

# MLOCAL BUSINESS MARKETING

*The Marketing Guide for Local Business Owners*

**January 2022**

## **The Top Marketing Channels to Explode Your Business Growth**

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*10 Content Ideas to Boost Engagement on Your Facebook Business Page*

*How to Create a Strong Company Culture and Employee Engagement*

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*10 Common Email Accessibility Mistakes to Avoid*

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*10 Steps to A Successful SMS Marketing Campaign*



**Infographic:**  
Small Business  
Trends From 2021

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# LOCAL BUSINESS MARKETING

Welcome 2022! 2021 was quite a challenging year, with fires, floods, virus variants, labor challenges and supply chain issues. Our hope is that this year will see resolution to many of the challenges business owners have been facing as a result of the pandemic and a continued move towards "Back To Normal".

Our goal is to provide you information that can help you market your business more effectively. In this month's issue, we've included several interesting articles and tips that you can apply immediately to help you grow your business.

In this month's issue, you'll find articles on Email, Social Media, SMS Marketing, Company Culture and more.

As in every issue, you'll find new versions of our popular Marketing Calendar and Infographic.

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

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

Here's to a Great 2022!!!

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:

- 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.

## January

Cervical Health Awareness Month  
Family Fit Lifestyle Month  
Financial Wellness Month  
Get Organized Month  
Glaucoma Awareness Month  
Thyroid Disease Awareness Month  
Volunteer Blood Donor Month  
Walk Your Pet Month

January 1st - New Year's Day  
January 17th - Martin Luther King Jr. Day

1st - Polar Bear Plunge Day  
2nd - Science Fiction Day  
4th - Spaghetti Day  
9th - Law Enforcement Appreciation Day  
10th - Clean off Your Desk Day

11th - Human Trafficking Awareness Day  
13th - Gluten-Free Day  
14th - Dress Up Your Pet 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  
26th - Spouse's Day  
27th - Chocolate Cake Day  
28th - Blueberry Pancake Day  
29th - National Puzzle Day  
30th - Croissant Day  
31st - Backward Day

## February

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

February 14th - Valentine's Day  
February 21st - President's Day

1st - National Freedom Day  
1st - Change Your Password Day  
1st - Lunar New Year  
2nd - Groundhog Day  
3rd - Golden Retriever Day  
4th - Wear Red Day  
4th - Facebook's Birthday  
4th - World Cancer Day  
9th - Pizza Day

10th - Flannel Day  
11th - Inventor's Day  
12th - Lincoln's Birthday  
13th - Super Bowl Sunday  
14th - Donor Day  
14th - Clean Out Your Computer Day  
17th - Random Acts of Kindness Day  
18th - Drink Wine Day  
18th - Caregivers Day  
20th - Love Your Pet Day  
20th - Muffin Day  
21st - Sticky Bun Day  
22nd - Margarita Day  
22nd - Walking the Dog Day  
22nd - Washington's Birthday  
22nd - World Thinking Day  
24th - Chili Day  
25th - Skip the Straw Day  
27th - Polar Bear Day



## The Top Marketing Channels to Explode Your Business Growth

This is the age of digital marketing. The Internet has given businesses the opportunity to connect with customers on a global scale like never before.

Some of the most popular channels for marketing are social media, email, video, and content marketing.

## What Are the Best Marketing Channels to Use for Business?

Social media has become one of the most effective tools for connecting with customers. It provides an interactive platform to share your brand voice and personality with your audience while staying in contact with them every day.

Email marketing is another powerful marketing channel that lets you reach people at any stage in their purchase journey. It can be used to announce new products or services, share exclusive offers or discounts, or simply as a way to stay in touch with existing customers - all without making them pick up a phone to call you first.

Marketers are constantly on the lookout for ways to increase ROI. The most recent trend in marketing is to use video and content marketing.

Video, in particular, is so popular because it's always changing the game. For example, Snapchat has made it possible for brands to create memories that are readily sharable.

Video content marketing has an increased ROI for many reasons. It attracts more viewers, builds more trust with consumers, and boosts search engine rankings, among other benefits.



## Social Media Marketing and How It Can Help Build a Brand on a Shoestring Budget

Companies have been using social media to connect to their fans and potential customers for years now. It's a great way to get the word out about your brand and products. It's also an effective way to stay in touch with your audience while you're building a fan base.

