

# M LOCAL BUSINESS MARKETING

*The Marketing Guide for Local Business Owners*

February 2024

*Reactivate Inactive  
Subscribers - Seven  
Proven Email  
Re-Engagement  
Strategies*

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*Building  
Backlinks  
for Your  
Business*

*Is It Time To  
Update Your  
Website?*

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*5 Creative Ways  
To Get Customer  
Reviews For Your  
Business*

**Infographic:**

Small Business Trends  
to follow in 2024

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# LOCAL BUSINESS MARKETING

Welcome!

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 a variety of articles covering many topics that are important to business owners. We hope you enjoy the articles on Building Backlinks, Updating Your Website, and other topics.

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 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.

## February

Black History Month  
American Heart Month  
Responsible Pet Owner Month  
Cancer Prevention Month  
Children's Dental Health Month

February 14th - Valentine's Day  
February 19th - President's Day

1st - National Freedom Day  
2nd - Groundhog Day  
2nd - Tater Tot Day  
2nd - Wear Red Day  
3rd - Golden Retriever Day  
4th - Facebook's Birthday  
4th - World Cancer Day  
5th - World Nutella Day  
6th - Pay a Compliment Day  
7th - Rose Day  
9th - Pizza Day  
10th - Chinese New Year

10th - Flannel Day  
11th - Latte Day  
11th - Inventor's Day  
11th - Super Bowl Sunday  
12th - Lincoln's Birthday  
12th - Hug Day  
13th - World Radio Day  
13th - Mardi Gras  
13th - Self Love Day  
17th - Random Acts of Kindness Day  
18th - Drink Wine Day  
20th - Muffin Day  
21st - Sticky Bun Day  
22nd - Chili Day  
22nd - Margarita Day  
22nd - Washington's Birthday  
23rd - Banana Bread Day  
24th - Skip the Straw Day  
27th - Polar Bear Day  
28th - Pancake Day  
29th - Leap Day

## March

Irish American Heritage Month  
Women's History Month  
Developmental Disabilities Awareness Month  
American Red Cross Month  
National Nutrition Month  
Endometriosis Awareness Month

March 10th - Daylight Savings Begins  
March 17th - St. Patrick's Day  
March 19th - 1st Day of Spring  
March 31st - Easter

1st - Employee Appreciation Day  
1st - Compliment Day  
2nd - Dr. Seuss Day  
2nd - World Teen Mental Wellness Day  
3rd - World Hearing Day  
3rd - World Wildlife Day  
6th - Dentist's Day  
8th - International Women's Day  
9th - Crabmeat Day

11th - Napping Day  
12th - Plant a Flower Day  
13th - Good Samaritan Day  
13th - K9 Veterans Day  
14th - World Kidney Day  
14th - Pi Day  
18th - Global Recycling Day  
20th - Day of Happiness  
20th - World Oral Health Day  
21st - World Down Syndrome Day  
21st - World Poetry Day  
22nd - American Red Cross Giving Day  
22nd - World Water Day  
23rd - Puppy Day  
24th - Cheesesteak Day  
25th - Waffle Day  
29th - Good Friday  
29th - Mom and Pop Business Owners Day  
30th - Take a Walk in the Park Day  
30th - Doctors Day  
31st - Tater Day



## Is It Time To Update Your Website?

In today's marketing environment, having an online presence is paramount for any business. Your website serves as a virtual storefront, and just like a physical store, it needs periodic updates and renovations to stay competitive and appealing to your customers. If you've had your website for some time, and haven't made updates to the overall look, feel, design or even the core software, it may be time for an overhaul. What are the signs that indicate it's time to update your business website and the key factors to consider during the process?

## **1. Outdated Design**

One of the most apparent indicators that it's time for a website update is an outdated design. If your site looks like it belongs to a different era, it's likely turning away potential customers. Modern design trends change rapidly, and keeping up with them can significantly improve user engagement.

## **2. Slow Loading Speed**

In the digital age, users expect lightning-fast loading times. If your website takes ages to load, visitors are likely to bounce away and seek information or products elsewhere. Updating your site's infrastructure can improve its speed and provide a better user experience.

