

# M LOCAL BUSINESS MARKETING

*The Marketing Guide for Local Business Owners*

July 2019

## **13** Proven Writing Tips for Blogging Success

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**How to Add  
Landing Page  
Videos to Increase  
Conversion**

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***How to Unleash  
Your Online  
Business's Full  
Potential***

**Infographic:  
Colors as  
Marketing Tools**



## **3 Reasons Blogging Is Essential for Web Traffic**

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***How Social  
Media Affects  
Businesses***

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**Four Steps to Improve  
Your Market Research  
in an Attention  
Economy**

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Greetings!

I don't believe I have ever met a business owner that didn't want to grow their business. The challenge they face is how to effectively accomplish this. In today's marketplace, many business owners aren't sure where they should invest their marketing dollars to ensure they receive a decent return on their investment.

Our hope is that our magazine will help provide some of the answers, and give you some insight and information you can utilize to help you grow your business.

This month's articles and infographic cover many topics that we hope will be relevant to your business, including Blogging, Video, Market Research and many other timely topics.

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

Have a topic that you'd like to see us cover? We welcome any suggestions, comments or questions you might have. Of course, we always welcome the opportunity to explain how we've been able to help businesses just like yours increase their revenue by using our effective, yet affordable marketing solutions.

Raj Deshpande  
CEO  
CroydonGate

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## Inside This Month's Issue

- 4 Marketing Calendar
- 5 Four Steps to Improve Your Market Research in an Attention Economy
- 9 3 Reasons Blogging Is Essential for Web Traffic
- 12 13 Proven Writing Tips for Blogging Success
- 14 How Social Media Affects Businesses
- 17 How to Add Landing Page Videos to Increase Conversion
- 20 How to Unleash Your Online Business's Full Potential
- 24 Fun Facts
- 25 Infographic -Colors as Marketing Tools

## A Little About Us

Local Business Marketing Magazine is proudly provided by CroydonGate.



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

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

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

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

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

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

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- 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.

## July

National Anti-Boredom Month  
National Cell Phone Courtesy Month  
National Hot Dog Month  
National Ice Cream Month  
National Picnic Month

July 4 - Independence Day (U.S.)

1st - Creative Ice Cream Flavors Day  
1st - Deep Fried Clams Day  
3rd - Chocolate Wafer Day  
6th - Fried Chicken Day  
7th - Father Daughter Take a Walk Day  
7th - Strawberry Sundae Day  
9th - Sugar Cookie Day  
11th - Cheer up the Lonely Day  
11th - Pet Photo Day  
11th - Blueberry Muffin Day  
13th - French Fry Day  
14th - National Nude Day  
14th - Mac and Cheese Day

15th - Pet Fire Safety Day  
15th - Give Something Away Day  
17th - Be a Dork Day  
17th - Emoji Day  
19th - Hotdog Day  
20th - Lollipop Day  
21th - Ice Cream Day  
21st - Junk Food Day  
24th - Drive-Thru Day  
24th - Cousins Day  
25th - Hot Fudge Sundae Day  
25th - Chili Dog Day  
27th - Dance Day  
28th - Hamburger Day  
28th - Parents Day  
29th - Lasagna Day  
30th - International Day of Friendship  
30th - Father-In-Law Day  
30th - Cheesecake Day  
31st - Mutt Day

## August

Children's Eye Health and Safety Month  
Foot Health Month  
Happiness Happens Month  
Medic Alert Month  
Motorsports Awareness Month  
National Golf Month  
National Immunization Awareness Month

Bargain Hunting Week - August 5-11  
International Clown Week - August 1-7  
International Assistance Dog Week - August 4-10  
Elvis Week - August 9-17  
Be Kind to Humankind Week - August 25-31

1st - Girlfriend's Day  
1st - Spider-Man Day  
2nd - International Beer Day  
3rd - Watermelon Day  
4th - Chocolate Chip Cookie Day

