

LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

February 2020

10 Ways to Get More Subscribers to Your Mailing List

**How to Easily Tap
into the Military and
Veteran Market**

**Three
Basic Tips
for Email
Marketing**



How to Attract Paying Customers Using Lead Magnets

**Smarter Ways to
Use Social Media
to Market Your
Small Business**

**7 Results-
Driven Content
Marketing
Ideas Most
Businesses
Aren't Using**

**Infographic:
Today's Mobile
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Greetings!

Thank you for taking a few minutes to read through this month's issue. Our hope is that the information you find in our magazine will help you achieve (and exceed) all of your goals.

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

In this issue, you'll find another variety of articles covering many topics that are important to business owners. We hope you enjoy the articles on E-Mail Marketing, Social Media and other topics.

If you're not already receiving this magazine regularly, we suggest you add your email to our subscriber list. We have some exciting articles already in the works for the upcoming issues. Don't miss out!

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

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

Raj Deshpande
CEO
CroydonGate.

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A Little About Us

Local Business Marketing Magazine is proudly provided by CroydonGate.



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

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

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

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

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

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

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- Online Marketing
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- Branding
- Conversion Optimization



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Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

February

Black History Month
Heart Healthy Month
Responsible Pet Owner Month
Cancer Prevention Month
Children's Dental Health Month
Spay/Neuter Awareness Month

February 14th - Valentine's Day
February 17th - President's Day

1st - National Freedom Day
1st - Change Your Password Day
1st - Wear Red Day
1st - Working Naked Day
2nd - Super Bowl Sunday
2nd - Groundhog Day
4th - Facebook's Birthday
4th - World Cancer Day
7th - Wear Red Day

8th - Boy Scout Day
9th - Autism Sunday
9th - Academy Awards
11th - Inventor's Day
12th - Lincoln's Birthday
17th - Random Acts of Kindness Day
16th - Daytona 500
20th - Love Your Pet Day
20th - National Cherry Pie Day
22nd - Wildlife Day
22nd - Washington's Birthday
22nd - World Thinking Day
25th - Pancake Day
26th - Bacon Day
26th - Ash Wednesday
26th - Spay Day
26th - Pink Shirt Day
27th - Polar Bear Day
29th - Leap Year Day
29th - Superman's Birthday

March

Irish American Heritage Month
Women's History Month
Employee Spirit Month
National Cerebral Palsy Awareness Month
Save Your Vision Month
Multiple Sclerosis Education and Awareness Month
Red Cross Month

March 8 - Daylight Savings Begins
March 17 - St. Patrick's Day
March 19 - 1st Day of Spring

1st - Compliment Day
2nd - Dr. Seuss Day
3rd - Simplify Your Life Day
4th - Hug a G.I. Day
6th - Dentist's Day
6th - Oreo Cookie Day
6th - National Salesperson Day
9th - Crabmeat Day

9th - National Napping Day
10th - Pack Your Lunch Day
12th - Pancake Day – IHOP
12th - Popcorn Lover's Day
12th - Alfred Hitchcock Day
13th - Good Samaritan Day
14th - Potato Chip Day
19th - Awkward Moments Day
19th - Client's Day
20th - Day of Happiness
21st - Common Courtesy Day
21st - Poetry Day
22nd - Goof Off Day
23rd - Puppy Day
26th - Purple Day
26th - Spinach Day
29th - Mom and Pop Business Owners Day
30th - Take a Walk in the Park Day
30th - Doctors Day
31st - Crayon Day
31st - Tater Day

10 Ways to Get More Subscribers to Your Mailing List



Whether you own an eCommerce site, or you have a blog, email subscribers are where the money is. Email subscribers have an interest in your offering, or they wouldn't have subscribed. Email subscribers are also a captive audience. You don't have to wait for email subscribers to visit you, you can take your marketing to them. So, how can get you more people signing up to your mailing list? How can you encourage more people to part with their email address? We discuss ten ways that you can get more subscribers on your mailing list.

1. Give People a Reason to Subscribe

The first thing to do to increase your subscribers is to look at the wording of your email signup forms. Are you giving people a reason to subscribe to your mailing list? Are you making subscribing sound attractive? Providing people with a means of subscribing is not enough. You must also give them a reason to subscribe. "Signup now to receive exclusive offers" is a lot more persuasive than "Subscribe to our mailing list."

