annual assessment a fundamental part of your marketing strategy, you position your business for sustained growth and success. So, embrace the practice of evaluating your marketing plan, and watch your strategies evolve in harmony with the dynamic marketing world.



## Measuring Progress and Setting Goals

Without regular evaluations, it's challenging to measure progress and set achievable goals. Annual assessments provide a clear benchmark against which you can measure your marketing

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## Why Every Small Business Needs a Website

In today's digitally driven world, the internet serves as the lifeblood of businesses, connecting them with potential customers on a global scale. Small businesses, in particular, have much to gain from establishing a strong online presence. In this article, we'll explore the compelling reasons why every small business needs a website.

From expanding reach and enhancing credibility to leveraging e-commerce opportunities, we'll delve into the myriad benefits that await those who embrace the digital frontier.

## **Expanding Your Reach**

Imagine your small business as a storefront on a quiet street. Without a website, it's like having your doors closed to the vast majority of potential customers who are browsing the internet. A website extends your reach beyond physical boundaries, allowing you to connect with potential customers from different cities, states, or even countries. It's your virtual storefront that's open 24/7, welcoming visitors from around the world.

## **Building Credibility and Trust**

In today's consumer landscape, a website is synonymous with credibility. When customers search for products or services, they often turn to the web to validate a business's legitimacy.

A professionally designed website with relevant content reassures potential customers that your business is trustworthy and committed to providing value.

## **Showcasing Your Expertise**

Your website is a canvas on which you can showcase your expertise. Through blog posts, articles, case studies, and testimonials, you can demonstrate your industry knowledge and authority. This not only builds trust but also positions your small business as a go-to source for information in your niche.

## **Engaging with Customers**

Websites offer an interactive platform to engage with your customers. You can provide contact forms, chat support, and email subscriptions, enabling direct communication with your audience. This engagement fosters a sense of community

and loyalty among your customers.

## **Reaching Mobile Audiences**

With the increasing use of smartphones, having a mobile-friendly website is crucial. More than half of all website searches are performed on a mobile device. A responsive website design ensures that your content is accessible and visually appealing on various devices. By catering to mobile users, you tap into a massive audience that prefers to browse and shop on their phones.

## **Harnessing E-Commerce Opportunities**

E-commerce has transformed the way businesses operate. With an e-commerce-enabled website, you can sell products or services online, opening up a new revenue stream.







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## 7 Compelling Reasons to Partner with a Google AdWords Agency

In today's digital age, advertising on Google is a common strategy for businesses looking to reach their target audience online. However, managing Google AdWords campaigns effectively requires a high level of expertise and ongoing effort. This is where Google AdWords agencies come into play.

They bring a wealth of knowledge and experience to the table, making them valuable partners

for businesses seeking to optimize their online advertising efforts. In this article, we will explore seven compelling reasons why you should consider hiring a Google AdWords agency for your marketing needs.

### **1. Expertise and Specialization**

Google AdWords is a complex platform with numerous features and settings. Google AdWords agencies are specialists in

navigating this intricate landscape. They have a deep understanding of how to create and manage campaigns that drive results. Their expertise ensures that your advertising dollars are invested wisely.

### **2. Stay Ahead of the Competition**

In the highly competitive world of online advertising, staying ahead of your competitors is crucial. Google AdWords agencies

are well-versed in industry trends and can help you develop strategies that give you a competitive edge. They keep a close eye on what's working and what's not, adjusting your campaigns accordingly.

### **3. Cost-Efficiency**

Managing Google AdWords campaigns on your own can be a daunting task, leading to potential wastage of your budget. Google AdWords agencies can optimize your campaigns to ensure you get the most out of your advertising spend. They focus on improving your quality score, reducing your cost per click, and maximizing your return on investment.

### **4. Targeted Advertising**

One of the strengths of Google AdWords is its ability to target specific demographics, locations, and keywords. Google AdWords agencies excel in crafting targeted campaigns that reach your ideal audience. They conduct thorough keyword research and develop ad copy that resonates with your potential customers.

### **5. Ad Copy and Design Expertise**

Creating compelling ad copy and eye-catching visuals is crucial for attracting clicks and conversions. Google AdWords agencies have experienced copywriters and designers who know how to create ads that engage and persuade your audience.

### **6. Continuous Monitoring and Optimization**

The digital advertising landscape is constantly changing. Google AdWords agencies continuously monitor your campaigns, making real-time adjustments to ensure optimal performance. They tweak keywords, bids, and ad creatives to maximize your results.

### **7. Detailed Reporting and Transparency**

Google AdWords agencies provide detailed reports that offer transparency into your campaign's performance. You'll receive



insights into click-through rates, conversion rates, ad spend, and more. This data-driven approach allows you to make informed decisions about your advertising strategy.

Partnering with a Google AdWords agency can be a game-changer for your online advertising efforts. They bring expertise, specialization, and a competitive edge to your campaigns. Additionally, they ensure cost-efficiency, targeted advertising, exceptional ad copy, continuous optimization, and transparent reporting.