4th - Friendship Day  
6th - National Night Out  
8th - International Cat Day  
10th - Lazy Day  
10th - S'mores Day  
10th - Spoil Your Dog Day  
10th - Bowling Day  
10th - National Garage Sale Day  
12th - Vinyl Record Day  
13th - International Lefthander's Day  
17th - International Homeless Animals Day  
17th - World Honey Bee Day  
18th - Serendipity Day  
21st - Senior Citizen's Day  
25th - Banana Split Day  
26th - Dog Day  
26th - Women's Equality Day  
28th - National Bow Tie Day  
30th - Frankenstein Day  
31st - Eat Outside Day



## **Four Steps to Improve Your Market Research in an Attention Economy**

As most local business owners know, creating marketing that resonates with audiences is really difficult. Even good campaigns can go unnoticed because consumers are inundated with information and aren't sure what brands or products to give their attention to. When faced with too many choices, we often feel stressed out and confused. In that state, we are more likely to pay attention to nothing at all.

Here's more bad news for marketers: It doesn't matter how good your marketing campaign is if you can't catch your audience's attention and keep it long enough for consumers to take action.

There's not much you can do about the sheer number of demands your audience faces. In an attention economy, everyone is fighting for consumers' attention, yet consumers have finite attention to give.

In order to capture consumer attention, effective marketing must be so compelling to a market segment that they can't help but focus on it.

Think of it this way: A flower bed filled with white flowers will render each individual flower rather unremarkable. Anyone viewing the bed will only see a group of flowers. But if you plant one pink flower in the bed, you'll pull the viewer's attention toward it. In fact, they'll find it difficult to focus on anything else. In a world of white flowers, the most effective marketers will be the single pink flower in a sea of white.

To do this kind of targeted marketing that will draw and hold consumer attention, you'll need a strong and effective research process. You won't stand out in a crowded marketplace unless you know exactly what your target consumer base needs to see and hear in order to fully capture their attention.

Here are four steps you can implement right now to improve your

market research. Once you have your market research completed, you can create marketing strategies that will stand out in a noisy marketplace where attention is almost impossible to capture.

## 1. Develop a Research Process

It doesn't matter how much research you do or how good it is if you don't have a process in place for collecting, recording, and using it.

Create a detailed research plan that includes the following information:

- What information do you need to know about your target audience?
- Where can you find that information? (Focus on low-cost methods first. You may find that much of the information you need is easily available.)
- How will you record that information in a way that makes it easily accessible to anyone who needs it?
- How will you make

the information you find digestible and usable for marketing strategists, designers, and copywriters?

- What kind of primary research will you do? (This might include interviews, focus groups, observations, and/or surveys).
- What kind of secondary research will you do? (This might include website analysis, brand analysis, and/or review of scholarly research-academic journals often include helpful studies that are applicable in practice, but largely ignored by companies).
- What is your timeline for collecting information?
- Who is responsible for conducting the research?

## 2. Record Information in a Usable Way

Before you start collecting information, figure out how you plan to record the information you collect. Research is not

helpful if the person conducting it fails to hear or see key points that are worth noting.

Likewise, research isn't helpful if the researcher records absolutely everything. You'll end up with so much superfluous information that you won't know what matters and what doesn't when it comes to using the information.

There are easy things you can do right now that will ensure you are picking up the right information and recording it in a usable format:

- Identify key categories of information you want to obtain before you begin your research. For example, you probably want consumer demographic data, psychographics, and competitor analysis (among other things). Create a document with these categories.
- Within each major category, create sub-categories of types of information. For example, in your psychographic

category, you probably want information about consumers' passions, fears, hopes, and biases. You definitely want to know what your target audience pays attention to and what they ignore. To do so, create sub-pages in your document for each sub-category within your major categories.

- As you conduct primary and/or secondary research, record your findings in the appropriate category and sub-category of your document. Include a parenthetical for each entry that indicates where the information came from. Think of it as a modified citation.
- Keep a separate master list of information sources. That could include survey results, transcribed interviews, and/or publications.

Once you complete your research, you'll have a robust document with information that's already organized into categories.

Information will be easy to find and easy to use this way.