2. Use More than One Signup Form

If you only have a mailing list subscription box in the sidebar of your website, people might not see it. Placing subscription boxes in several locations on your website will get you more subscribers. You could have a box at the bottom of the sidebar as well as the top, for example. You could have a floating subscription box that follows the user as they scroll down the page. The easier you make it for people to signup, the

more people you will get subscribed to your mailing list.

3. Offer Discounts and Deals

You can increase your subscribers if you offer something in return for people's email addresses. The simplest way of adding value to your subscription is by offering a discount code or a special offer. The discount you offer doesn't need to be high-value to be effective. The value of your offer only needs to be enough to provide an incentive to sign up. Subscribing to a mailing list only takes a few seconds. Even so, people like to think that will get something in return for their time and their email address.

4. Use Popup Boxes

Using popup boxes will help to ensure that visitors subscribe to your mailing list. Popup boxes can be intrusive, but if use them well, they can also be very effective. There are several stages during a user's visit to your site that you could present them with a popup subscription box.

You could set a popup box to appear on arrival at your site. The popup box could appear after a set amount of time. Or, you could have an exit popup box. There are pros and cons to each of these types of popup boxes. So, experiment with the timing of your popup boxes to find out which method works best for you.

5. Use Lead Magnets

Lead magnets are a good way to incentivize people to opt-in to your mailing list. A lead magnet is something of value that you offer subscribers in return for their email address. There are lots of different types of lead magnets that you could offer. So, you can offer more than one lead magnet, or you can change the lead magnet over time. Examples of lead magnets include e-books, free samples, and checklists or resource lists.

6. Encourage Subscriptions on Your Social Media Accounts

Your website is not the only place that you can ask people to sign up for

your mailing list. You can also encourage people to subscribe to your social media accounts. Facebook has call-to-action buttons that you can use to get more subscribers. You can also encourage subscriptions on Twitter and other social media platforms.

7. Offer Alternative Content Formats

Content upgrades are another way of encouraging people to divulge their email address. Content upgrades offer people alternative ways of viewing your content. You could offer people the opportunity of downloading a blog post in PDF format, for example. If you have a video on your website, you could offer a written transcript of that video.

8. Place Signup Forms in Content and at the End of Content

Encourage people to opt into your mailing list from within your content. In-line signup forms placed in the middle of blog posts, for example, can grab

the attention of visitors while they are reading your content. Subscription forms placed at the bottom of the content can also be effective.

9. Run Competitions

Prize draws and competitions are an effective way to gain more email subscribers. The prize doesn't need to be very valuable. It could be a sample of one of your own products, or it could be a book or a small inexpensive gadget. Free giveaways are often shared, too. A competition can reach a wider audience because people will share it with their friends.

10. Take Every Opportunity to Encourage Subscriptions

Each time you interact with someone, you have an opportunity to ask them to subscribe to your mailing list. So, think about all the contact points that you have with customers and visitors to your site. You can ask customers to subscribe when they check out of

your e-commerce site. You could include a mailing list opt-in call to action at the bottom of all your emails. And, you can add a subscription option to the "Contact Us" box on your website. Never miss an opportunity to make it easy for someone to subscribe to your mailing list.

The key to gaining more email subscribers is; don't be afraid to ask. All the above options are useful ways to increase subscribers to your mailing list. The best thing to do is to try the above ideas and track the results.

Whatever type of website you own, your mailing list is a very valuable commodity. So, make opting into your mailing list appealing and easy to do. Then, you will soon begin to see your subscriber numbers growing.



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

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How to Easily Tap into the Military and Veteran Market

By Eric Patrick

Veterans and active duty military members are a very smart addition to your customer base. However, marketing to them is much different than marketing to civilian customers and can be very difficult to master. According to the Department of Veterans Affairs, there were 20 million veterans in 2017, coupled with their spouses and active duty military members and their families, there is over \$1 trillion in buying power annually.

According to Sheerid.com, the military community vacations three times more, moves twice as often and even travel five times as much as civilians. With numbers like these it is no wonder why so many businesses try so hard to market to these communities. However, there are some special circumstances that should be considered when marketing to military communities and veterans.



Saying “Thank You”:

This may seem obvious, but many places offer thanks without being truly genuine. If you appear to be disingenuous when saying thank you to military members and veterans, it may turn them off from your business and discourage future visits.

Word of mouth is very big in the military community and amongst veterans, if you upset or alienate one, they will quickly turn around and ensure their friends know how their most recent experience was. Genuine thankfulness goes a long way when dealing with the military and veteran communities and can expand your customer base exponentially.