## **3. Mobile Responsiveness**

With the majority of internet traffic coming from mobile devices, having a mobile-responsive website is non-negotiable. If your site doesn't adapt well to different screen sizes, it's time for an update to ensure accessibility across all platforms.

## **4. Poor User Experience**

User experience is crucial for retaining visitors and converting them into customers. If your website is difficult to navigate or lacks intuitive features, you risk losing potential clients. An update can address these issues and enhance user satisfaction.

## **5. Outdated Content**

Your website's content should reflect the latest information about your products or services. If your content is outdated or inaccurate, it's time for a content refresh to maintain relevance and credibility.

## **6. Low Search Engine Ranking**

If your website is not ranking well on search engines, potential customers may not find you. An SEO-optimized update can help improve your website's visibility and increase organic traffic.

## **7. Security Concerns**

Cybersecurity is a growing concern. An outdated website may

have vulnerabilities that expose both your business and your customers to potential threats. Updating your website's security measures is crucial to protect sensitive data.

## **8. Integration of New Features**

As technology evolves, new features and functionalities become available. Integrating these into your website can enhance user engagement and streamline business operations.

## **9. Rebranding or Repositioning**

If your business has undergone rebranding or repositioning, your website should reflect these changes. An updated website ensures consistency in your branding and messaging.

## **10. Competitor Advancements**

If your competitors have recently updated their websites and yours lags behind, you risk losing market share. Staying competitive requires periodic updates to match

or surpass industry standards.

## 11. Analytics Insights

Regularly monitoring website analytics can provide valuable insights into user behavior. If the data shows a decline in engagement or conversion rates, it's time to address the issues through an update.

## 12. Social Media Integration

In today's digital landscape, social media plays a significant role in brand promotion. Integrating social media features and content into your website can boost your online presence.

## 13. Compliance with Regulations

Laws and regulations related to the internet, such as accessibility requirements or data privacy laws, may change. Ensuring your website complies with these



regulations is essential to avoid legal issues.

## 14. Improved Content Strategy

A well-planned content strategy can attract and retain customers. If your current content strategy is lacking, an update can help you create more engaging and valuable content for your audience.

## 15. Future-Proofing

Lastly, consider future-proofing your website by adopting scalable technologies and practices. This approach will save you time and resources when it's time for the next update.

Your business website

is a dynamic asset that requires periodic updates to remain effective and competitive in the digital landscape. By recognizing the signs that indicate the need for an update and considering the key factors mentioned, you can ensure that your online presence continues to serve your business's goals effectively.

Don't wait until your website becomes a hindrance; take proactive steps to keep it fresh, engaging, and aligned with your business objectives. Getting a new, modern and effective website is more affordable than you might think, and the impact to your business can be dramatic.

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## 5 Creative Ways To Get Customer Reviews For Your Business

In the fiercely competitive world of business, customer reviews are like gold. They can make or break your reputation and influence potential customers' decisions. But how do you go about getting those precious reviews that can elevate your business? In this article, we'll explore five creative and effective strategies to encourage your customers to leave glowing reviews that will boost your online presence.

## 1. Craft Personalized Follow-Up Emails

Sending a generic “Please leave us a review” email won’t cut it anymore. Instead, create personalized follow-up emails that show you genuinely care about your customers’ opinions. Address them by name, mention specific details about their purchase, and express your gratitude for their business. Ask for their feedback and make it easy for them to leave a review by providing direct links to review platforms.

## 2. Incentivize with Discounts or Rewards

People love incentives, and offering a small discount or a reward in exchange for a review can be a powerful motivator. For example, you can offer a 10% discount on their next purchase or enter them into a giveaway. Ensure that the incentives are attractive enough to encourage customers but not so substantial that they compromise the authenticity of the reviews.

## 3. Create an Engaging Social Media Campaign

Leverage the power of social media to engage

with your customers and encourage them to share their experiences. Run contests or challenges where customers can post reviews on their own social profiles and tag your business. Consider using a unique hashtag for your campaign to easily track and showcase these reviews on your social channels.

## 4. Host Exclusive Review Parties

Turn the process of leaving reviews into a fun and exclusive event. Host review parties where customers can come together (either physically or virtually) to share their experiences, stories, and, of course, reviews. Provide snacks, entertainment, and a platform for customers to interact with each other and with your brand.