### 3. Create Personas

If you want your marketing campaign to stand out, you need to make sure you are targeting specific audience segments. If you focus too broadly, you'll end up speaking to nobody in particular. Your chances of being noticed will be quite small.

Personas are an excellent (and low-cost way) of making sure that your strategies are narrowly targeted. Based on the research you collected, create three or four personas that represent a very specific segment of your target audience.

Use an image of an individual (a stock photo is fine) and create a story about that individual based on what you know would likely be true about that person. Be sure to give the person a name to make referring to them easy.

Your previous research will be invaluable here as you make informed decisions about your ideal target

consumer persona. Every choice you make as you create your persona's story should be based on the research you completed.

For example, if your company wants to get the attention of Gen Z'ers, create a profile of the most typical Gen Z consumer. What does that person like? What do they fear? What do they avoid? How much free time do they have? What things compete for their attention?

Each of your persona documents should be about a page or two long and organized with clear headings and sub-headings.

Remember: Don't create more than three or four personas. If you can't narrow your target audience down to three or four specific personas, you are marketing too broadly. That means you need to go back to your research to determine who is your niche consumer.

Once your personas are complete, refer back to them for every marketing decision you make. Every

line of copy, every design decision, every media buy can be "tested" against the personas. Would "Mike" respond to this? Would "Alexis" notice that?

#### 4. Test Your Ideas

Personas are an invaluable market tool, but they are only as good as the research you used to create them.

Create a small marketing piece based on a persona and then test them on focus groups that share at least five key characteristics with your persona.

Show your focus group your marketing piece along with a competitor marketing piece they likely wouldn't be familiar with. (If no such thing exists, create a mock-up for a competitor product or service using similar strategies as existing pieces).

After distracting your focus group for a short time (you can show a short unrelated video or ask them to do a series of tasks), survey them to find out what they remember

from the marketing pieces you showed earlier.

You'll know based on the survey whether or not your piece captured their attention. If they remember key ideas from your piece, you'll know that you are correctly aiming your strategies at your personas.

If you haven't captured your focus group's attention, it's time to do further research on your target market, revise your personas, and/or tweak your marketing strategy to better meet the personas' preferences.

Good market research is the key to ensuring that you are targeting a narrow audience. Capturing the attention of that audience is the biggest challenge marketers are facing today. A strong research process with a method for using that research is the edge you need to be noticed in a crowded space of marketing that all looks the same to the overwhelmed consumer.

Make it impossible for your audience not to notice you.





## 3 Reasons Blogging Is Essential for Web Traffic

Most brands now appreciate the need to have a website to either sell products and services directly or providing more information on their business, however, it only makes sense to have that web presence if you can ensure regular traffic. One of the best ways of getting users onto your website is through a company blog that is updated on a regular basis. The following article looks at the importance of content marketing for your website.

### 1. Users are looking for useful information

Of course, buying

decisions are made online through various sites. However, social media users are looking for information first of all, and that's the trend your business needs to take advantage of. For example, if you are using a social media site such as Twitter, you will have more luck pointing users to information they are looking for.

Take the example of a marketing agency; you may think the best strategy is to push your services in front of a potential client. However, you need to keep in mind that it's a competitive field with

many companies offering these services. What you can do with content marketing is demonstrate your expertise through a blog post offering tips to business clients. The advantage is that it's not selling your services directly, adding value that could lead to sales in the future.

### 2. You need material for other forms of digital marketing

As suggested in the first point, blogging plays an essential part in providing content for your digital channels. Promoting your latest blog post on social media can bring users to

your website based on providing information rather than merely trying to make a sale. The same is true with your email and mobile marketing; your latest blog post offers a compelling reason for a user to visit your website.

It's essential to do your homework here as well because potential clients may only be interested in your latest blog post if it's relevant to them. Therefore, delve into your Google Analytics and social media analytics to determine which topics interest your core audience. Once you have done that, you will have a much better chance of creating content they will love.