Not all military service men and women and veterans are the same:

A Common misconception among many are that all military and veterans think and feel the same. Service men and women and veterans all have their own viewpoints on the world, whether its political views or religion, most have their own opinions. Never assume something about a person because they are a veteran or

currently serve. According to an infographic available on the Department of Veterans Affairs website, the minority population amongst veterans in 2017 was over 23%, diversity in the military and veteran communities is steadily rising and understanding this can benefit you.

Offering a discount:

Many businesses offer this now and it is a good way to let their military and veteran customers know that they acknowledge their sacrifices and that they appreciate their business. These discounts can be offered year-round or offered in conjunction with special military and veteran themed holidays like Memorial Day, Independence Day, or Veterans Day. May is military appreciation month which would be a great time to introduce a new discount if one isn't being offered.

Many non-military customers appreciate stores that offer military and veteran discounts and can reinforce your customer base even more by showing everyone that you care.

Target marketing campaigns where military

and veteran members live:

According to that same Department of Veterans Affairs infographic, 50% of Veterans reside in these top ten states:

1. California
2. Texas
3. Florida
4. Pennsylvania
5. New York
6. Ohio
7. North Carolina
8. Virginia
9. Georgia
10. Illinois

Being aware of this allows businesses to understand their customers better and target their marketing campaigns in areas of heavy military and veteran presence. A lot of military bases offer their own on-base publications and advertising in those can get your name out to a market that you may not have already accessed.

Online Shopping and Social Media:

Because military families move twice as often as normal families, online shopping and social media communication can be an imperative part of their lives. Deployments and training events that remove the military member from their spouse

results in an increased use of social media platforms to communicate between them. Social media ads can be an especially opportune medium to target military and veteran customers.

Differentiating yourself from other online retailers can be difficult, especially when it comes to military and veteran customers who can sometimes base their decisions on where to purchase on which sites offer their military discount online. It is difficult to verify a military member or veteran customers eligibility but there are software packages/ applications available to help do that process for you so you can offer those discounts to the people who rightfully deserve them. Don't forget that online shopping involves shipping as well, so make sure you can ship to those customers that may live in uncommon places like military bases overseas.

Marketing to the spouses:

Many service men and women and veterans have spouses. A lot of the time when the service member is away training or on deployment these spouses assume 100%

of the household duties that include shopping. Catering to these spouses with targeted military appreciation campaigns could be a really good way to increase the likelihood of repeat and new customers form word of mouth.

Getting veteran employees involved:

With the number of veterans at 20 million strong, the possibility of a veteran being an employee of yours is higher than normal. With that being said, one good way to win over the hearts and minds of other veterans and active duty military members is getting those employees involved in the marketing. Those employees will have the best insight on how to attack the issue of military and veteran marketing and can provide perspectives that civilian's may not be aware of. Military service members and veterans trust their brothers and sisters and to see a company utilizing actual veterans in their ads and marketing can really set your business apart from the rest.

Other ways of getting involved in the community

(military and veteran) include job fairs and hiring more veterans. Besides the skills that a veteran can bring a business, it shows potential customers that you care about military and veteran lifestyles and that you are doing your part to give back to those communities, this goes a long way to win over potential customers. Partnering with veteran organizations are another great way to get your brands name out there because it shows that you are doing more than just talking about being military and veteran friendly.

With \$1 trillion in buying power annual it is no wonder that marketing campaigns targeted at military and veterans are becoming more prominent. Following these guidelines may help you become better aware of military members and veterans and their needs. Genuine feelings can go a long way and securing the favor of one veteran or military member could seriously boost your reputation in those communities and boost your business into an era of successfulness you have been dreaming of.



Three Basic Tips for Email Marketing

Many brands realize the importance of getting digital marketing right. Email marketing is certainly an important aspect of that. However, there are some errors often made that limit the chances of success. Therefore, this article aims to provide some basic tips to get email marketing right.

1. Use a professional email address

It may seem obvious that you should make your business email contact using a professional email address attached to your domain name, but it's an error many brands make, nevertheless. As ever, think about how your communication would be

received if you were the customer/client receiving it.

Sending an email from a webmail address basically says your business is not important enough to invest in the right business tools, or you're afraid the message may come across as spam. Either way, it's not the way to make a good first impression. Instead, you want to write a good quality relevant message from a domain-based email address. This is one small way you can show your brand stands for quality and high standards.

