LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

July 2022

20 Lead Magnet Ideas That Will Have People Begging to Sign Up

5 Steps to Building Customer Loyalty Online

7 Ways to Tell Whether Your Content Marketing is Working

How to Promote Your Business Website - Besides the Search Engines

Infographic:
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LOCAL BUSINESS MARKETING

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 Building Customer Loyalty, Promoting Your Website, Social Media Marketing and 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

Inside This Month's Issue

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.

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

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.

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Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

July

National Grilling Month
National Ice Cream Month
National Picnic Month
Independent Retailer Month
National Watermelon Month

July 4 - Independence Day (U.S.)

1st - American Zoo Day
1st - Postal Worker Day
1st - International Joke Day
5th - Apple Turnover Day
6th - International Kissing Day
6th - Fried Chicken Day
7th - World Chocolate Day
7th - Father Daughter Take a Walk Day
9th - Collector Car Appreciation Day
10th - Pina Colada Day
11th - 7-Eleven Day
13th - French Fry Day
14th - Mac and Cheese Day
15th - Pet Fire Safety Day

15th - Give Something Away Day
15th - I Love Horses Day
17th - Lottery Day
17th - Emoji Day
17th - Ice Cream Day
18th - Amazon Prime Day
18th - World Listening Day
19th - Daiquiri Day
20th - Lollipop Day
21st - Junk Food Day
24th - Drive-Thru Day
24th - Parents Day
24th - Tequila Day
25th - Hot Fudge Sundae Day
26th - Bagelfest Day
28th - Milk Chocolate Day
29th - Chicken Wing Day
30th - International Day of Friendship
30th - Cheesecake Day
31st - Mutt Day
31st - Avocado Day

August

Childrens Eye Health & Safety Month Month
Black Business Month
Eye Exam Month
Immunization Awareness Month
Traffic Awareness Month
Sandwich Month

1st - World Lung Cancer Day
1st - Girlfriend's Day
1st - Spider-Man Day
3rd - Watermelon Day
4th - Chocolate Chip Cookie Day
4th - Founder's Day
4th - IPA Day
5th - Oyster Day
5th - International Beer Day
7th - Sister's Day
8th - International Cat Day
9th - National Book Lovers Day
10th - S'mores Day

10th - Spoil Your Dog Day
11th - National Son and Daughter Day
13th - International Lefthander's Day
13th - Bowling Day
14th - Financial Awareness Day
15th - Relaxation Day
16th - Roller Coaster Day
18th - Serendipity Day
18th - World Breast Cancer Research Day
19th - World Photo Day
20th - Radio Day
20th - World Honey Bee Day
21st - Senior Citizen's Day
24th - Kobe Bryant Day
24th - Waffle Day
26th - Dog Day
26th - Women's Equality Day
28th - National Bow Tie Day
30th - Beach Day
30th - Frankenstein Day
31st - Eat Outside Day

20 Lead Magnet Ideas That Will Have People Begging to Sign Up

It's easy to get stumped when creating lead magnets. Do you try and stand out or do you throw something up that's already been proven successful for others? Where do you get lead magnets if you lack the confidence to make them yourself? These are 50 ideas for creating your very own lead magnet or getting others to do it for you. Some stand out, some are tried and true, but all work.

Lead Magnets: What Are They?

A lead magnet is a giveaway that entices people to opt into your list. You can put them on your website, blog, or landing page, making them very versatile. Regardless of where they are, however, lead magnets are always the entryway into your funnel.

If someone opts in from your homepage, they'll still be getting your emails and offers even if they don't immediately move to an offer as they would on a landing page. Therefore, it's important that your lead magnet be valuable.

A valuable lead magnet will give your leads something that they can use and find helpful. Not only does it help them move closer to their goals, but it also boosts your own credibility. They're a valuable asset in building trust with your leads so they're more receptive toward becoming customers later.

Let's dive into the 20 inspirational ideas to help you kick off those conversions.