Social media marketing is a good way to build a brand on a shoestring budget, but it can take

some work. You'll need a plan for promoting your company, content, and products across various channels. Some people prefer to do it all themselves; others hire an agency or team of marketers. Both options have pros and cons, but either way can be effective if done right.

## Content Marketing for Better Brand Awareness and More Conversions

There is no inherent end goal to content marketing.

It does not even need to be designed to be successful. Content marketing is an organic, iterative process of creating and improving upon content until it becomes what you desire. The goal of content marketing is to make the audience aware of the products and services your company offers, not converting them right away. By gaining their attention and interest, you can then convert them down the line with a well-designed conversion funnel.

A conversion funnel is a type of marketing model that focuses on customers making

an initial commitment to purchase, which is followed by a series of phases where they are made to commit more. A conversion funnel can be used for any business with an online presence, but it is especially useful for e-commerce sites that are looking for ways to generate more sales.

The first step in the process is the “top of the funnel.” This can be anything from someone typing in your URL to someone clicking on your ad. The next step is the “mid-funnel.” This is when someone has clicked on your product page or clicked through from a social media post about it. The final step is when they make their purchase decision and complete the transaction.

To generate quality leads, you need to have a conversion funnel that turns your traffic into sales. The conversion funnel should be designed so it

acts as an easy method for customers to get to know your product/service offerings. There are many ways this can be done, but following are some of the best:

- Create irresistible content on your blog or website
- Implement smart CTAs on your landing pages, so users are automatically redirected after reading through
- Take advantage of social media advertising and create ads
- Offer discounts and deals throughout the year

You can create a quality conversion funnel by implementing these tips:

1. Create your offer (product)
2. Create the simplest possible offer (focused on one activity)

3. Get people to say yes to the simple offer

4. Gather contact information

5. Offer something else of value (value proposition - make sure it's relevant and solves their problem)

6. Ask for an order or ask for an email address

## Digital Advertising and the Rise of Mobile Advertising

Digital advertising is important to the world of marketing because it's capable of reaching an audience that may have otherwise been unreachable. This type of advertisement is particularly beneficial to companies with a smaller budget as it offers them an opportunity to reach a large audience without spending an excessive amount of money.

Digital advertising also provides the ability for brands to measure their success by being able to track how many people are seeing their ads, what type of demographics are seeing the ads, and where the viewers are geographically located.



Mobile advertising has exploded in popularity because it gives advertisers access to up-to-date information about their customers, which can greatly benefit businesses who want more detailed information about their customers. With this type of ad, companies can target specific age groups or genders with relevant ads for products they offer

### **Start Boosting Your Startup with These Innovative Marketing Techniques Today**

The startup marketing world has changed a lot in the past few years. It used to be that startups could rely on word-of-mouth and social media to reach their target audience. Nowadays, companies have to be more creative and innovative with their marketing strategies.

Creative and innovative marketing techniques are an important aspect of any startup. They allow you to stand out from the crowd and attract the attention of potential customers. Below are some examples of creative marketing techniques that are worth considering for your startup:

- Sponsoring a conference or event
- Hosting a giveaway with perks for participants
- Creating a video on YouTube
- Running an online contest with prizes
- Running a social media campaign

### **The Best Marketing Channel for Your Small Business**

The best marketing channel for small businesses is a combination of all marketing channels.

Nowadays, marketing experts recommend that small businesses not rely on any single marketing channel as their main source of customers. They suggest that a business should use a combination of all marketing channels to reach out to potential customers and create an online presence.

Marketing channels are constantly evolving. As a small business owner, you need to keep up with trends and find the right marketing medium to increase your chances of success.

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## 10 Content Ideas to Boost Engagement on Your Facebook Business Page

The best way to increase Facebook engagement is to post engaging content that your audience will enjoy. However, coming up with fresh ideas can be challenging. So, if your Facebook business page is looking neglected, read on. Here are 10 Facebook content ideas to increase engagement on your business page.