### **3. Content marketing is more effective at selling your services than advertising**

There is still a transition going on between more traditional advertising techniques and online advertising. One of the significant problems is users tend not to like banner ads and, in any case, ad blocking software means they may not appear at all. As mentioned, a well-written blog provides useful

information, but it also serves to get users onto your website. They may purchase your products or services while they are there.

In terms of getting users onto your site in the first place, guest blogging on other sites is something that is likely to be more successful in pushing traffic your way than generic ads. Not to mention social media content, which is sometimes known as microblogging. Content marketing is often free to do, and even if you do promote content, it is typically far more cost effective than traditional advertising.

Have a look at your website and consider adding a blog if you don't have one already. If you are already blogging, then think about whether you are active enough and how well you are attuned to your visitors. Remember that users are looking for useful information; you need material for other forms of digital marketing, and content marketing is more effective at selling your services than advertising.

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# 13 Proven Writing Tips for Blogging Success

Blog writing is an art where you can try to be as creative as possible. Yet, there are some rules that you should follow regardless of your niche.

Below are thirteen tips that you can apply to the process of blog writing to achieve continued blog growth.

1. Always work according to a plan. The planning process includes doing the required research, mapping out ideas, categorizing those ideas, and then putting them in good order.

2. A great blog post is anatomically correct. The anatomy of a blog post is comprised of a killer title, subheadings, relevant internal links, images, social sharing buttons, call-to-action (top and/ or bottom), etc.

3. If you're blogging for money or business, each of your blog posts should have a goal. While you write with specific objectives in mind, you should also focus on the right metrics for measuring the ROI effectively.



4. Effective blog writing also requires razor-sharp focus. Before you start writing blog posts, you should have a clear idea about your target audience, their key interests, and their problems.

5. A blog writer should never ignore the SEO part. A search engine optimized blog post does better with search engines, bringing your blog the maximum number of visitors you can get from keyword visits. Therefore, you need to pay good attention to writing the metadata, particularly the meta description which search engines use in SERPs.

6. Use images that convey feelings, emotions, or message. The best idea is to evoke curiosity with your images among your blog readers while complementing the headline or the title of the blog post.

7. Choose to write on those topics that you are really passionate about. And remember that passion comes from knowledge, so make sure you know about the topics that you write about as well.

8. It's not the number of words that count while you're writing blog posts. It's the idea or the originality of the content that matters. Sometimes, you can express your idea in just 200 or 300 words. At other times, you may need to write more than 500 words. Don't focus on the number of words. Stop writing as soon as you feel you have said enough.

9. Though you may feel tempted to appeal to a much larger audience, it's highly recommended that you stick to your own niche. You should understand the difference between specialists and generalists. Focus on becoming a niche specialist if you want to make more money.

10. Experiment with different types of posts. By doing so, you'll create variety on your blog as well as discover what works best. Try writing how-to posts, news posts, definition posts, list posts, case studies, comparison posts, research posts, and controversial posts, among others.

11. Use bullet points wherever required. Bullet points work well because they grab the readers'

attention, make data easy to understand, and make referencing the main points at a later date easier.

12. Though it's important to make your blog writing as informative as possible, it doesn't mean you should bore readers. You can create the entertainment quotient regardless of the topics you cover. All it needs is a little amount of creativity. Make sure your blog readers have some fun as well.

13. Make it easy for your blog readers to interact. Whether it's about talking to each other or connecting with you, interaction is the key to early blogging success. So, don't ignore readers ever.

## Conclusion

Every time you put your fingers on the keyboard of your computer, you should try to write blog posts in a way that quickly attracts the attention of blog readers and keeps them coming back for more. Following these tips will help you sharpen your writing skills and create a closer connection with the audience.



## How Social Media Affects Businesses

By Chrissy Innes

Social media has greatly impacted the relationship between businesses and consumers in many ways. With the rapid increase in users, social media has allowed for companies to be able to connect with consumers in a more personal way. It has also allowed for companies to advertise a wider audience of people. With the recent growth of social media, it has become more important for companies to have social media profiles, especially smaller businesses. Here are five

reasons why smaller businesses should involve social media into their marketing strategies in order to compete with larger businesses.