1. A Checklist

These are basic lead magnets that don't take a ton of effort to create, so you won't be reinventing the wheel with this one. However, they convert well and it's easy to deliver on what you promised on your opt-in form.

The most likely reason that they convert so well is because visitors know exactly what they're getting in their inbox when they sign up. Unlike an eBook, where a visitor doesn't know if it covers anything new for them, checklists are a little more predictable. Believe it or not, humans tend to like predictability.

They're also easy to consume. They require virtually no time investment and condense a chunk of information into an actionable list for your prospects.

2. Resource Lists

A resource list is just what the title says, a list of resources. For example, if someone wants to teach English overseas, you might offer a list of companies that can help with that. Or maybe you can help someone promote their own site, book, or another form of expertise by offering them a list of websites that are receptive to guest bloggers.

Resource lists are nice because they provide instant value and are usually comprehensive.

3. Templates

A fill-in-the-blank template is nice because it helps people accomplish some sort of goal quickly. Most of the work is taken care of for your prospects and they're guided toward what they should do in a painless way.

Templates work well as guides to advertising, emails, copy, and more. Some niches aren't that responsive to them, however.

4. Swipe Files

Swipe files are like templates except that you can copy them without adding your own information. They're limited in use, but because they can cut down the work your subscribers have to do, they can be very popular ways to get sign-ups. They're the true plug-and-play lead magnet.

5. Workbooks

A workbook can be similar

to a checklist but more involved. It takes a little bit of time to make a good one, but the idea is that your prospects learn by doing. A workbook will help them learn a new skill by giving them exercises to work from, allowing them to practice and brainstorm before applying any new skills.

6. Case Studies

Case studies allow you to highlight someone else's success, or maybe even your own success, by giving a behind-the-scenes look at how you or the person you're showcasing made their success happen. Some of them provide an over-the-shoulder look at how the pros do something, making them highly valuable to your potential customers.

They can be a PDF, or they can be in video format. Just make sure that you let your leads know exactly what they can expect to get when they sign up.

7. A Printable

This is something that the user can print out. Pretend you're running a prepper or survivalist blog and you want to build your

email list. You can offer your prospects a printable grocery list or bug-out bag list. You create the categories, such as dried vegetables, meat, snacks, etc., and then your leads can fill in what food items they want to stock up on after they print it out.

For example:

Dried Goods:
_____
_____

Pet Supplies:
_____
_____

Canned Goods:
_____
_____

8. Inspiration and Example PDFs

Want to teach people how to design a great logo, write a good resume, or try some new scroll saw designs? Some marketers send PDFs or other files just full of examples to inspire people and get their creative juices flowing.

Granted, you have to put in some effort to really make these worthwhile; otherwise, they may as well be a blog post or some other article on

your website. You'd have to create a bundle of examples and give those away to your leads, but they're very helpful to people.

9. Prompts

In the same vein as the above, prompts are great ways to get people thinking and brainstorming. If you run a blog on journaling, for example, writing prompts are excellent things to give away. You only have to ensure that you're being creative with your prompts instead of boring. A good way to get prompt inspiration for your lead magnet is on Pinterest.

10. Email Courses

Back in the day, these were all the rage, although they've fallen a bit of favor in the modern world, replaced with eBooks and videos. However, an email course can be a great way to get leads even today.

You create a course, which can be video-based, and email a new lesson every day or every week to your new leads. Most people won't mind having to check their email for a new lesson (and this can help ensure that your emails are

hitting real inboxes) and find great value in them.

11. Exclusive Software or Apps

These can be anything from calculators that do just one thing, such as calculating eBay fees, to your own unique keyword research tool, headline generators, and more. The sky is the limit here, but you have to be tech-savvy or have a full team working on your website to make them. Software is considered highly valuable, though.

12. Spreadsheets

Being organized is an important skill to have in today's world, and spreadsheets help us do that. Spreadsheets are fairly simple to make, so if you can help your prospects get organized and hit their goals, you could find yourself building a spectacular email list.