## 5. Implement a Loyalty Program

Create a loyalty program that rewards customers not only for purchases but also for leaving reviews. Each review they write can earn them points or badges, which they can redeem for discounts, exclusive products, or



other perks. This approach not only encourages reviews but also fosters long-term customer loyalty.

In today’s digital age, customer reviews can make or break a business. To harness the power of these valuable testimonials, you need to get creative in your approach. Craft personalized follow-up emails, incentivize customers, engage them on social media, host review parties, and implement loyalty programs to encourage them to leave reviews that will bolster your online presence.

Remember, the key is to make the process enjoyable and rewarding for your customers, ensuring they willingly become your brand ambassadors. So, start implementing these strategies today, and watch your business thrive with the help of customer reviews.



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# Building Backlinks for Your Business

Backlinks are one of the most important ranking factors for SEO. Backlinks are incoming links from other websites to your site. Search engines like Google use backlinks as votes of confidence for your website. Websites with more quality backlinks tend to rank higher in search results.

For business owners just starting out with SEO and link building, it can seem overwhelming. Where do you begin? How do you build links safely and

effectively? This guide will walk you through backlink basics and provide actionable tips for link building.

## ***Backlink Basics***

Before diving into backlink-building strategies, let's go over some backlink fundamentals.

## **What is a Backlink?**

A backlink is a link from an external website pointing to a page on your own website. Backlinks pass authority and ranking

power to your site. As Google crawls the web, it logs where sites are getting links from. The more quality backlinks your site has, the higher it will rank in search results.

Backlinks serve as votes of confidence from other websites. If Site A links to Site B, it's essentially saying that Site B has valuable content worth linking to. Google sees these backlinks as recommendations and uses them as ranking signals.

## Why are Backlinks Important for SEO?

Backlinks are arguably the most powerful SEO signal. The quantity and quality of backlinks pointing to your website directly correlate with higher rankings and more organic traffic. Backlinks indicate authority and trust. Websites like the New York Times or Wikipedia have tons of backlinks from high authority sites. This helps boost their search visibility.

More backlinks also tend to increase your website's topical relevance for keyword phrases. If your site has lots of backlinks around "content marketing", Google sees your site as more authoritative on that topic. Simply put, backlinks act as endorsements. Getting backlinks should be a core part of your SEO strategy.

## How Does Google Evaluate Backlinks?

Not all backlinks are created equal in the eyes of Google. The search engine uses both quantitative and qualitative factors to assess



is complex. Focus on earning natural links from relevant sites at a natural pace. Quality over quantity.

backlinks, including:

- Total number of backlinks - More backlinks are better, but you also want link diversity.
- Relevance - Backlinks from sites in your niche are ideal. Irrelevant links get discounted.
- Anchor text - Natural anchor text is best. Over-optimized anchors appear spammy.
- Authority - Links from high authority sites pass more equity.
- Trust - Links from trusted domains have more weight.
- Link velocity - Natural link building takes time. Rapid spikes may trigger penalties.
- Link neighborhood - The context around a link matters. Links surrounded by spam may get devalued.

Evaluating backlink quality

## Beginner Link Building Strategies

Now that we've covered the basics, here are some beginner-friendly tactics for getting your first links.

## Create Link-Worthy Content

The best way to earn links as a beginner is to create awesome content that people want to share and reference. Promote your content and make it easy for others to link to you.

Aim for in-depth, expert content on topics your audience cares about. Tutorials, case studies, guides, and data-driven content make great linkbait.

Make sure other sites can easily discover and access your content. Host your content on your main site rather than an obscured blog subdomain. Include share buttons, outbound

links, and links to related resources to encourage natural links. Try to link your posts and articles together within your own blog, too.

## Reach Out to Related Sites

The most direct way to build links is to personally reach out to other webmasters. This is known as manual outreach.

Start by identifying websites in your niche that might be interested in referencing your content. Target sites with an overlapping audience and complementary content.

Find out how to contact authors on these sites. Many list their contact details like email in their site bio or "About" page. If not, use tools like Hunter.io to find contact info.