By enlisting the help of a Google AdWords agency, you not only save time but also maximize the effectiveness of your advertising budget. So, consider the numerous benefits of teaming up with a Google AdWords agency and watch your online advertising soar to new heights.

# How to Successfully Use TikTok to Market Your Local Business

In the ever-evolving landscape of digital marketing, staying ahead of the curve is essential for small to medium-sized businesses. With its explosive growth and immense user base, TikTok has emerged as a powerful platform for reaching a wide audience. In this article, we will explore how to effectively utilize TikTok to market your local business. From creating engaging content to leveraging trending challenges, we'll provide you with a comprehensive guide to making the most of this dynamic platform.

## Understanding the TikTok Landscape

Before diving into TikTok marketing, it's crucial to grasp the platform's unique nature. TikTok is all about short-form video content, typically lasting between 15 to 60 seconds. Its user base primarily consists of young, creative individuals seeking entertaining and authentic content. To succeed on TikTok, you must align your marketing strategy with these characteristics.

## Creating Compelling Content

The heart of TikTok marketing lies in creating compelling content that resonates with your target audience. Start by identifying your brand's unique voice and style. Do you want to be humorous, informative, or inspirational? Tailor your content to reflect your brand's personality.

Engage viewers with attention-grabbing visuals, catchy music, and relatable themes. Utilize storytelling techniques to make your

content more engaging. Share behind-the-scenes glimpses of your local business to humanize your brand and build a stronger connection with your audience.



## Leveraging Trending Challenges

One of TikTok's defining features is its wide array of challenges and trends. These challenges provide an excellent opportunity to showcase your creativity and connect with a broader audience. Keep an eye on trending hashtags and challenges related to your niche or industry. Participate in these challenges with content that aligns with your brand message.

## Building a Community

TikTok is not just a platform for broadcasting;

it's a place to build a community. Interact with your followers by responding to comments, asking questions, and conducting live Q&A sessions. Encourage user-generated content by creating challenges that involve your audience. When you make your followers feel like a part of your brand's story, they become more loyal and engaged.

## Optimizing Your Profile

Your TikTok profile serves as the face of your local business on the platform. Ensure that your profile picture and bio represent your brand accurately. Include a link to your website or contact information to make it easy for interested viewers to connect with your business outside of TikTok.

## Consistency is Key

Consistency is crucial in maintaining an active presence on TikTok. Develop a content schedule that works for your business and stick to it. Regular posting keeps your audience engaged



and helps you stay relevant in their feeds.

### Analyzing Performance

TikTok offers robust analytics tools that allow you to track the performance of your content. Pay attention to metrics like views, likes, shares, and comments. Analyze which types of content resonate the most with your audience and adjust your strategy accordingly.

### Collaborate with Influencers

Partnering with TikTok

influencers can be a game-changer for your local business. Identify influencers in your niche who align with your brand values and collaborate with them to reach their dedicated followers. Influencers can provide authentic endorsements that can significantly boost your visibility.

In the fast-paced world of digital marketing, TikTok has emerged as a valuable platform for local businesses looking to connect with a wider audience. To succeed, you must create engaging content that aligns with

your brand, leverage trending challenges, build a community, optimize your profile, maintain consistency, analyze performance, and consider collaborations with influencers.

By following these strategies, your local business can tap into the immense potential of TikTok and stay ahead in the competitive marketing landscape. So, take the plunge into TikTok marketing and watch your business thrive in the world of short-form video content.



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# FUN FACTS

December was originally the 10th month of the Roman calendar until 153 BC. December comes from the Latin work decem, meaning “ten.” December originally had just 30 days according to the ancient Roman calendar. When the calendar was changed for the Julian calendar, December gained a day, making it the seventh and last month in the year with 31 days.

## December Milestones:

- Dec. 1, 1885 - Invented by Charles Alderton, Dr Pepper was first served at the W.B. Morrison & Co. Old Corner Drug Store in Waco, Texas
- Dec. 5th, 1901 - A little magic came into the world along with the birth of Walt Disney. Disney released his first cartoon, featuring Mickey Mouse, called Steamboat Willie at the age of 27.
- Dec. 17th, 1843 - A Christmas Carol by Charles Dickens was published
- Dec. 19th 1917 - The first NHL Game took place with the Montreal Canadians playing against the Ottawa Senators
- Dec. 24th, 1814 - The frist performance of Silent Night took place in the church of St. Nikolaus in Oberndorf, Austria
- Dec. 31st, 1907 - The first New Year’s Eve celebration was held in Times Square (then known as Longacre Square) in Manhattan

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# The Most Popular Promotional Products of 2023



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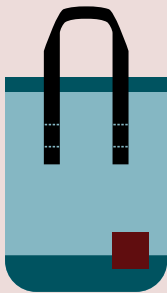
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Drawstring Bags



Lanyards



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Chip Clips



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