2. Don't use copy and paste messages

Once you've got the professionalism right

with your email address, it's necessary to take it forward in the body of your message. Too many brands use a copy and paste email and there are a number of problems with this approach. The most obvious is it can be easy to detect this same email has been sent to countless others.

However, even if this hasn't been identified you want to tailor your message to your audience. A generic email doesn't offer that opportunity. Remember the quality of your message is more important than the number of emails you send. A pitch that is personalized to your prospect in some way is more likely to be

successful than one that is not.

3. Provide information about your business and role

Another common mistake brands can make is failing to provide enough information. For example, your email is signed off with a first name only or broad job title. Generally speaking, people like to know who they are being contacted by. When this isn't clear, there will be a level of suspicion even if your sales pitch is strong.

Therefore, sign off the email with your full name and job title. For that added bit of professionalism use a signature strip, which may even include a link to your LinkedIn profile or personal website where they can find out more about you. The same applies to your business. The prospect is likely to want to know more, such as social media pages and a link to the company website. The more information they can find, the more confident they will be about doing

business with you.

Many brands need to reach out through email. But they often make errors when they do. The points raised in this article may be basic, but often it's about getting the simple steps right. The bottom line is you want to make the best impression with your message and the way you present it. Therefore, remember to use a professional email address, don't copy and paste messages and provide information about your business and role.

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How to Attract Paying Customers Using Lead Magnets

Picture this, you are sitting at home minding your own business and you get a call on the phone - it's a cold caller wanting you to buy their amazing new product. Unfortunately, you're not going to interact further with the caller as you've never been interested in purchasing a state-of-the-art outdoor BBQ in the first place. You're simply not interested, and on their end, it's very bad marketing. So, the

question is, how do you find customers that not only have an interest in the product or service you are selling, but can also be converted in potential buyers?

What you need is a Lead Magnet.

What is a lead magnet, you say? It is a method of identifying potential buyers and targeting your marketing to those buyers directly. By identifying

potential customers who are already interacting with your website, you can effectively find them and convert them into paying customers. Building a quality mailing list of interested customers is one of the best ways to start attracting sales.

Here are some examples of how you can use a lead magnet to attract paying customers to your business:

1. Free Trial

Are you a company that offers a monthly subscription or service? By simply offering a short free-trial period to the customer, you can direct marketing and offers in their direction to encourage them to purchase the service once the trial has ended.

2. Signing up to an email mailing list

Another good way to gather paying customers is to offer the option of a mailing list to your website. If you have a specific problem that requires a specific solution, this can be particularly effective. For example, you might be selling a book on weight loss and you have a specific strategy that you want to share with customers. Your headline could be: "Find out how to lose 10lbs this month by following a low-carb diet!". This entices the customer to sign up for more information.

3. Toolkit or Resources

By offering a small free sample of your service, you can encourage customers to sign up

to your mailing list. For example, a personal finance website could offer a free budgeting spreadsheet and the user would have to enter their email to receive the spreadsheet. Knowing that they have an interest in the product, you could then send them emails with marketing and information on paid services.

4. Online Survey

A customer may come to your website with a specific problem in mind, such as an automobile problem. In this case, you could create a survey online that would provide the user with the answers they are looking for via email. As a business, you can find out what it is the user is looking for and you can send them answers their way, directing them to your product.

Overall, lead magnets are a great way to generate a quality mailing list of potential clients, and there are many ways you could generate potential leads. It could really boost your business and get you where you want to go!

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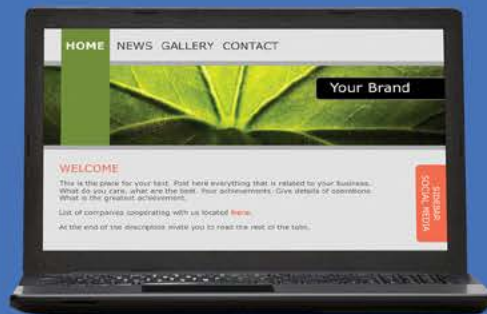
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If you're currently using social media to market your small business and the results are

Some companies set up social media accounts without knowing exactly what they're trying to achieve. While the ultimate goal may be to boost sales, in the short term you might want to attract leads, build your reputation, or improve customer service.

Creating content and managing your social media presence is time consuming, so it's important to plan

ahead. Once you know what you're trying to achieve, you can outline your content schedule by using an editorial calendar. Calendars help you deliver a broad mix of content and improve your productivity. You'll be able to view content deadlines, and you can also create content in advance if you're using scheduling tools to post content automatically.