### Exposure to a Wide Demographic

One of the many benefits that social media can bring to a small company is the opportunity to bring more brand awareness. Although social media attracts more of a younger demographic, people of all ages use it. Even the

age group that has the least number of users, people over the age of 65, is increasing their user percentage every day. Having this amount of exposure increases the amount of brand recognition greatly. Consumers are more likely to choose a service from a company that they recognize and hear positive feedback about. By having a social media platform, businesses are able to target a wider audience of people than if they chose to stick to

more traditional ways of marketing.

### **Main News Source**

Although people still use newspapers and news articles today, many people use social media as their main source for news. People prefer social media as their main news outlet because it is convenient and more personal. Social media platforms are free to all users, so therefore people find using social media as a better financial option rather than paying for more traditional forms of news. Through social media, people can post about recent news events frequently, while receiving feedback to be able to form opinions about a business.

### **Easier to Communicate**

Social media has allowed for people to communicate with businesses. These sites are making it much easier for people to direct their customer service concerns

to a social media profile. Rather than having to email or call the business directly, these profiles allow for users to receive timely responses. How quickly a customer receives a response can ultimately affect the reputation of the company as well as its customer loyalty.

### **Trustworthiness**

Social media is an important factor in terms of the reputation and trust it has with its consumers. Social media is powerful in that it can alter people's opinions as well as consumer behavior.

Because social media has the ability to spread information in a short amount of time, it can also change people's perception of a business. It allows people to get a sense if the company keeps its promises in the real world. These opinions are very important when it comes to the overall success of a company.

### **Easy Access to Competition**

Social media can be an easy way to see how competitors are doing. Because social media allows people to express their opinions and customer satisfaction, it allows businesses to see peoples' opinions about other companies. By having access to these opinion's, companies can use this feedback in ways to improve their own business.

Not all people have access to a social media profile, but it is important to consider the impact social media profiles can have on a business. Although it is hard to control what gets shared on social media and negative consumer reviews, social media plays an important role in a business. In order for smaller businesses to compete with larger companies, social media platforms are needed for the overall success of the company.

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## How to Add Landing Page Videos to Increase Conversion

Adding videos to website homepages or landing pages can immediately increase the rate of conversion. Videos help marketers build credibility because they add a human side, as compared to the copy on your landing page.

To increase the rate of conversion, site homepages, or landing pages should build trust among the target audience. And that's exactly what adding a video does to your

homepage page or squeeze/ landing pages.

Today, you can easily notice software providers, financial companies, healthcare professionals, and gaming operators using videos to increase the conversion rate.

Adding a video to your homepage or landing page helps you

- Connect with the audience on a personal level
- Build trust among the audience

- Lead the audience towards the conversion goal

So, the ultimate goal of adding a video is to maximize landing page conversions and give a solid reason to the user for completing an action, however, adding a video 'just for the sake of adding it' is never going to bring you results.

To create high converting videos, the most important step is to optimize them for better ROI.

## Content of the Video

It is vital to carefully identify the kind of content you are going to put in the video. What kind of message is your landing page or homepage video going to contain?

- Does the video contain a message from the CEO of the company?
- Does it include the important features of a product?
- Is it going to be a how-to guide for the audience?
- Does the video feature testimonials from clients?

In order to convert more and more users, you should present content that immediately builds credibility and compels them to complete an action on your site or squeeze/ landing page.

## Length of the Video

Another important parameter in the process of video optimization is the duration of the video. How long is your video going to be? Though users love clicking and watching videos, they prefer spending 2-3 minutes on a video. And they expect the

advertiser or the marketer or the company to convey the message in a short timeframe.

## Location of the Video

Where would the video sit on the design of the landing page or website's homepage? The most recommended location for positioning the video is the top left section on the page. This helps because most of the video sharing channels on the internet (including YouTube, Vimeo, and Metacafe) have videos playing in the top left. Users are accustomed to watching videos in this position.