Send personalized emails pitching your content and explaining why you think it would be valuable to their audience. Offer to contribute free guest posts as well. Follow up politely if you don't get an initial response.

## Guest Post Outreach

Guest posting is a great link-building tactic for new

sites. By contributing posts to Authority Sites (sites that Google already loves and feature comprehensive content) in your space, you can earn high-value backlinks and exposure.

Start by making a list of reputable sites that accept contributor submissions in your niche. Look for guest posting guidelines on their site to find out how to pitch ideas or submit posts.

Craft a detailed pitch that hooks the editor and convinces them to publish your post. Make sure to customize each pitch and explain why your post would appeal to their audience.

Write compelling guest posts around your main keywords, linked to resources on your own site. Include a brief author bio with links back as well.

Guest blogging is a numbers game, so don't get discouraged by rejections. Persistently reach out to sites and provide value through your contributions.

## Get Links from Directories

Link directories used to be common in SEO, but

most are now lower quality. However, there are still some reputable directories worth getting links from as a beginner site.

Focus on high authority niche directories closely aligned with your industry or location. For local SEO, chambers of commerce directories and regional business directories are great options.

Some top vertical directories include:

- General: DMOZ, Best of the Web, Yahoo Directory
- Business: Yelp, BBB, Manta
- Tech: CNET, DZone
- Education: ERIC, LearnHowToBecome

Complete your business profiles on these directories to score backlinks. Make sure to use consistent NAP info across directories.

While web directories pass minimal equity these days, they can still accumulate and boost perceived trust and authority.

## Leverage Social Media

Social platforms like LinkedIn, Reddit, Facebook, Twitter,

Pinterest, and Instagram are opportunities to score backlinks to your website.

**Profiles** - Fill out your bio and links across social platforms.

**Sharing** - Share your new content posts and ask your followers to share.

**Engaging** - Participate in relevant conversations and engage with influencers.

**Groups** - Join related groups and share your content when appropriate.

**Hashtags** - Use trending hashtags and participate in viral social conversations.

**Contests** - Run social contests and campaigns with links back to your site.

Utilize social media to expand your reach and get more eyes on your brand and content. This can lead to visitors naturally linking to your site across the social web.

## **Build Links on Q&A Websites**

Q&A sites like Quora and Stack Exchange are great for scoring quick backlinks from authoritative domains.

Start by identifying popular questions related to your

niche on these platforms. Provide helpful, detailed answers with a link back to supporting resources on your site.

Make sure your answers actually add value. Don't spam or overly self-promote. Offer useful expertise that earns you upvotes and shows your credibility.

You can also post your own expert questions and reference your content in the detailed answers. Monitor your questions for ongoing engagement opportunities.

## **Claim and Optimize Your Business Listings**

Ensuring consistent, accurate business listings on major directories is a quick win for beginner local SEO and backlinks.

Key listings to optimize include:

- Google My Business
- Apple Maps
- Bing Places
- Yelp
- Facebook Business Page
- YellowPages
- Local industry directories

Complete your business info and keep NAP (name, address, phone) data consistent across listings. Add photos, descriptions, services, and other details that help your listings stand out.

Optimized listings count as backlinks while also driving foot traffic, phone calls, and local brand visibility.

## **Broken Link Building**

One smart link-building tactic is capitalizing on 404 broken links. These are dead links on other sites that lead to 404 error pages.

Start by using a tool like Ahrefs Site Explorer to analyze backlinks pointing to competitors. Filter to only view broken links. You can also search "site:example.com" on Google to manually find broken pages.

Determine which broken links are on authority sites closely related to your niche. Reach out to the site owner and offer to replace the broken content with one of your own articles. Provide the exact redirection code to make it easy.

While this takes effort,

broken link building can achieve high authority placements and help webmasters fix their sites.

## Get Featured as an Industry Expert

Leverage your expertise to get featured as a guest expert and score backlinks.

Identify reporters, bloggers, podcasters, and other media outlets covering your niche. Follow them on social media and interact to get on their radar.

Send cold emails to pitch yourself as an expert source they can feature or interview. Make sure to provide social proof of your credentials.

Journalists are constantly creating content and looking for specialists. With persistence and value, you can get featured on Authority Sites and include bio links back to your website. Sites like HARO are good for this tactic.