## 1. Tell Stories

Too much promotional content makes a Facebook business page dull. Branch out and tell some of the stories that your audience will love to read. How did you get started in business, for example? What good causes do you support? Or perhaps some of your employees have a tale they could tell? Getting personal is an excellent way of connecting with an audience. And if your story resonates with enough people, your post might even appear on the Facebook newsfeed.

## 2. Go Behind the Scenes

Yes, you probably will have read this tip before. But have you followed up on this little gem of a content idea? People love to take a peek behind the scenes. So, consider posting some insider views of your business on Facebook.

There are many potential topics for this type of post. You could explain how your product is made, for example. Or, how about introducing some of the backroom team to your customers. Bloopers and fails always go down well, too, so long as they don't reflect poorly on your brand.

## 3. Creative Product Photos

Filling your Facebook book page with product advertisements is not such a good idea. However, if you can place your products in interesting situations, that can make an excellent Facebook post. Creative product photos can also be used on Instagram. Consider how you could artistically present your products. Or reach out to customers to see if they have any unusual photos of your products in use. Creative product

photos provide a way of showcasing your products in an entertaining, non-promotional way.

## 4. Infographics

Infographics frequently get shared and are suitable content for your website and social media accounts. The time taken to create an infographic will be time well spent. You could make a graphical representation of market trends in your business. Or you could post a relevant tips infographic. When thinking about topics for infographics, consider what's most likely to be shared. If you create a branded graphic that people value, your brand name could be shared on many websites and social media profiles.

## 5. Ask Questions

There is no better way to get a response from



an audience than to ask a question. For example, you could ask your customers what product enhancements they would like to see. Or you could ask for comments on a particular development in your industry. Answers to your questions might be left in the comments section. Or you could pose the question as a user poll or survey.

## **6. Videos**

Millions of videos are viewed on Facebook every day. And Facebook is so keen on videos that it has a dedicated video sharing page, Facebook Watch. Consider tapping into that massive potential by creating informative and entertaining video content relevant to your product or niche. You could take the behind-the-scenes idea mentioned above and turn that into a video. Quick-win videos, short videos providing valuable tips and advice, generally work well on Facebook.

## **7. Create and Share Events**

Creating and sharing company events is an excellent way to increase engagement on

Facebook. You could set up virtual events, such as webinars, online sales, and live question-and-answer sessions. And local businesses can promote physical events such as store openings or open days.

## **8. Follow Current Trends**

Posting content related to current trends is likely to gain you more comments. And posts on trending topics are also more likely to appear in Facebook users' feeds. Keep up with the trends in your industry and current national or local issues. And then post your comments, thoughts, or advice on the things currently on people's minds.

## **9. Share Blog Posts**

Sharing blog posts on Facebook is not a new idea. Indeed, most social media sites are a perfect platform for promoting content.

However, merely posting a link to each new piece of content is a bit old hat. And posting the same content across all platforms is not the best approach to social media platforms.

So, when you post links to new blog posts on Facebook, add a unique description of your content. Sell the benefits of the content, and you will get more traffic to your website.

## **10. Share Other People's Content**

Finally, sharing other people's content can increase engagement and win you some friends. Share engaging and helpful content related to your industry that your audience will value. Be careful not to exclusively share other people's content, though. It's better to create original material than rely solely on other people's efforts.

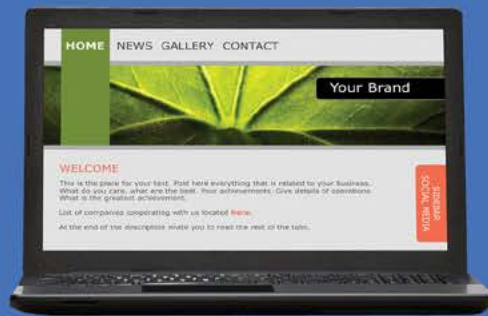
Creating fresh content for Facebook can at first appear daunting. However, when you take the time to consider all of the above options, you will see that there are plenty of ways to deliver something new. And don't forget that you can repurpose content by using alternate formats. A blog post, for example, could provide the basis for a video or infographic.

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# How to Create a Strong Company Culture and Employee Engagement



A strong company culture is important for employee engagement. A company culture can be created by intentionally deciding what values you want to represent, the type of workplace environment you want to create, and the type of people you want to work with. What kind of values your organization wants to embody is also important, as well as how your employees will work with one another, and what type of people they will be exposed to on a daily basis.