13. Membership Sites

Making at least part of your membership site open to your opt-ins is a valuable way to build your email list. Membership sites provide value through in-depth training

and a sense of community, so creating a basic level just for your list is a great way to help them and then convert them into customers who can enjoy the full membership site.

The nice thing about membership sites is that they work for almost every niche. However, it can cost a bit more to add a membership site to your hosting package or theme.

14. Facebook Groups

Giving invites to a private Facebook group is another way for Internet marketers to build a list that's similar to a membership site. Facebook groups are free to create, although they can be more limited in scope compared to what you could create with a full-blown membership site and forum. Regardless, they're still perceived as valuable in the eyes of most visitors.

15. Private or Gated Content

Have you ever wanted to read an article, but a pop-up keeps telling you that you have to subscribe to read it? That's called gated content, and it's a great way to get sign-ups without having to create something new. You can just set some of your content, preferably something you've put more effort into, and put it behind a lightbox.

16. eBooks

eBooks are excellent giveaways because they're considered valuable, but usually not valuable enough to actually pay for unless it's being sold on Amazon, Barnes & Noble, or some other retail site. With an eBook being used as a lead magnet, you also don't have to worry about hiring a cover creator (using a site like Canva is enough), editors, formatting experts, or any other outsourcing.

17. Guides

Similar to eBooks, guides are in-depth how-to guides. The difference is that they're usually shorter (though they still take a while to make), and there

aren't usually chapters. Guides are straightforward, which many visitors and prospects enjoy compared to a lengthy book.

18. Recipes

This is really only good for anyone in a specific cooking niche, but it makes an excellent lead magnet. Try and offer novel recipes with complexity based on the kinds of cooks you're targeting. Obviously, if you're targeting professionals, you can use the lingo, more expensive ingredients, and more complex cooking instructions.

19. Video Courses

Videos are perceived very highly, even higher than eBooks, despite the fact that you may have put more work into a book. They can be combined with an email course or a standalone video that teaches a skill. You can also make a series of videos that subscribers have immediate access to.

To do an effective video course, you have to have more tools than a word processor, but some people would rather talk into a microphone than

write. You'll usually need a screen capture software, a mic, maybe a webcam, and definitely some editing software.

20. Webinars

Webinars are excellent for not only bringing in new leads but also for converting them into customers on the spot. Even better, you only need to record the webinar once and then just deploy it over and over to whoever signs up.

Due to their length, webinars can go far in building trust, and because people were at least originally onboard to just watch live, their enthusiasm will carry on, infecting any viewer who watches the replay later.

The Sky's the Limit

When it comes to lead magnets, the sky really is the limit. Hopefully, this list has given you some ideas you can use or at least inspired you to think creatively about what you can offer to get more sign-ups. Your list is an invaluable resource, but you'll only build it if you offer invaluable resources to others.

How to Promote Your Business Website - Besides the Search Engines

Your business website is the first impression customers get of your company. No matter where they find out about your business, most people these days check you out on the Web first. Your website needs to reflect your brand and stand out from the competition so that customers can find you easily. If you're not yet using Google Analytics or other digital marketing tools to analyze traffic to your site, read on to help you understand where potential visitors are coming from, what they're searching for, and why they're not finding what they're seeking.

Many businesses believe that just having a website is enough to promote their brand online. After all, who would click on an uninvited or poorly designed webpage? However, if you don't implement a few additional strategies, your business could end up losing potential leads and customers because most people won't even know about you unless someone tells them about you specifically. Here are some of the best ways to promote your local business website.

Create Content That People Want to Read

To build traffic to your site, potential visitors will have to find you, and creating content they want to read is the first step to doing that. To boost your site's search engine traffic, you must make it easy for people to find what they're looking for by making helpful, quality content that is easy to read. While writing an article isn't terribly difficult, producing it can be time-consuming and tedious. If you're busy running an entire business, you probably won't take the time to produce content that people would like

to read and that answers their questions or provides the information they value. To make your job easier, hire a freelance writer to draft your articles for you.

