

M LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

January 2023

**How to Come
Up with Ideas
for Blog Posts:
9 Strategies
You Can Use
Today**

*6 Powerful Neuromarketing
Strategies You Can
Implement Right Away*

*4 Ways to Generate
Income From Your
Email List*

*Using Visual
Marketing
for Greater
Engagement*

**Infographic:
The Best Business
New Year's
Resolutions for
2023**

FREE!

Proudly Provided by CroydonGate

Happy 2023!

A new year means a new beginning for you and your business! It's important to take the time now to reflect on the past year you've had and come up with goals for the year ahead.

Perhaps you want to dive into something new or improve on areas you struggled with in the previous year. If you aren't sure where to start, take a look at this month's infograph - The Best Business New Year's Resolutions for 2023.

You will also find articles in this month's issue on Neuromarketing, generating income from your Email List, Visual Marketing, and more!

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

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

Raj Deshpande
CEO
CroydonGate

The content on the Local Business Marketing Magazine is made available on the terms and condition that the publisher, editors, contributors and related parties:

shall have no responsibility for any action or omission by any other contributor, consultant, editor or related party;

disclaim any and all liability and responsibility to any party for any loss, damage, or disruption caused by errors or omissions, whether such errors or omissions result from negligence, accident, or any other cause;

are not responsible in any way for the actions or results taken any person, organization or any party on basis of reading information, or contributions in this publication, website or related product.

Inside This Month's Issue

- 4 Marketing Calendar
- 5 How to Come Up with Ideas for Blog Posts: 9 Strategies You Can Use Today
- 10 6 Powerful Neuromarketing Strategies You Can Implement Right Away
- 15 4 Ways to Generate Income From Your Email List
- 19 Using Visual Marketing for Greater Engagement
- 22 Fun Facts
- 23 Infographic: The Best Business New Year's Resolutions for 2023

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



(215) 393-9787
www.CroydonGate.com



To get a Free subscription to our monthly Local Business Marketing Magazine, simply visit our website.

Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

January

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

January 1st - New Year's Day
January 16th - Martin Luther King Jr. Day

1st - Polar Bear Plunge Day
2nd - Science Fiction Day
4th - Spaghetti Day
4th - Trivia Day
5th - Bird Day
9th - Law Enforcement Appreciation Day
11th - Clean off Your Desk Day
14th - Dress Up Your Pet Day
14th - World Logic Day
15th - Hat Day

15th - MLK's Birthday
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
22nd - Lunar New Year
23rd - Pie Day
24th - Compliment Day
24th - Peanut Butter Day
25th - Opposite Day
26th - Spouse's Day
27th - Chocolate Cake Day
27th - Holocaust Remembrance Day
28th - Pediatrician Day
28th - Lego Day
29th - National Puzzle Day
30th - Croissant Day
31st - Backward Day
31st - Hot Chocolate 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 20th - President's Day

1st - National Freedom Day
2nd - Groundhog Day
2nd - Tater Tot Day
3rd - Wear Red Day
3rd - Golden Retriever Day
4th - Facebook's Birthday
4th - World Cancer Day
5th - World Nutella Day
9th - Pizza Day
10th - Flannel Day

11th - Inventor's Day
12th - Lincoln's Birthday
12th - Super Bowl Sunday
13th - World Radio Day
15th - Clean Out Your Computer Day
17th - Random Acts of Kindness Day
17th - Caregivers Day
18th - Drink Wine Day
20th - Love Your Pet Day
20th - Muffin Day
21st - Sticky Bun Day
21st - Mardi Gras
21st - Pancake Day
22nd - Margarita Day
22nd - Walking the Dog Day
22nd - Washington's Birthday
24th - Chili Day
24th - Skip the Straw Day
27th - Polar Bear Day



How to Come Up with Ideas for Blog Posts: 9 Strategies You Can Use Today

Do you struggle to come up with ideas for blog posts? If so, you're not alone, as bloggers across the world find themselves in this position. In fact, many people think that generating ideas for blog posts is one of the hardest things about blogging. But there is good news. It doesn't have to be that way!

To get you started here are 9 different strategies you can use today to produce valuable new content for your blog.

1) Pay attention to your surroundings

If you're stuck on what to write about for your next blog post, one helpful strategy is to pay attention to your surroundings. Often, the people and places around us can spark new ideas.