## Beginner Link Building Mistakes to Avoid

If you're an SEO novice, it's crucial to steer clear of tactics that may do more harm than good. Here are some common link-building mistakes:

## Buying Links or Advertorials

Stay away from paid links and advertorials. Buying these expedites links, but they sometimes violate Google's guidelines and pose major penalties if caught. Anytime you pay a website to feature a link to your own site, it's a violation.

Paying someone, like an agency, to build links is fine so long as they don't ask web owners to sell them link space. However, for a beginner, you should focus instead on earning links organically.

## Over-Optimizing Anchor Text

Refrain from overloading anchor text with your target keywords. This looks extremely spammy to Google. Use natural variation including your brand, URL, and descriptive phrases.

## Irrelevant Linking

Only seek links from websites closely related to your niche and content. Irrelevant links

get heavily discounted by Google. Stay laser-focused on getting placements that contextually make sense.

## Spam Link Networks

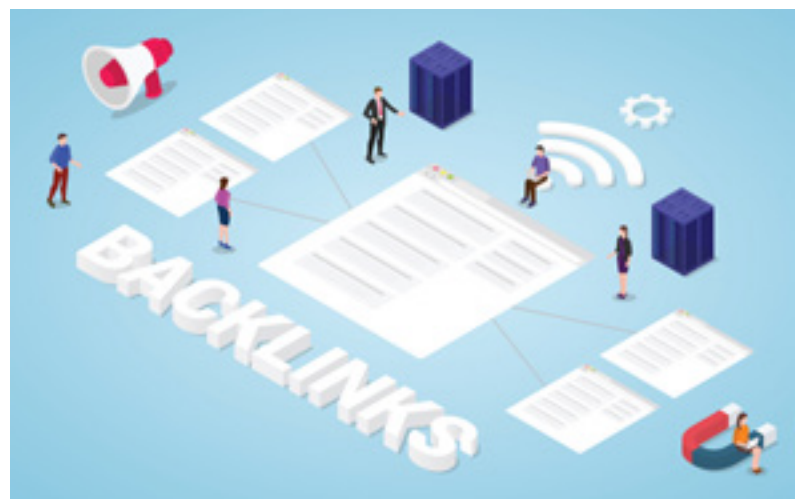
Private blog networks (PBNs) and other artificial link circles should be avoided. Google frowns upon these spammy tactics and may manually penalize sites abusing them.

## Aggressive Outreach

Avoid carpet bombing outreach to any and every site you find. This wastes time and harms your sender reputation. Be selective in who you pitch for links and personalize every request.

## Over-Optimized Guest Posts

When writing guest posts, make sure they provide real value vs just functioning as promotional vehicles. Stuffing unnatural links and keywords will turn off publishers and readers.





## Links from Bad Neighborhoods

Even one link from a “bad neighborhood” spam site can undo all your hard work. Using tools like Ahrefs to monitor backlinks and disavowing toxic ones is key.

## Link Building Tools

Leveraging tools can make link prospecting and outreach far more efficient. Here are the top software options:

- **Ahrefs** - Backlink analysis, broken link building, site explorer.
- **Semrush** - Backlink audits, competitor link profiling, rank tracking.
- **BuzzStream** - Link prospecting, outreach tracking, and reporting.
- **Pitchbox** - Email tracking and automation for outreach campaigns.
- **GroupHigh** - Identify link prospects based on existing links.
- **Backlinko** - Track and audit backlinks with custom reporting.
- **Majestic** - Historical link data and trust metrics.
- **Linkody** - Automated guest post and broken link outreach.

- **Google Search Console** - Monitor incoming links and manual penalties.

As a beginner focus first on mastering manual outreach. Then look into tools like BuzzStream and Pitchbox to increase efficiency.

## Link Building Tips for Beginners

- Take it slow. Safe, steady link growth looks natural to Google. No shortcuts.
- Master your outreach pitch. Make irresistible offers tailored to each site.
- Produce truly useful, epic content worth linking to. Promote it aggressively.
- Explore co-marketing partnerships. Joint content campaigns, link swaps, etc can align incentives.
- Monitor new links for relevance and quality. Disavow toxic backlinks.
- Don't buy links! Stay patient and persistent with outreach.
- Prioritize relationships over one-off placements. Provide value to partners.
- Study analytics to identify referral sources.