- It is essential for organizations to define their core values in order for them to stay consistent and focused on their goals every day.

- A company culture helps an organization foster positive interactions among employees that creates high morale, which leads to increased productivity.
- Companies should create employee value statements that are honest and specific in order to get the most out of their employees

### **Step 1: Set the Tone for the Company's Culture**

In order to have a company culture, you need to have a company. At the same time, the company needs creative people. And creative people need the freedom to get their work done. To get creative, there should be some kind of environment that is free from rigid structures and rules.

A workplace culture is an environment where employees feel like their voices are heard and they are cared for. It's also about having fun but in a productive manner. Management has to set the tone by showing up to work with passion and enthusiasm for their job. Employees will follow suit.

Culture starts at the top, so leaders need to be willing to take risks and try new ideas if they want their company culture to grow. Giving employees freedom is one of the keys to creating a healthy workplace; it allows people to explore what they're passionate about while meeting deadlines.

One way to create a friendly and inviting workplace is to provide a relaxed environment with music and comfortable couches for employees to work on. Other ways include adding personality to the office with decorations, adding a variety of snacks for employees, or even getting a pet that can be around during breaks or lunchtime.

These are all great ways to make your company's workspace more inviting and friendly because they show employees that you care about them as people not just as workers.

### **Step 2: Communicate the Goals and Values of the Company**

Communicating company values and goals is the responsibility of every

employee. The company's values and goals should be communicated to employees on a regular basis, to ensure that the company's culture is anchored in their minds. This also ensures that employees get a clear idea of what they need to do in order to achieve the goals of the company.

### **Step 3: Embrace Diversity and Inclusion and Encourage Employees to Share Their Ideas**

Diversity and inclusion are not only about the composition of the workforce. It is about how they work together. It's about recognizing different perspectives, ideas, and skills. It's about bringing people together so they can create better outcomes.

There are many ways to encourage employees to share their ideas. One way is to have an open office space, so people can easily see what others are working on. Another example is a company-wide brainstorming session, where employees can share their ideas anonymously online.

## **Step 4: Value People Over Technology**

People often say that technology is making humans redundant. But the opposite is true. It's actually humans who are making technology better.

They share information on how they use the technology and the outcome of their usage. They also make sure that they are trained enough to use it correctly and get more out of it. Humans are not perfect, but most will be the best with what they have to make sure that technology improves for everyone's sake.

## **Step 5: Support Employees to Grow Meaningful Relationships Outside Work**

People are forced to work overtime for many reasons, but the most common is the need for money. To solve this problem, companies should not only offer employees competitive pay but also offer benefits to help improve their quality of life. Benefits such as paid time off, childcare assistance and good healthcare can help employees have a

more consistent work-life balance so they can focus on their personal life as well.

Companies should also encourage employees to maintain relationships outside of work in order to reduce conflicts with co-workers. Some companies do this by creating social events for employees to get together outside of work or by implementing flexible hours that allow workers to have more free time during the day.

## **Step 6. Encourage Employees to Develop Skills That Benefit Themselves & the Company**

Building and developing skills is fundamental to advancing in a career and can also directly contribute to the success of a company. Skills development transforms employees into more valuable assets to their company. To benefit themselves and the company, employees should take steps such as:

- Building relevant skills that will help grow their personal value to the company (i.e., data analysis, project

management)

- Learning skills that will allow them to work smarter (i.e., public speaking, negotiation)
- Developing other skills that will make them more valuable at work (i.e., writing, presentation)

## **Step 7. Celebrate Successes and Give Thanks to Those Who Contribute**

The end of the project is always a time filled with mixed feelings. You've achieved something that seemed impossible and yet you feel like it's not enough; there will never be enough time for everything you wanted to do. At the same time, you want to take this opportunity to show your appreciation and gratitude for everyone who has contributed, in some way or another, toward this achievement.

It's important that we take a moment to celebrate our success with others. Culture is a powerful thing and a force that can create a great company. It's important to invest in a positive culture and take care of it.

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# 10 Common Email Accessibility Mistakes to Avoid



According to the World Health Organization, more than one billion people across the globe live with some type of disability. That's 15 percent, or roughly one in seven people.