Another way to make your content easier to read is to take advantage of social media. Let's say your business sells high-end handbags. You could post a picture of your bags on social media and write a few sentences about yourself and your company. If you're aiming for a high level of engagement, you could ask people to comment on your photos and posts. Not only will this give you insights into your target market, but it will also allow you to respond to customer questions and praise easily.

Use Social Media to Build Awareness

Social media has become an important marketing channel, but many business owners don't use it to its full potential. If you have accounts on Facebook, Twitter, Instagram, and other popular platforms, create posts that are relevant to your products and industry. Write posts that are simple, catchy, and helpful to your customers.

Let people know what you do and why they should choose your business over the others. Post pictures of your products and engage with your followers so that they'll follow you back, leaving comments and clicking the "like" button.

You're trying to build awareness, and one of the easiest ways to do this is by using social media to build buzz about your brand. When you're posting about your brand, weave in some of your competitors' names to draw some attention to them as well. You want to collect as much attention and buzz as you can, so post as often as possible, and make sure each post is as memorable as possible. And above all else, link to your website from every post on social media.

Use Analytics Data to Improve Your Site and Create Repeat Visitors

Google Analytics is the

big player, but there are other analytics resources, many provided by the website hosts. The data represents a deep dive into the traffic to your site, where the visitors go once they get there, the pages where they enter the site, and the pages where they leave. Also, any links they click on while on your site can provide valuable information.

One bit of information some analytics provide is the time spent on individual pages and on the site total. How long a visitor stays on a page is valuable information. If they arrived at a page, there was a reason. If they "bounce" right off it, leaving quickly, they didn't find what they wanted. This doesn't necessarily mean that the information wasn't there but could just mean that it wasn't easy to see on the page.

The key to using analytics data is to try to interpret it to improve your site. Bounces should have you checking pages to see if the content matches the title that got them there. Also, do you have subtitles in bold to help them scan and find what they want. As you improve the site based on analytics data, you should see an improvement in repeat traffic and business.

Immerse Yourself in the Community

You've probably heard countless times that it's important to "meet your customers where they are." When it comes to marketing your local business online, this tip is absolutely true. The best way to do this is by immersing yourself in the community. In other words, get to know your potential customers better.

Take the time to find out what they do, where they go, and what they like and don't like. You want to know as much about your customers as possible because this will allow you to tailor your products and services to better suit their needs.

You can also use customer research tools like NPS (Net Promoter Score) and Zoom to get a better understanding of your customers. Once you know your customers, you'll have a much better understanding of what they want and need. With this information, you can create new products and services to generate more revenue and bring more customers to your business.

Find Every Way You Can to be Found Online

There are lots of ways to

promote your business, but the most important one is traffic. Without it, your business is just flat lining without much growth potential. To gain more traffic to your site, you must have a unique way to get found online. The best way to do this is by utilizing every online channel you've got.

For example, you can use YouTube videos for your brand and product reviews on social media to boost traffic to your site. You can also add links to your website on your blog posts, guest posts, and product reviews in return for a review.

You can add your website to your social media posts as well. You can also add your business to directories, add it to your email marketing campaigns, and add it to your email signature. Each of these steps can help you gain more traffic to your site, and you can add them to your emails, blog posts, tweets, and other social media posts.

Find Every Way You Can to be Found Offline

All the pre-internet marketing media are still of value. If you can fit other media into your budget, use it to drive traffic to your website. From newspaper classifieds to local business directories to chamber of commerce print materials, use whatever you can. The one key strategy is to always have your website domain prominently visible on all marketing media. This includes business cards as well.

While your competition is spending time and money trying to get on the first page of the search engines amid immense competition, you can be accomplishing more in other ways.

Work every media source and other avenue to your site possible. And make sure that when a visitor arrives, they find what they want or need. They'll then do business with you.