Reach out to thank and encourage more links.

- Diversify anchor text, linking domains, and placement types.
- Weigh link equity, but also consider branding wins. Context matters

Getting powerful backlinks is critical for businesses aiming to rank higher in SEO. While it takes effort, you can earn amazing links through smart outreach and creating irresistible content.

Focus on building genuine relationships with webmasters in your space. Become an authority they want to reference. Avoid spammy shortcuts that may put your site at risk.

Link building is an ongoing journey. Use this guide to kickstart your efforts. Stick to white hat tactics and you'll see your organic growth and conversions steadily rise.

If, as a business owner, you don't have the time or resources internally to do this important work, consider a local marketing agency that can help.

# Reactivate Inactive Subscribers - 7 Proven Email Re-Engagement Strategies



For email marketers and small business owners, few things are more disheartening than watching your once robust list of subscribers disengage and fall inactive. Despite your steady stream of valuable content and special offers, your open and click rates start to steadily decline.

While some subscriber attrition is inevitable, an inactive list represents missed opportunities to nurture leads and drive conversions. With the right combination of segmentation, personalization, content, and promotions, re-engaging that inactive subscriber base is very achievable.

### **Why Re-Engaging Inactive Subscribers Matters**

Research shows that the average email list loses about 25 percent of subscribers from being inactive after the first year alone. For some businesses, this number can be even higher. With the rising costs of continuously getting new subscribers, re-engaging existing ones makes good business sense.

Ultimately, it costs more to acquire new subscribers compared to activating those who have gone inactive. Even small increases in engagement across inactive users can really improve the return on investment for your email marketing.

Inactive subscribers also still represent qualified leads. Their

past interest led them to opt-in originally, but life circumstances may have simply prevented continued engagement. With the right outreach, their potential value can be uncovered again.

Use the following techniques to get disengaged subscribers opening, clicking, and converting again.

### **Complying with Anti-Spam Regulations**

Properly re-engaging inactive subscribers begins with ensuring your outreach complies with anti-spam laws and CAN-SPAM act regulations. Aggressively emailing unresponsive subscribers can backfire and cause spam complaints if you're not careful.

First, honor any unsubscribe requests to avoid contacting subscribers who have explicitly opted-out. Review any past spam complaints as well and avoid sending overly promotional content to remaining inactive users.

You should also ensure inactive subscribers gave proper consent and followed opt-in procedures originally.

Confirm your email lists only contain valid, current emails. With this compliance foundation in place, you can move forward with your re-engagement plan.

### **Segmenting Inactive Subscribers**

The next step is segmenting and targeting specific inactive subscriber groups based on behaviors and attributes. This is more effective than general email blasts, and you can use email analytics to identify relevant categories to target.

For example, categorize subscribers by how long they've been inactive:

- **30-60 days inactive:** Deploy dedicated win-back campaigns. Their interest may have only recently dropped.
- **60-90 days inactive:** Send a survey to update their preferences. Update their profiles accordingly.
- **90 days or more inactive:** Implement a multi-touch re-engagement campaign, such as a series of emails focused on rebuilding engagement with inactive users.

You can also look at previous email engagement levels to inform strategies. For instance:

- Sent but never opened: Use on-site triggers like exit popups to capture attention. Send urgency-driven subject lines.
- Opened but never clicked: Provide exclusive content upgrades matching their interests for re-engaging.
- Clicked but never bought: Create targeted sequences with special offers to remind them of abandoned carts or recent page views.

Additionally, identify and group subscribers with similar interests and attributes. Send content that is highly relevant to each group's preferences to recapture attention.

## Using Personalized Content

Personalized messaging shows subscribers you're interested in their needs as individuals. Insert subscriber names, locations, interests, and other details into content. This personal touch can

significantly lift open and click rates.

You can also mention the subscriber's industry, job role, or interests in the subject line so content appears tailored to them. Subject lines should connect to their values.

Set up sequences triggered by specific subscriber actions like abandoned carts, recently viewed products, and website page views. This shows attention to their activity.