Due to a rise in chronic health conditions and population aging, the number of people experiencing disability is also increasing each year.

Do you know if your emails are accessible to everyone on your list? If you're not sure, you could be alienating a significant percentage of your audience.

This guide looks at why optimizing your emails for accessibility is actually good for business and highlights various content and design mistakes that could be making your emails less accessible to potential customers.

## Why Email Accessibility Matters

There are four key reasons why failing to make emails accessible is bad for business:

### ***1. A significant number of your email subscribers could have a disability***

Color blindness affects approximately one in 12 men and one in 200 women. And it's estimated that one in 10 people have dyslexia. With so many people living with disabilities, ignoring accessibility makes no business sense. Globally, people with disabilities have an estimated spending power of \$8 trillion.

### ***2. Inaccessible emails damage email conversion rates***

If you don't pay attention to the accessibility of your emails, you're essentially sabotaging your conversion rates before

you hit send.

### ***3. Ignoring email accessibility can make you vulnerable to litigation***

In many countries, it's a legal requirement for businesses to make sure



As already stated, one in seven people have some kind of physical or mental disability. Around 43 million people worldwide are blind, and 295 million people experience moderate and severe vision impairment.

their content is accessible to everyone. Disability rights legislation such as the U.S. Americans with Disabilities Act, the Equalities Act of Great Britain, and the Disability Discrimination Act of Australia ensure people with disabilities aren't unduly disadvantaged in their daily lives. Failure to comply opens you up to possible legal penalties.

#### **4. Accessible emails improve the user experience for everyone**

Accessible content is generally more organized, more readable, and more user friendly for everyone. As a result, more people are likely to engage with your business over a longer period of time.

#### **Following are ten common email accessibility mistakes to avoid with tips on how to correct them.**

##### **1. An insufficient contrast ratio**

Contrast ratio is essentially the degree of difference between the background color and foreground color. In emails, the foreground color is usually the color

of text or graphics. If the contrast ratio is too low, people who can't see certain colors or have other vision impairments may struggle to read your text.

Accessibility experts recommend a contrast ratio of at least 4.5 to 1. There are various online contrast checker tools you can use to test your emails. The WebAIM tool, from the Institute for Disability Research, Policy, and Practice at Utah State University, is a good place to start.

To help dyslexic readers, avoid bright white backgrounds - use pale tones such as cream or light gray instead.

##### **2. Relying on colors to convey specific messages**

Don't simply use a different color for text hyperlinks or call-to-action (CTA) buttons to make them stand out. People who are color blind or have low vision won't always notice the difference. To avoid confusion, underline hyperlinks and use plenty of white space around CTA buttons. Also, consider adding an arrow pointing to the CTA button, or make

the CTA text bold.

##### **3. Justified text**

Justified text can create irregular spaces between letters and words, making it harder to read for dyslexic users. To improve the readability of your emails for everyone, use left-aligned text.

##### **4. Large blocks of text**

Large blocks of unbroken paragraphs are not only difficult to read for dyslexic people; non-dyslexic readers can also struggle. Limit paragraphs to no more than five lines and stick to one idea per paragraph.

Related to the last point, line length should also be kept to a minimum. Most accessibility experts agree that the ideal line length is between 45 and 75 characters. Lines that are too short or too long decrease the readability of text.

##### **5. Inappropriate line spacing**

Another readability factor is the spacing between lines of text. When lines are too close together, the reader can struggle to

locate the next line of text. To improve readability and accessibility, the ideal line spacing should be around 150 percent of the letter height. So, if the font size is 16 pixels, multiply 16 by 1.5 and you get the correct line spacing value of 24 pixels.

## **6. Poor font choice**

When it comes to fonts, smaller font sizes and serif fonts can make text harder to read for people with dyslexia or low vision. Use a text font size of at least 14 pixels - 16 pixels is more suitable for accessibility. And stick to sans serif fonts such as Arial, Helvetica, Verdana, or Tahoma.

If you want to emphasize certain words, use bold text rather than italics or underlines - only links should be underlined.

## **7. Unclear link text**

People who use screen readers often scan a page for links to find relevant information. For this reason, avoid vague language such as "Click Here." Make it clear where the link will take the user, underline the link, and consider making the text bold. For example:

"Click here to sign up to our loyalty program."