Maybe you overhear an interesting conversation at a coffee shop or see something unexpected while out for a walk. By staying attuned to the world around you, you may just find your next great topic. Once you've identified a potential idea, it's helpful to jot down a few notes. Always keep a notepad on you when you are out or simply use the notes app on your phone. That way, when you're ready to sit down and start writing, you'll have a clear direction to follow.

2) Take advantage of current events

Another way to find inspiration for new content is to look at current events. By staying up to date on the latest news, you can identify trends and hot topics that your audience might be interested in. For example, if you run a blog about fashion, you could write about the latest runway trends or celebrity style. If you have a business blog, you could discuss how recent developments in your industry might affect your readers. By keeping tabs on current events, you can ensure that your blog is always relevant and engaging.

3) Use data to come up with ideas

One of the best ways to come up with ideas for

blog posts is to use data. There are a few different ways to do this. First, you can look at Google AdWords Keyword Planner. This tool will show you how many people are searching for specific keywords, as well as how much competition there is for those keywords. You can also use Google Trends to see which topics are trending upwards in terms of search volume.

Another great way to use data to come up with ideas for blog posts is to look at your website analytics. See which pages on your site are getting the most traffic and try to produce a related blog post idea.

Finally, you can also use social media monitoring tools like Hootsuite Insights to see what people are saying about your brand or industry online.

4) Ask your audience for input

One way to create fresh headlines for blog posts is to ask your



audience for input. You can do this by surveying your readers, asking questions on social media, or even holding a contest. Not only will this help to ensure your blog posts are relevant and interesting to your audience, but it will also help to build engagement and loyalty.

In addition, by involving your audience in the content creation process, you'll be able to get feedback and ideas in real-time, making it easier to create high-quality content. So next time you're feeling stuck for ideas, remember that your audience is a valuable resource.

5) Get inspired by other blogs

Let's start out by saying you never want to copy another person's blog, but what you can do is take an existing idea and put a fresh slant on it or run with it in a different direction.

Look at other blogs in your niche and see what topics they are covering. Not only will this give you ideas for topics that you may not have thought of before, but it will also allow you to see how other bloggers

are approaching these topics.

You can also use online forums to see what people are talking about in your industry. By paying attention to these conversations, you can ensure that your blog is always providing valuable and timely information to your readers.



6) Use social media to find inspiration

By following relevant hashtags and influencers on social media, you can get a constant stream of inspiration for new blog post topics. For example, if you're a fashion blogger, you could follow hashtags like #ootd (outfit of the day) or #styleinspo. Or if you're a food blogger, you

could follow hashtags like #foodporn or #nom. By keeping up with what's trending on social media, you'll always have fresh ideas for your blog!

7) Create lists and roundups

One type of post that is always popular among readers is the listicle. Whether it's a roundup of the best new restaurants in town or a list of tips for saving money, these posts are easy to read and usually generate a lot of engagement.

Besides being popular with readers, lists and roundups are also easy to put together. If you're struggling to come up with new ideas for your blog, try creating a listicle. It might surprise you at how popular these posts can be.

8) Think outside the box

As a blogger, it can be easy to get stuck in a rut, writing about the same topics over and over. However, it's important to keep your content fresh and interesting, both for your readers and for yourself.

Here are a few ideas for thinking outside the box

when it comes to blog posts:

- Write about a controversial topic in your niche. This can generate heated discussion and debate, which can be great for engagement. Just be sure to approach the topic respectfully and in an open-minded way.
- Share an experience that is outside of your usual comfort zone. This could be something as simple as trying a new food or going to a new place. By writing about it, you'll not only have interesting content, but you might also inspire your readers to do something new themselves.
- Interview someone who is popular within your niche. This is a great way to provide your readers with new perspectives and insights. Just be sure to choose someone who will be candid and open in their answers.

By thinking outside the box, you can come up with fresh ideas for blog posts that will keep your readers coming back for more. So don't be afraid to experiment - you might

just surprise yourself with what you come up with!

9) Get creative!

There are a few tricks you can use to get your creative juices flowing. First, take some time to brainstorm potential topics. Write anything that comes to mind, no matter how silly or mundane it may seem.

Once you have a list of potential ideas, try to find a unique angle or approach that you can take. For instance, if you're writing about the benefits of exercise, you might focus on how it can improve mental health, or if you're writing about ways to save money, you could concentrate on ways to generate additional income. By getting creative, you'll be able to come up with fresh ideas that will capture your readers' attention.