7 Ways to Tell Whether Your Content Marketing is Working

So, you've decided to embark on a content marketing strategy. You're creating and distributing relevant and valuable content to attract, acquire, and engage an audience. This is a fantastic first step. Content marketing increases brand awareness, improves SEO, generates leads, and more. But it can also help you build trust with your audience through the creation of value-laden content.

Understanding whether your content marketing efforts are successful is crucial for any business owner or marketer getting started with content marketing. Here are seven ways to tell whether your content marketing is working as well as two ways to speed up progress if it isn't.

Traffic to your website is increasing.

Traffic is the most basic metric for content marketing. If you're not getting traffic, you can't get anything else! But traffic alone doesn't tell you everything. Here are some other questions to ask yourself:

Is traffic increasing over time? This should be obvious, but if your traffic isn't increasing and you're investing more time and energy into your content marketing plan than before, it's possible that something about how you're doing things needs to change.

Are you getting more website visitors than last month? This question will show how well your strategy works in real-time. If this metric shows no improvement over time (or a decline), it might be time for a fresh approach or even a complete revamp of what content you publish when and where, so as not to lose valuable readership and engagement.

Track your traffic regularly. You can do this in several ways, but the easiest is through Google Analytics. Once you've set up an account and created a website, you can see how much traffic your site receives daily.

You can also look at how often people visit your site over time by checking "Traffic Sources" under "Acquisition" in the left menu bar. The information will give you insight into whether visitors return after their initial visit and whether they find what they need when they get

there (i.e., whether they're converting).

If your goal is to increase traffic--as it should be! --then set up goals with Google Analytics. Doing so will help you track whether your efforts are paying off.

Your keyword rankings are increasing.

If your keyword rankings increase over time, this shows that your content is relevant to the search engines and resonates with users. If you notice a decline in rankings for keywords you have been targeting, this may be a sign that your content needs improvement.

Google Analytics (free) and SEMrush (paid) track keyword rankings on search engines like Google, Bing, Yahoo, and more. These tools let you know how many people are searching for terms related to your business or industry--and whether those terms are bringing in traffic from search engines and social media sites like Facebook or Twitter. You can use these insights to create better content around specific topics or trends or even tweak existing pieces based on what people are looking for online.

People are spending time on your site.

If people spend time on your site, that's a good sign. The challenge is to ensure they're reading the content rather than just scrolling through it. To do this, you can use tools like Google Analytics and heatmaps to see where people are clicking, or a chatbot to get feedback on what they liked and didn't like about certain sections of your website.

The fact that people spend time on your site means they find the content valuable enough to stick around for a while. This information can then be used to ensure that future content meets or exceeds their expectations, leading to improved website engagement and conversions.

You can also use exit-intent popups to entice visitors to stay with you instead of leaving your site. For example, if a visitor is about to leave after reading an article on your site, you could have a popup appear that offers them bonus content on the same topic if they subscribe. This keeps them engaged and helps you expand your email list.

You're getting leads and signups.

A lead is any person who has shown interest in your product or service by providing a name and contact information (email address, phone number, etc.). A signup is someone who has created a user account on your website with their email address.

You can get leads and signups from content marketing in many ways:

- By providing an opt-in form at the end of every blog post or web page that asks people to subscribe to your newsletter
- By creating an eBook with valuable information and offering it as a free download on your website
- By creating a video tutorial that demonstrates how to do something complicated or answers common questions customers ask about products or services
- By providing webinars that teach something or encourage people to get excited about a product launch

Content marketing allows you to build relationships with your target audience by providing them with valuable, useful information. These days, people are bombarded with advertisements from companies trying to sell them something, and they can tell when a company is just trying to make a quick sale. But if you provide genuinely helpful and informative content, your target audience will appreciate it and be more likely to buy from you in the future.

Your bounce rate is low.