## **8. Not including alt text for images**

Alt text, or alternative text, is the text-based description of an image that allows visually impaired people who are using screen readers to access visual information. To help users who can't view your images, make sure your alt text is clear and informative.

## **9. Small CTA buttons**

People who have motor control issues or use eye trackers to move their cursor can find tiny CTA buttons very frustrating. To ensure all users can easily click on your CTA buttons, make the buttons large - at least 44 pixels by 44 pixels. Also, as already mentioned, make sure the button text has a high color contrast to the background, and use plenty of white space around the button to make it stand out.

## **10. Using emojis to replace language**

There's a growing trend among companies to use emojis in their subject

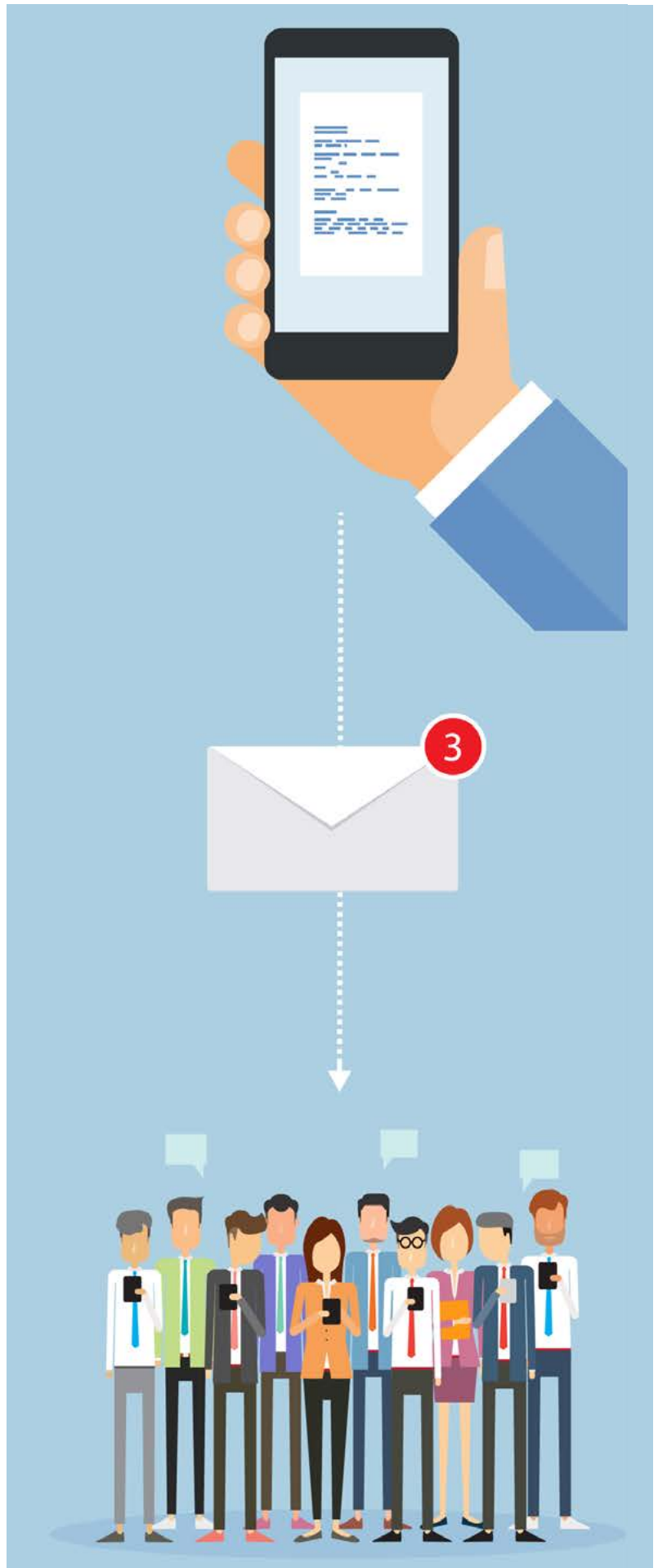
lines. However, emojis might not be seen by every subscriber. To ensure everyone can understand your email subject lines, don't use an emoji to replace an actual word. If you want to include an emoji, use it at the beginning or end of a subject line to reinforce the message of the text.