Generating new ideas for blog posts can be a daunting task, but by using the strategies listed above, you'll be able to think up plenty of fresh content ideas that will engage and interest your readers. So don't be afraid to get creative, you never know what might inspire you.

NEED HELP WITH YOUR



**CALL US
FOR A FREE
CONSULTATION
(215) 393-9787**



CORPORATE

CUSTOM APPAREL

Offering all the Top Brands



And Many More!
 Low Minimums Fast Turnaround Affordable Pricing
 Get a Free, No-Olbigation Quote Today!

(215) 393-9787



6 Powerful Neuromarketing Strategies You Can Implement Right Away

Neuromarketing is the study of how the brain influences consumer behavior. In a nutshell, neuromarketing is the science of how people make decisions. It's based on the theory that human brains are wired with certain biases and preferences that affect the decision-making process. It also shows that you can use these insights to better target customers and increase sales.



Neuromarketing helps marketers understand how people make decisions, which in turn allows them to use that knowledge to influence buying behavior. Neuromarketing isn't just something big companies do -- it's also a powerful tool for small businesses and startups. Here are some ways to tap into the power of neuromarketing.

Use the Halo Effect

The halo effect is when a customer perceives that one aspect of a product or service is good, so they assume other aspects of the business are too. The halo effect can be used to create a positive impression of a company or product. For example, a company known for its customer service may be perceived as having superior products.

Here's another example. If you have a pizza shop and create an advertisement with "delicious" written on

it, customers will associate the words in your ad with your business and assume everything else about it must be great too.

Here's how to use this strategy:

Use the same font and color scheme for multiple elements in your sales funnel. For example, use it on a landing page and again at checkout when offering discounts on future products. This ensures that the positive impression created by the font and color is extended to all aspects of the buying experience.

Tap Into the Power of Social Proof

Social proof occurs when people see that others are doing something and want to do it themselves. Social proof is a psychological phenomenon where people copy the actions of others to feel like they

belong. It's a form of conformity that allows individuals to fit in with a group. And it's incredibly powerful because it's based on the natural desire for acceptance.

People see social proof all around, from the clothes people wear to the music they listen to. It's especially evident online, where people are constantly bombarded with recommendations. In neuromarketing, social proof is a powerful tool for driving sales and increasing engagement with a brand. A good example of this strategy in action is Amazon's "Customers who bought this also bought..." The same technique can be used with other digital advertising platforms such as Facebook Ads or Google Adwords.

You can use social proof in different ways: from displaying positive reviews on your website; including

testimonials from happy clients; sharing how many people have checked out a product or service recently; highlighting celebrities who use your products/services (or even just mentioning them); showing how many people have shared content about your brand across social media channels (such as Facebook posts). It's a strategy that can boost your sales.

Reduce Decision Fatigue

You may have heard of decision fatigue, a phenomenon that occurs when people get tired of making choices. It's similar to overthinking, and it can affect buying decisions.

For example, let's say you're in the market for a new laptop. You go to your favorite electronics store and think about which one you want. Is it a Windows or Mac? Intel Core i5 or 7th-generation AMD APU? 4K display or 1080p? On and on it goes!

Therefore, some companies try to make the information on their websites look as simple as possible to minimize decision fatigue. They do this by only offering one

option at a time (instead of multiple options) and increasing the contrast between each option (so it's easier to decide).

One way to use this strategy is to remove all unnecessary features from your website or keep them out of sight until customers click or tap on them. The goal is to show them exactly what they came looking for on page load, so they don't have to make too many decisions.

Target Customers During Peak Buying Times

To find out when your customers are most likely to buy, you must look at their buying habits. For some products, peak buying times might be around the holiday season. For others, it may be Black Friday or any other day of the week. If you're selling a consumer product that isn't tied to a particular time of year, then you can capitalize on any time when customers are making big purchases.

Make sure your website has all the information that consumers want and need whenever they shop online. This includes images and descriptions of each item as well as

detailed product pages where users can read more about what makes each product different from competing ones.

Send emails about discounts or new products during specific periods throughout the year. Use social media channels like Facebook Ads Manager, so businesses can target ads based on seasons or holidays instead of just age groups or gender demographics alone across platforms.

Use Emotional Triggers

Emotional triggers are powerful. You can use them to influence customer behavior and drive sales, increase engagement with your brand, and even improve the quality of your product or service.

Examples of emotional triggers include:

- Music/sound - For example, playing classical music in an intimate setting can help create a more romantic mood.
- Light - The right lighting will make you feel more relaxed or energetic depending on the

time of day and other factors that impact how our minds work (e.g., weather conditions).