Take Advantage of Hashtags

Using hashtags is key to expanding your reach on social media and ensuring your content gets discovered. You can use hashtags in a few ways:

- Create your own hashtags to start conversations and learn about your audience.
- Find hashtags that are relevant to your industry and join in the conversation to build your credibility.
- Join in with trending hashtags to increase brand visibility.

There are various online tools to help you search

for industry-relevant hashtags. You can also join in with recurring hashtags such as "Monday Motivation" or "Small Business Saturday."

Be More Active

The more active you are on social media, the more opportunities you'll have to engage with potential customers. Many businesses set up their social media accounts, post a few links, and then forget about it for a few days. But any brand that is too inactive on social media will find it difficult to get noticed among all the other posts.

How often should you post on social media? Around 79 percent of businesses post weekly, but only around half of all small businesses post on a daily basis. By posting more frequently, you're more likely to stand out from the competition. Just remember not to be too promotional. If you're unsure what to post, think about your goals. For example:

- Deliver useful information to build your credibility.

- Respond to followers' posts to build customer relationships.
- Join in with trending hashtags to increase brand awareness.
- Promote special offers to drive website traffic and sales.

Respond Quickly to Comments

If you're too slow to respond to comments or questions, it could seriously undermine your reputation. In a 2017 survey of social media users, being responsive on social media was considered the most important thing a business could do to encourage consumers to purchase.

Take Advantage of Social Media Tools

Many small businesses struggle to see great results on social media because they don't use the right tools. There are various tools you can use to take your social media game to the next level. Search online for the following:

- Content creation tools,

such as image editing and graphic design tools.

- Content management tools to automate content distribution.
- Monitoring tools to track brand mentions and specific keywords.
- Analytics tools to track your social media performance and measure engagement.

Give People a Reason to Follow Your Business

There are various ways to encourage more people to follow you, but these are six of the most common tactics:

- Be more entertaining. Use conversational language and be less serious.
- Offer exclusive promotions to followers.
- Follow other relevant social media accounts.
- Share trending news stories and interesting statistics.
- Use one or two relevant hashtags in posts.
- Reply frequently to comments.

Share Engaging Visuals

Social media networks such as Pinterest, Instagram, and Snapchat are more visually oriented than other channels. But even on Twitter and Facebook, visual content tends to get more attention. Tweets with images receive 150 percent more retweets than those without, and Facebook posts with images get twice as much engagement. Share pictures of your team at work or at company events and post attractive graphics to boost engagement.

Find Your Audience and Build Your Brand

While many companies have a presence on Facebook, YouTube, and Twitter, they're not necessarily the best choice for your business. LinkedIn, Snapchat, Instagram, Tik Tok, Tumblr, Pinterest, and other platforms have millions of users that you can connect and engage with.

The choice may seem daunting, but you only need to focus on a

couple of channels that your target audience use. You can then create quality content for these platforms without getting overwhelmed with work.

No matter the size of your business, social media can help to boost your marketing reach and build a loyal customer base. However, to improve results, remember:

- Set goals you can measure.
- Use an editorial calendar.
- Post frequently and respond to comments quickly.
- Use hashtags and post more visual content.
- Use social media tools for productivity and analysis.
- Give people a reason to follow your business.

You don't have to do it all at once, but hopefully these tips will keep you on the right track and ensure that social media helps your business thrive for years to come.



7 Results-Driven Content Marketing Ideas Most Businesses Aren't Using

Content marketing is driving most online businesses promotional strategies at present. The Content Marketing Institute has noted that 77 percent of B2B marketers employ the approach within their organizations, with no indication the popularity will decline. Content marketing covers a range of styles, and many companies are limiting their output considerably.

Elements like instructional articles on a blog and social media are, of course, highly effective, but you don't want to miss out on other traffic opportunities. The following ideas can form the basis of a content marketing plan focused on delivering results.

Expert Interviews

Most industries have many recognized experts and personalities within the field. Many of these people are willing to be interviewed, providing high-quality content for visitors.

Interviews can offer a different perspective on your platform, freshening up the voices people are used to hearing. One of the essential results of an expert interview is the social proof gained from speaking to an established personality.

Roundup Posts

Roundup posts can offer many of the same benefits as expert interviews, providing different perspectives to users. The content itself can be quick to produce, with

industry names providing short opinions based on a general talking point. Everyone involved can gain publicity from a roundup article, while audiences get some valuable insights.