Making your emails more accessible not only creates a better user experience for people with disabilities, but it also ensures your emails are more engaging to all your subscribers. What's more, it will increase the reputation of your business by showing that you care about your customers. Ultimately, embracing accessibility makes good business sense.

If you're making any of the email accessibility mistakes outlined here, it's never too late to turn things around. Keep these tips in mind, and you can make much better content and design decisions for your future email campaigns. Even small changes you make to your emails can remove some barriers for people who experience life differently.

# 10 Steps to A Successful SMS Marketing Campaign

Short Message Service (SMS) marketing is more effective than you might have thought. Sure, this method of reaching a target audience has been abused by some organizations. After all, who hasn't occasionally received unwanted spam text messages from advertisers? But then, the same can be said about email marketing. Even so, SMS marketing can yield dramatic results.



The first advantage that you gain with SMS is the immediacy of the medium. Most people have their phones with them 24/7. So, 90% of SMS messages get read within three minutes of receipt. The second advantage is the reach of SMS. It has been estimated that 97% of Americans own a cell phone. And even phones that are not “smart” can receive SMS messages.

So, there is plenty of evidence to suggest that SMS marketing works. But how do you go out planning and implementing an SMS marketing campaign? Here are ten steps to ensure that your next SMS campaign is a roaring success.

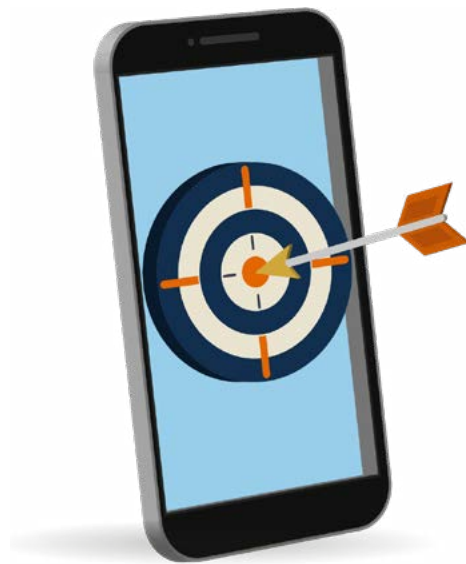
## 1. Define Your Goals

As with any marketing campaign, the first step is to define your goals. And the best way to formulate plans is to use the SMART goal approach. The object of that approach is that your goals must be Specific, Measurable, Achievable, Relevant, and Time-bound. Setting targets will enable you to create focused marketing campaigns and measure the success of those campaigns.

## 2. Set and Tick to Opt-In Rules

SMS marketing must be permission-based. So, recipients of your messages must have opted-in to your SMS channels. And it would help if you offered users an opt-out option, too.

There are various legitimate ways of building an SMS mailing list. You could ask for opt-in at checkout on an eCommerce website, for example. Or you can have subscription prompts on your website or social media profiles. Either way, a subscriber must explicitly opt-in to an SMS marketing list.



## 3. Know Your Audience

You need to pitch an SMS marketing message in the right way for your

audience. So, consider what drives a person to purchase your products. What are their concerns and pain points? And what type of people are they? When you understand who your audience is, you can write SMS messages that resonate with those individuals.



## 4. Segment Your SMS Mailing List

If you send irrelevant SMS messages to people, you will have a high opt-out rate. So, it is best to segment your SMS subscriber list to ensure targeted messaging. You could segment subscribers based on gender, location, items purchased, for example. Or you could categorize subscribers based on questions asked at the point of subscription.

## 5. Decide on Message Frequency

Subscribers to an SMS

marketing service will have given their permission for you to text them. However, text messages from businesses can become annoying if they appear on your phone too frequently. So, you need to consider the frequency of your SMS marketing messages carefully.

Generally, it is best to consider what would typically trigger a person to think about your product. Some products would usually be purchased monthly, for example. In which case, a monthly marketing message would be appropriate. In comparison, some products will be seasonal. So, sending messages immediately before the seasonal event would be most effective.