However, this is also recommended to test your video element for different locations on the designed page to find out what brings best results.

## Audience Segmentation

One of the most crucial and critical parts of the video optimization process is segmenting your audience. By segmenting the users on your website or landing page, you'll be able to distinguish between those who are highly responsive to the video and those who are under-performing.

Equipped with this vital data, you can optimize the video, its content, and presentation for maximum reach of traffic.

## Testing the Video

The key is to split-test the multiple elements of the video and its positioning to discover what creates the most impact. The sad part is that testing videos for conversion optimization is the most neglected part of the entire process.

Here are a couple of things that can be tested:

- Location of the video
- Length of the video
- Automatic play or press to play
- Call to action
- Quality of voiceover
- Use of animation

## Conclusion

Adding quality videos with well thought out content can not only improve the rate of conversion, but also the quality of leads. If you want to add videos to your squeeze page or homepage, following the above-mentioned tips will keep on the right track. And your videos will convert too!



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A woman with long brown hair and glasses, wearing a white and blue striped button-down shirt and olive green trousers, is smiling while talking on a mobile phone. She is standing in a warehouse or office space filled with cardboard boxes. In the foreground, a laptop is open on a desk, and she is looking at a piece of paper or a document. The lighting is warm and focused on her.

## How to Unleash Your Online Business's Full Potential

Did you know that you can grow your online business without spending thousands of dollars on marketing? All you need is a little bit of effort, consistency, and determination. For example, content matters a lot when you want to improve your rankings and visibility. Following are other strategies that you can implement:

## 1. Make Your Website More Flexible

Nowadays, most people use their smartphones and tablets to access the internet. Your site has to be mobile-friendly if you want to attract such a market. The site should properly fit the size of any portable device. The text should also be easy to read, and the site should be easy to navigate.

If your site isn't interactive, you can do some minor adjustments yourself. These include changing the size of images and having fewer items on the web pages. You have to make your images smaller so that your site can load faster on portable devices. You should also minimize the number of items on your web pages so that they can easily fit the screens of portable devices without making them feel too crowded.

Having a mobile-friendly site grows your online business by increasing the number of people that can access your website.

## 2. Pay Attention to Your Target Audience

You started your online business because you wanted to solve a problem

for the market. The best way to grow this business is to stick with the target audience. Tailor your content and advertising campaigns to the target audience.

Study your target audience carefully, and find out what they want. What kind of websites do they like to visit? What kind of lifestyles do they live? What do they think about your products? And many more questions.

When you know the type of sites that your audience loves to visit, you can create targeted ads to get their attention. The more you know about your target audience, the more effective your online ads will be, and the more sales you are likely to make.

## 3. Come Up with Quality Content

In the opening paragraph, we had mentioned the importance of content in growing your online business. You have to create high-quality content if you want people to be interested in what you have to offer them.

Use simple language when writing blogs for your site. You might be in

a technical industry where you use a lot of hard words with your colleagues, but you should keep it simple if you want to make sales. Your readers want content that they can understand and easily relate to.

Your content should also add value to the consumer. Make sure that you do adequate research, and write about topics that matter to the consumer. Apart from gaining the readers' interest, quality content can also help you get higher rankings on search engines.

## 4. Use Social media

Another way to grow your online sales is to create a social media account. You can just focus on three sites with the most traffic instead of creating profiles for every social media platform out there.

After you've created your business profile, you have to post content telling other social media users what you do. Make the introduction or description brief because most users have a short attention span.

The mistake that some businesses make is keeping their social media

accounts dormant. You have to be lively and post every day or week so that your followers can gain an interest in your business and what you have to offer.

## 5. Make Your Customers Remember You

Do you want to know how to increase sales for your online business? Go the extra mile for your clients. Instead of just selling products, give the customer an experience that they will never forget.

Think about what you can offer the client to make them return to you. You could provide 24-hour live support for your clients. That way, they can make inquiries about a particular product at any time.

Very few online businesses invest in improving customer service. This strategy can give you a competitive advantage and drive more people to your site. You should also make sure that you stock quality products to prevent any returns or negative reviews.