Opinion Pieces

Many businesses choose not to add too much personality to their content. While there can be good reasons for taking this approach, it can also be worthwhile offering personal opinions.

Opinion pieces can often run contrary to widespread feeling, with the potential for being controversial. You may divide opinion, but this approach can garner plenty of attention.

Statistics and Research

Industry statistics and detailed research can see your content shared widely. People in your niche, both consumers and business owners, will give you authority status as you have gone beyond the norm. Gathering the data may be more involved than most types

of content, but the results can make it worthwhile. If the information is engaging, a host of sites will share your content and link it to your site.

Case Studies

Case studies can give detailed insights into business operations, helping potential customers to use your services. Many people are interested in the finer details of how a goal was achieved, so there is a good chance the content will get syndicated. While some businesses don't like the idea of giving away information about their company, the upside can outweigh any concerns.

User-Generated Content

User-generated content (UGC) can be a great source of creativity, offering your brand an alternative perspective. UGC can be as simple as an image of a customer using your product, with the result getting shared on social media. You could go further, though, by developing contests that require your followers to make videos or something

more time-consuming. Some users will choose to create content without request, but you can incentivize people when you share their output across your channels.

Memes

Memes won't be appropriate for every brand, but they shouldn't get immediately dismissed. Memes can get widely shared, particularly across sites like Twitter and Instagram. This type

of content can show a lighthearted side that can be tricky to reproduce in other ways. There is always the potential to get the tone wrong, so it is crucial that you are up-to-date with trends.

Content marketing is a broad phrase that incorporates many areas of promotion. Your social media channels produce content, while a blog will be full of articles that help grow your brand. Limiting your output to a small

number of styles, though, could be diminishing your results. Different segments of your target audience will respond to different things, so it is crucial that you offer a range of content.

By using elements as diverse as original research, expert interviews, and memes, you can reach a broad audience with a positive first introduction to your business.

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FUN FACTS

Groundhog Day, celebrated on February 2, came about because of a German superstition. They thought if a hibernating animal cast a shadow on February 2nd that winter would last for another six weeks. If there was no shadow, spring would come early.

Feb 2, 1653 - New Amsterdam (now the City of New York) was incorporated.

Feb 3, 1959 - The Day The Music Died: Big Bopper, Buddy Holly, Ritchie Valens and Pilot Roger Peterson crashed in a cornfield near Clear Lake, Iowa.

Feb 4, 1938 - Snow White and the 7 Dwarfs was released by Walt Disney

Feb 6, 1952 - Queen Elizabeth II succeeded to the British throne

1964 - The Beatles appeared in the Ed Sullivan Show for the first time.

Feb 14, 278 - Valentine, a priest in Rome in the days of Emperor Claudius II, was beheaded for performing (illegal at the time) marriage ceremonies

Feb 18, 2001 - Race car legend Dale Earnhardt was killed in a crash in the last lap of the Daytona 500

Feb 22, 1956 - Elvis Presley debuted on the music charts with Heartbreak Hotel.

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Today's Mobile Environment - 2020

3.5 Billion number of smartphones worldwide

Worldwide, more people own a cell phone than a toothbrush

53% In 2019, 52.6% of all worldwide online traffic was generated through mobile phones

62% of people use their smartphone to read emails

2.7 Million

There are about 2.7 million apps in the Google Play store, 1.8 million in the Apple App Store, 669K in the Windows Store, and 489K in the Amazon Appstore

96% of active Facebook user accounts accessed the social network via a mobile device

Top 5 Countries with Smartphone Usage

1. China
2. India
3. United States
4. Brazil
5. Russia

10 The average number of apps people use is 10 apps daily, and 30 apps monthly

78% Globally, Google drives 78% of mobile search traffic, followed by Bing at 9.4%, Baidu at 9.3% and Yahoo at 3%

63 The average smartphone user checks their device 63 times a day

86% of smartphone users will check their device while speaking with friends and family

87% of smartphone users check their phone within 1 hour of waking or going to sleep, 69% of which will do within 5 minutes

225 The average time spent on smartphones is 225 minutes a day (3hrs 45mins)

2,617 The average user will tap, swipe, click their phone 2,617 times a day

61% of consumers who search for a local business on a mobile device, 71% look to see a business's address on mobile and 88% look at reviews

40% of online transactions are made on a mobile device

79% of consumers use their smartphone for purchasing online

92% of those who searched on their phone made a related purchase

74% people use smartphones in bed

75% of people use mobile phones in the bathroom



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