Gated content like eBooks and templates tailored to subscriber interests can also spark renewed attention. For example, build a templates kit as an upgrade for marketing subscribers.

## Getting Subscriber Feedback

Sometimes people disengage because your

emails no longer match their interests. Send out surveys asking subscribers why they haven't been opening your messages and what types of content they want to see. Use this feedback to shape what you send.

Promptly responding to subscriber questions and feedback shows you're listening - this personalized interaction helps to re-engage inactive users.

## Using Deals and Contests

Targeted promotions and offers help bring inactive subscribers back into the fold. Special discounts or coupon codes just for re-engaging makes returning more appealing.

Create a tailored sales sequence with strong incentive offers that motivate inactive subscribers to reactivate their accounts. For instance, offer a limited-time discount for reactivation.

Hold contests awarding prizes only to inactive subscribers who take re-engaging actions such as opening emails or making purchases after a period of

inactivity. This incentivizes re-engagement.

### **Continuously Optimize Campaigns**

Track campaign performance to identify what resonates with inactive groups. Test subject lines, content, and timing. Monitor engagement metrics, then optimize the strategies driving successful re-engagement.

### **Keeping Subscribers Engaged Long-Term**

Reactivating inactive

users is just the first step - you need to keep them engaged for the long haul too. Here are some ideas:

Give VIP access and early sneak peeks to loyal fans. Make them feel appreciated.

Check in regularly to see how they're feeling and what they want more of. Surveys are great for this. Provide exclusive first looks at new products or content.

It's all about building ongoing relationships - keep giving your regulars

attention and rewards to keep up engagement levels.

When hard-won subscribers disengage, it's a missed chance to connect. While getting new people onboard is important, re-engaging existing subscribers is often more effective.

Segment purposefully, personalize outreach, deliver real value, and track your efforts. Inactive users still represent potential - you just have to use the right strategies to reignite their interest.



# **WE BUILD BRANDS**

**Social Media Marketing**

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# FUN FACTS

The month of February gets its name from the latin word "februum," which implies purification. February is a significant month for U.S. statehood, as several states were admitted to the Union during this month including Massachusetts, Maine, Oregon, Arizona, and Oklahoma.

## *February Milestones:*

- Feb 4, 2004 - Facebook launched as "TheFacebook.com".
- Feb 6, 1952 - Queen Elizabeth II succeeded to the British throne.
- Feb 7, 1964 - The Beatles first arrive in the United States.
- Feb 8, 1998 - The first female hockey game in Olympic history took place. Finland defeated Sweden 6-0.
- Feb 11, 1928 - The La-Z-Boy reclining chair was invented by Ed Shoemaker.
- 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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# SMALL BUSINESS TRENDS TO FOLLOW IN 2024



## Sustainability & Green Practices

- Embrace eco-friendly operations and products
- Highlight sustainability in marketing efforts



## Remote Work & Flexible Schedules

- Adopt hybrid work models
- Invest in collaborative online tools



## E-Commerce & Mobile Shopping Expansion

- Enhance online shopping experiences
- Optimize websites for mobile users



## Personalization & Customization

- Tailor products and services to customer preferences
- Use data analytics for personalized marketing



## AI and Automation Technologies

- Implement AI for customer service (chatbots)
- Automate repetitive tasks for efficiency



## Focus on Local SEO

- Optimize for local search queries
- Engage with local communities online



## Increased Use of Social Media

- Utilize platforms like Instagram and TikTok for marketing
- Create engaging, shareable content



## Cybersecurity Measures

- Invest in robust security tools and training
- Educate customers on data protection



## Collaborations and Partnerships

- Partner with other businesses for mutual growth
- Leverage influencer marketing



## Subscription Models & Loyalty Programs

- Offer subscription services for steady revenue
- Develop loyalty programs for customer retention

A man with glasses and a woman in a red shirt and apron are sitting at a wooden counter in a cafe. There are coffee mugs, a tablet, and pastries on the counter. Shelves with various items are in the background.

# LOCAL MARKETING

EFFECTIVE & ENGAGING



## **Award Winning Marketing Solutions**

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

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**Free Initial Consultations**

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