- Color - Different colors have different effects on people's emotions and behaviors.

For example, blue has a calming effect on emotions while red is more activating and energizing.

Increase the Value of Your Product or Service

Increasing the value of your product or service is a crucial part of marketing,

as it increases customer satisfaction and loyalty. You can do this by adding features that benefit your customers and make them feel more secure in their purchase choice.

For example, if you're selling products online, an effective way to increase perceived value is by offering free domestic shipping on all orders over \$50 or \$100, depending on the type of purchases being made (e.g., clothing vs. electronics). This not only gives customers peace of mind that they won't have to pay extra for delivery but also makes

them feel like they are getting something for free!

Similarly, giving away promotional codes with every purchase can help increase perceived value as well because it gives users access to discounts without having to spend extra money themselves!

Neuromarketing techniques can also help you understand how customers experience existing products or services, which will help shape your approach as you move forward with future campaigns. Take advantage of it! It works.

Is Your Website Mobile Friendly?

Over 50% of all online searches are now performed on a mobile device.



With Google's Recent Algorithm change, having a mobile-friendly website is more important than ever!

**Contact Us Today for a Mobile Friendly Site!
(215) 393-9787**

ONE MARKETING COMPANY FOR ALL YOUR NEEDS

- ✓ WEBSITE DESIGN
- ✓ WEBSITE MANAGEMENT
- ✓ SOCIAL MEDIA
- ✓ ONLINE MARKETING
- ✓ VIDEO MARKETING
- ✓ E-MAIL MARKETING
- ✓ REPUTATION MANAGEMENT
- ✓ GRAPHIC DESIGN
- ✓ PRINTING
- ✓ PROMOTIONAL PRODUCTS
- ✓ CORPORATE APPAREL
- ✓ MOBILE APPS



**Contact us today for a
FREE consultation!
(215) 393-9787**

4 Ways to Generate Income From Your Email List



Are you looking for ways to generate income from your email list? If so, you are in the right place. Here are four different methods you can use to make money from your subscribers, including promoting affiliate products and services, selling digital downloads, and more! So, whether you are just starting out or are looking for new ideas, read on for some great tips.

Turn Your Thank-You Page Into a Tripwire

Most online businesses today know the importance of building an email list. After all, your list is full of people who have already shown an interest in what you offer by opting in to receive your emails. However, many businesses fail to capitalize on this valuable resource.

One way to make the most of your email list is to turn your subscriber thank-you page into a tripwire. A tripwire is an irresistibly low-priced offer that is designed to convert first-time buyers into lifelong customers. By offering a tripwire on your thank-you page, you can quickly earn money from your email list while also building goodwill with your subscribers.

Of course, not just any offer will do. To be effective, your tripwire should be carefully curated to appeal to your target audience and should be priced at a level that feels like a steal. When done correctly, a thank you page tripwire can be an extremely effective way to grow your business.

Create an Autoresponder to Sell Around the Clock

An autoresponder is a

series of email messages that are sent automatically to your subscribers after they sign up for your list. This can be a great way to earn more money from your email list, as it allows you to send follow-up messages and promotional offers to your subscribers on a regular basis. Plus, it can save you time by automating your email marketing tasks. If you're not using an autoresponder, then you're missing out on a valuable tool that can help you increase your income and build better relationships with your subscribers.

The number of emails in your autoresponder and the frequency with which you send them out will depend on your goals and your audience. If you're just trying to stay in touch with a list of subscribers, then a few emails a month should suffice. However, if you're trying to sell a product or service, then you'll need to be more aggressive with your email marketing.

In general, it's a good idea to start with a welcome email, followed by a series of informational emails, and then conclude with a call to action. As for the frequency, it's best to err on the side of caution

and not send more than two emails per week. This will give your subscribers enough time to digest the information and check out your call to action.

Sell Digital Downloads

There are a lot of benefits to selling digital products. For one, they're relatively easy to create and deliver, so you don't have to worry about inventory or shipping. And because they're digital, you can reach a global audience with your products. But perhaps the biggest benefit of selling digital products is that they're a great way to monetize your email list.

When you sell physical products, you're limited to the number of people who can buy them. But when you sell digital products, there's no limit to how many people can purchase. Plus, digital products are often priced lower than physical products, so they're more affordable for your customers.