## 6. Get the Timing Right

The time of day you send SMS marketing messages is also crucial. For example,

people at work are less likely to read a marketing message during working hours. However, sending late-night marketing messages will annoy people. So, once again, consider what days and what time of day your target audience might be more receptive to a marketing message from your business.

## 7. Don't Get Boring

As mentioned above, the open rate for SMS messages is far higher than it is for emails. You can assume with some certainty that your marketing messages are being read. So, there is no need to tell a subscriber about the same offer repeatedly.

There are some occasions when reminders will be appropriate. For example, you might want to remind subscribers once a month that they could save money by taking up a special offer or switching to a lower tariff. But it would be a mistake to bug someone with this information daily.

## 8. Write Compelling Messages with Calls to Action

You will only have people's



attention for a short period. So, marketing messages sent by text must be short and sweet. And you must get to the point in the first few words. So, if your message is a special offer, start the message with what the recipient can save. And time-limit special offers to increase the sense of urgency.

It must also be clear what the recipient must do next. So, include a compelling call to action (CTA) in your marketing message. Most people own smartphones now, so your CTA could be a link to direct a user to your website.

## 9. Be Consistent

Consistency is crucial in SMS marketing. For example, it is best to avoid sending too many

messages at once, followed by none. So, create a schedule for your SMS marketing messages. And try to adopt a constant tone in the wording of all your marketing messages.

## 10. Analyze the Outcomes

At the end of an SMS marketing campaign, analyze the outcomes and compare them to your SMART objectives. Analyzing the results will help you calculate your return on investment (ROI) and indicate where you might need to refine your approach for future campaigns.



SMS marketing can be highly productive. However, you must have a customer opt-in before you add them to your marketing list. And your marketing messages must be

relevant and compelling. And remember, there is nothing worse than being woken up by a marketing message on your phone! So, it is best to avoid messaging late at night or early in the morning.

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# FUN FACTS

January is the Celebration of Life Month, as a reminder at the start of the new year of how precious life is and why we should celebrate life itself.

January is traditionally the coldest month of the year in the Northern Hemisphere and the warmest month of the year in the Southern Hemisphere.

## January Milestones:

- Jan. 1st, 1908 - The 1st New Year's ball drop in Times Square, NYC
- Jan 4th, 1914 - The Ford Motor Company announced an eight-hour workday and that it would pay a "living wage" of at least \$5 for a day's labor.
- Jan 7th, 1962 - The Avengers premiered on ITV, in the UK
- Jan. 9th, 2007 - Apple's iPhone was unveiled
- Jan. 18th, 1977 - Snow fell in Miami and The Bahamas. It was the only time in recorded history that it happened
- Jan. 21st, 1972 - The first convention of Star Trek fans was held in New York City' Statler-Hilton Hote
- Jan 23rd, 1986 - The 1st induction of Rock 'N' Roll Hall of Fame included Chuck Berry, James Brown, Ray Charles, Domino, Everly Brothers, Buddy Holly, Jerry Lee Lewis, and Elvis Presley.

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# SMALL BUSINESS TRENDS FROM 2021



**32%** of small businesses are owned by women

There are **124,551** Black owned small businesses as of 2021

**41%** are Baby Boomers

**46%** are Gen X

**13%** are Millennials

**43%** of business owners rated their level of happiness as Very Happy and **31%** rated their level of happiness as Happy

**57%** of small businesses offer remote work options

Just **55%** of small businesses survive past their fifth year of business



## Top 5 Small Business Industries

1. Food & Restaurant
2. Retail
3. Business Services
4. Health, Beauty & Fitness Services
5. Residential & Commercial Services



## Top Challenges for Small Business Owners:

- |                             |                                  |                         |
|-----------------------------|----------------------------------|-------------------------|
| <b>#1</b>                   | <b>#2</b>                        | <b>#3</b>               |
| Lack of Capital / Cash Flow | Recruiting / Retaining Employees | Marketing / Advertising |



**41%** of local businesses depend on social media to drive revenue

**54%** of small businesses use email as their top marketing tool

**75%** of small business owners think that internet marketing is very effective or effective for attracting new customers

**47%** of small business owners run marketing entirely on their own

**73%** of small businesses pay for social media marketing

**36%** are now making all their sales online

**67%** offer some kind of touchless payment



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