A low bounce rate means visitors spend a lot of time there, on average. When someone lands on your site and leaves immediately--also known as bouncing--it means they probably didn't find what they were looking for, or the content wasn't engaging enough to keep them there. The lower this percentage is, the better--it shows that you provide valuable content, and your users are interested in it.

How can you determine the bounce rate for your website?

There are a few ways to measure your website's bounce rate. One way is to use Google Analytics.

To do this, log in to your Analytics account and go to the "Audience" section. Then, click on "Overview." Here, you'll see metrics related to your website's traffic, including bounce rate. If your bounce rate is higher than 60%, take a closer look at your content and whether you need to change its content or formatting to keep people reading.

Another way to measure bounce rate is through heat mapping tools like HotJar or Crazy Egg. These tools show you where users click on your site and where they're not interacting with it at all. This can help identify which pages or content areas might need some improvement to keep visitors engaged.

Also note where your traffic is coming from. If you get a lot of traffic from many sources--not just one or two--it's a good sign. A diverse stream of organic traffic (traffic coming directly from search engines) and social traffic (traffic coming from social media platforms like Facebook) is ideal, as this shows that your content is not only valuable but it's also getting shared around the web.

Your conversion rate is increasing.

If you're wondering whether your content marketing strategy works, look at your conversion rate. The definition of a conversion rate varies depending on the context (i.e., ecommerce or lead generation), but it typically refers to how many people made a purchase or opted-in after seeing an ad or clicking through to another page.

For example, if 100 people visited your website and two of those people bought something from you during that visit, that would be a 2% conversion rate--two out of every 100 visitors ended up purchasing something. The average conversion rate for a business-2-business site is between 0.8% to 1.1%. This gives you a metric to compare your own conversion rates to.

While measuring and improving your conversion rate is important, another important indicator is whether the number of conversions is increasing over time. If so, chances are good that your content marketing efforts are effective! If you're seeing more people convert, that's

a good sign.

But pay attention to how much content you're producing and the number of conversions too. If you're creating 10 pieces of content per month and getting 100 conversions, then creating 20 pieces of content per month should result in 200 conversions. This is also known as the content marketing ROI.

You're getting new customers.

You can tell if your content marketing is working if you are getting new customers. If customers aren't finding you, it's likely your content marketing isn't working. You can track this by looking at your website analytics and seeing where people are coming from on the web or asking them directly how they heard about you. If you're seeing more people convert, that's a good sign.

So, remember that content marketing isn't just about putting words on a page--it's also about measuring and responding to your results. And if you do that well, you'll see the payoffs in terms of traffic, visitors, leads, and customers. Don't get frustrated if something isn't working--instead, see it as an opportunity to learn!

5 Steps to Building Customer Loyalty Online

Customers who are repeat buyers spend more money and are more loyal than first-time buyers. But many small businesses don't realize that building customer loyalty is not just about the customer but also the business.

If you're a business owner, you probably have a few loyal customers. They love your products and services; they tell their friends about them; and they're likely to return for years. If you've ever had a customer like this, you know what it feels like.

But if you haven't ever had a customer like this, it's time to learn how to attract them by building customer loyalty. It's a way for your business to create long-term relationships with their customers -- relationships that will last for years or even decades.

At its core, loyalty is just a form of trust. Customers want to trust you with their business, and if they know that you'll take care of them every time they buy something from you, they will be loyal customers.

Loyal customers are more likely to recommend your brand or products to friends and family. They're also more likely to spend more money on each purchase because they feel they can trust your brand. Ultimately, building customer loyalty online can help your company grow faster and save money on expensive marketing campaigns. Let's look at some ways to build loyalty with online customers.

Step 1: Know Your Customers

The first step is to know who your customers are. This means understanding what they want, what they like, and how they interact with you online. It also means understanding their needs, wants, and problems so that you can offer them solutions to help them solve those problems or meet their needs. Knowing this information about your audience will help you create content that resonates with them throughout every step of their customer journey.