With the advent of the internet, there are now myriad possibilities for selling digital products. eBooks, podcasts, video courses, and software are just some of the many

options available to entrepreneurs. In addition, there are several platforms that make it easy to sell digital products, such as Gumroad, Sendowl, and Thrivecart. With minimal overhead and infinite scalability, it's an ideal way to start generating income through your email list.

Promote Affiliate Products and Services

There are many ways to monetize a subscriber list, but one of the most straightforward is to promote affiliate products and services. As an affiliate, you earn a commission on sales generated from your referrals. This can be a great way to earn money from your subscriber list because it requires little effort on your part, and you can choose products that are relevant to your audience. Furthermore, promoting affiliate products can help to build trust with your subscribers by demonstrating that you are not simply trying to sell them something but that



where they can check out the product or service. By taking the time to review the terms of each affiliate company you work with, you can help ensure that you're in compliance with their rules and

you are recommending a product that you believe in.

As an email marketer, it's important to carefully consider the affiliate companies you work with. Not all companies have the same terms and conditions, and it's important to be aware of any potential discrepancies before you start promoting their products.

For example, some companies may have a clause in their terms of service that prohibits the use of certain marketing practices, such as using pre-checked opt-in boxes. Others may have more restrictive policies around email delivery, requiring that no affiliate links appear in emails. Instead you will have to take the reader back to your website,

avoid any potential problems down the road.

By taking advantage of the various methods available, you can create multiple streams of income from your email list. Whether it's selling digital products, promoting affiliate offers, or offering an upsell on your thank-you page, there are plenty of ways to monetize your list and generate a steady stream of revenue.

With the right strategy, you can use your email list to generate your desired income level, and to then increase that, you just need to grow your list further. So start exploring these options today and turn your email list into a powerful tool for generating income.

Incredible Websites

Responsive - Effective - Affordable



Desktop



Laptop



Tablet



Phone

Need a new website? Let our talented team of designers develop a new, responsive website that will not only provide you with a professional representation of your company, but also be easily viewable and navigated on today's portable devices.

Get a free quote by calling us today.

(215) 393-9787



Using Visual Marketing for Greater Engagement

Visual marketing is one of the most powerful ways to get your brand in front of more people. It can help you gain more followers on social media, showcase what you offer, and enhance your messaging -- but it can do much more.

Why visual marketing?

According to Forbes, people process images 60,000 times faster than text. That's a powerful advantage if you're trying to draw attention to your products. Let's explore the different ways your business can use visual marketing to boost engagement and sales.

For show-and-tell

Use social media to show what you do. Visual marketing helps your customers understand what you do and how it benefits them. You could shoot a video or photo shoot of your team working on a project or create a gallery of images that visually show the steps involved in putting together an item from start to finish.

If you sell products, use visual marketing to demonstrate how easy they are to use and what sort of results people get from using them. To use visual marketing for product demonstrations,

create images and videos that communicate your product's features and benefits. Using high-quality visuals that are visually appealing and professionally produced is the key to effectively demonstrating a product and engaging customers.

Additionally, when creating visuals for product demonstrations, highlight the features and benefits of the product, as well as the competitive advantages it offers customers. Be sure to optimize your visuals for all devices, including mobile phones and tablets, to ensure customers have the best possible experience.

To share something useful

As a business owner, you're probably familiar with the idea of creating content for your website. You know you need to post blog posts or videos, maybe some infographics and other types of visuals. But another type of visual marketing can help increase conversions and sales: sharing useful content on social media platforms like Facebook and Instagram (and even Twitter).

What is "useful"? Usefulness comes in many forms -- from tips to hacks to how-to guides to infographics.

You can present it in many ways, including images or videos. If you want more people to share your posts and engage with them, they must feel they have value. Therefore, ensure your visual marketing provides enough value to be shareable.

To humanize your brand

People want to do business with people, not a company. The more you can humanize your brand, the more relatable it will be. One way to do this is to use real people in your marketing. You can do this by posting photos of employees, customers, and products on social media.

Adding a personal touch will help build trust with the consumer and make them feel like they know you better as a company. For example, if you're running an email campaign for new customers about how great your product is, show some pictures that show how happy people are when they use it.

To build your social media following

Visual marketing is a powerful strategy for building a social media following. Posting engaging visuals, such as images,

graphics, and videos, helps capture attention and encourage followers to share your content. But look beyond photos and videos. Creating infographics or other visuals with interesting facts and data can help attract followers looking for detailed information. Use a consistent look and feel to your visuals to create a certain level of recognition for followers.