## 6. Diversify

Sometimes your online sales can dwindle because of unforeseen economic

conditions. You can never know how long an economic downturn will last; therefore, you should think about diversifying your operations to shield yourself from such unexpected events.

If your website has been online for a while and has good traffic, you should consider using it as a platform to post ads from various organizations. That way, you can get additional revenue from advertisements.

Alternatively, you can start an online video channel. Using the same principle, the more subscribers and views that you get, the more likely you are to be paid for promotions. These income streams can help shield your online business from the unexpected.

## 7. Network

In the previous point, we talked about diversifying your operations and selling advertisement space.

Did you know that you can form partnerships with the businesses that advertise on your site? If they want to advertise on your site, there's a high probability that you can help each other.

If you want to know how to grow your retail business, you have to ask those that are already in the industry. You can do that through networking with businesses that share the same interests as you; such firms can help you reach a market that you didn't know existed.

## 8. Choose Few Products

Many online business owners want to know how to increase sales. Here is a simple straight forward solution: Focus on the goods that sell. Your system usually records all customer transactions. Therefore, you know which goods are selling and which ones aren't.

Instead of wasting money advertising all the products that you sell, why not promote the few that can actually bring you money? In fact, it makes more sense to take this approach.

When you do this, you know that your advertising budget is being put to good use. Furthermore, focusing on best sellers helps build your brand name. People will often associate your brand with such products.

## 9. Consider Affiliate Networks

Another useful strategy on how to grow your retail business is to pay others to promote your business. This technique is also referred to as using affiliate networks.

The good thing about affiliate networks is that you only pay the affiliate a commission after they have brought you a sale.

You can use software tools to find the best affiliate networks for your online business.

## 10. Use Free Marketing Tools

Remember, you don't have to spend a fortune to grow your online business. There are a number of free online marketing tools on various social media sites and search engines.

You should take the time to learn how some of these tools work. You will find out that most of them are quite simple to use. Then, try to see how you can fit them into your online marketing strategy. They have to be compatible if you want them to be effective.

The more marketing tools you have at your disposal, the more exposure your online business gets, and the more likely you are to make more sales.

## Final Thoughts

You can use the above strategies to effectively grow your e-commerce business. As you implement most of these tips, you should know that change takes time. Therefore, be patient and relentless in your pursuit of growth.



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# FUN FACTS

Contrary to popular belief, only two Founding Fathers signed the US Declaration of Independence on July 4, 1776. The majority of signers penned their signatures on August 2, 1776.

July's birthstone, the ruby, is often associated with contentment, love, passion, and integrity. Interesting fact; The only natural gemstone that is harder than a ruby is a diamond.

July Milestones:

- July 2nd, 1937 - Amelia Earhart and navigator Fred Noonan were last heard from over the Pacific Ocean while attempting to make the first equatorial round-the-world flight.
- July 4th, 1939 - Lou Gehrig, gave his famous "The luckiest man on the face of the earth" speech, and announced his retirement from major league baseball.
- July 7th, 1947 - The Roswell incident, a reported crash of an alien spaceship near Roswell in New Mexico
- July 17th, 1955 - Disneyland was dedicated and opened by Walt Disney in Anaheim, California
- July 20th, 1903 - The Ford Motor Company shipped its first car.

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# Colors as Marketing Tools

## RED

Demonstrates sense of urgency and is associated with movement and excitement to grab attention

You Tube

NETFLIX



## Orange

Represents adventure, balance, and enthusiasm



Shutterfly



## Yellow

Represents happiness, positivity, and warning



## Green

Demonstrates a sense of trust and peace and is associated with water and tranquility



## Blue

Associated with health, nature and promoting environmental issues



## Purple

Associated with wisdom and royalty and stimulates problem solving and creativity



YAHOO!



## Pink

Associated with femininity, playfulness, and unconditional love

susan G. Komen FOR THE cure.

lyft

T-Mobile

## Black

Demonstrates authority, power, and stability

Disney





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