Use images, videos, and infographics that are relevant to your brand and accurately reflect the values and message you are trying to communicate. Additionally, it is important to remain active on social media to keep followers engaged and interested. Finally, use hashtags relevant to your visuals and brand to increase visibility and reach. By utilizing visual marketing, businesses can effectively build their social media following.

Provide a better user experience

Visuals are a terrific way to make your site more inviting. They can also help you show off your brand and products, making it easier for people to find what they're looking for. If you're selling a physical product, imagery is an easy way to showcase how

the item looks in person. If you're offering services instead of products, visuals will allow potential clients to get an idea of how they'll look while working out or eating at one of your restaurants, for example.

Even if someone isn't ready to buy something from you yet, or maybe not at all, they might just be curious about what it's like to work with you or use your products. Providing high-quality images on social media pages like Instagram allows them to get a taste without leaving their desk chair (or couch). It also gives them something interesting, so they'll want to keep coming back!

Enhance your messaging

Use visuals to help your audience understand your message. Visuals can be used to reinforce the message you're trying to send, add value to your audience, and help you deliver the message more effectively.

Use visuals to help your audience understand the points that matter most. If you're writing a blog post about how many hours should be dedicated to social media marketing per day, consider including graphics that show how

this compares with other marketing activities like email or paid advertising. Graphics can also break text into smaller sections -- perfect for long-form content on blogs or white papers.

There are different ways to use visual marketing, and they're all worth trying.

Visual marketing is a cost-effective way to attract attention and communicate with your audience. There are many ways to use it, so don't be afraid to experiment and try new things. You can use visual marketing to showcase your products and services, but there are plenty of other ways.

Visual marketing is important because it helps you engage with customers in new and exciting ways. You can share information about new products or services, make announcements about upcoming events, or even show off the work you've done for others in the past.

So, what are you waiting for? Get out there and start using visual marketing to boost your business. Bottom line: Visuals for your marketing strategy are a must if you want your brand to stand out from the crowd.



FUN FACTS

January is traditionally the coldest month of the year in the Northern Hemisphere and the warmest month of the year in the Southern Hemisphere. Leap years exempted, January always begins on the same day as October. In leap years, January always begins on the same day as April and July.

January Milestones:

- Jan. 1st, 1908 - The 1st New Year's ball drop in Times Square, NYC
- Jan. 3rd, 1847 - Yerba Buena renamed San Francisco
- Jan. 9th, 2007 - Apple's iPhone was unveiled
- Jan. 13th, 1986 - Johnny Cash performed his famous Folsom County Jail show
- Jan. 14th, 1990 - 'The Simpsons' premiered on Fox
- Jan. 15th, 2001 - Wikipedia debuted online.
- 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's Statler-Hilton Hotel

**"You'll love your
new website!"**

**Get A Free
Quote Today!
(215) 393-9787**



The Best Business New Year's Resolutions for 2023



Tune Into a Growth Mindset

As a business owner, you should aim to improve every year. Adopting a growth mindset within yourself and your team will help you face challenges in a new way, always searching for solutions that can streamline the business and increase profits. Think back at your business plan and adapt it to where you are now! There are always plenty of processes that can be improved.



Track 3 More Metrics Other Than Sales

To improve and grow your business, you should be tracking more than just gross sales. Try tracking your Average Order Value, which tells you a lot about your customer's shopping behavior. Other important metrics to track are Conversion Rates, Sales by Category, and Site Traffic. The more you track, the more you learn and improve.



Refresh Your Marketing Plan

You should revisit your marketing plan yearly. What worked and what didn't? What money was well invested and what money was burnt with no gain? What channels worked for you? And so on. Prioritize what's working and expand the channels that are working well.

Expand Your Network

Having a small business means you can get personal in your job and create personal connections with your clients. People want to do business with people, not companies! Work on expanding your network in 2023 and make an effort to create new connections monthly.



Increase Your Online Presence

Investing in your online presence will bring long-term benefits. Among your new year business goals, think about diversifying your virtual presence, exploring new channels, and embracing innovative opportunities to buy and sell online.

Listen to Your Customers

Your customers are the most important people you should listen to and learn from. Collect feedback from simple chats to online surveys and email responses. Customer feedback is essential to helping your business grow!



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.

Ask About Our Small Business Marketing Programs

Free Initial Consultations

(215) 393-9787