Dig deeper to the point that you understand your customers so well that you know how they feel when they use your product. Understand why they're buying it and how your product solves a problem for them. When you know these things, you can use that information to personalize the shopping experience more effectively.

Once you've learned about your customers, figure out how to stay connected to them. In the offline world, this is as simple as handing them a business card and asking them to call if they have questions. However, online businesses face a unique problem: there is no reminder of who you are or how to contact you when the customer leaves your website. As you'll soon learn, touchpoints are a way to do that.

Step 2: Find Your Brand Voice

Have you ever walked into a store and been greeted by the store manager? If so, did he or she speak to you in a formal manner? That's an example of brand voice. Brand voice is how your business talks to its customers, employees, vendors, and partners. It's about being consistent across all platforms -- online and off -- while communicating in a tone that reflects who you are as an organization. This is how you connect with

your audience.

People want to do business with people they like and trust, so creating a brand voice that will resonate with them is important. You don't have to be the most technical or knowledgeable in your industry. Instead, you can focus on being approachable, friendly, and helpful. How can you establish a relatable brand voice online?

One way to establish a relatable brand voice online is through social media. You can use social media platforms to interact with your target audience, answer their questions and build relationships with them. Another way is to create blog content that speaks to your target audience in a tone that reflects your brand personality. Be consistent with your voice and keep it relatable and jargon-free.

Step 3: Create Touchpoints

Remember touch points? They're important. In the world of digital marketing, touchpoints are the places where your customers interact with your brand. They include email, social media, and your website. Touchpoints are a great way to build loyalty and trust in your brand. You can use them to increase awareness about your products or services. Keep in mind that every touchpoint is

an opportunity to build your brand and create a relationship with your customers.

Some examples of touchpoints are:

- Your website: This is often the first-place customers interact with your brand. Make sure your website is clear, concise, and easy to navigate. Include strong calls to action and ensure your contact information is prominently displayed.

- Email marketing: This is a great way to stay in touch with customers and keep them up to date on new products or services. Keep your emails interesting and relevant and include a call to action.

- Social media: Social media platforms are a wonderful way to connect with customers and create a relationship with them. Use social media to share valuable content, run contests or give away coupons/ discounts.

Step 4: Make Loyalty Part of the Product

You can create loyalty in your customers by improving your product. You can make it more enjoyable, personalized, convenient, affordable, accessible, and sustainable.

The easiest way to build customer loyalty is to make the product better in some way that also

appeals to their values and beliefs. For example, Apple knows this well: they've made products that are beautiful, easy to use, and reliable -- all things people value highly as consumers. Other companies have built loyal customers through a variety of methods, such as giving away products for free or providing excellent customer service.

Whatever you do, make sure it's something that appeals to your target audience. Make sure they know about it and want to use it. As an example, think of how many people are loyal customers of Amazon Prime: for $139 per year (plus sales tax), they can get free two-day shipping on any order over $25 -- plus a few other perks such as access and use of Amazon Prime's TV and film streaming platform and music streaming.

As a bonus, Amazon then uses the primary data it has on Prime subscribers to better target their ad campaigns for non-Prime shoppers. In this way, Amazon can benefit from its customer's loyalty, which they earned through excellent service and features that customers value highly.

How can you use this strategy? Think about what your customers value most, and make sure you offer it to them. If you can create loyalty among your customer base, you can reap the benefits in multiple ways.

Use data that you have on your loyal customers to better target other potential customers, showing them that they could also enjoy the same benefits if they become part of your community.

Step 5: Care About Your Customers

All of this works only if you care about your customers. If you're in business just to make a buck, or even to make a living, customer loyalty will look different and more difficult than if you care about your customers as human beings. So, start with caring first. It doesn't matter whether you have one customer or 10,000; treat them like people first, and then apply the methods above accordingly. The rest will come naturally.

You're undoubtedly aware that customer loyalty is vital to business success. It's the glue that holds your customer base together and provides a firm foundation for future growth. Start building loyalty now, and watch it pay off for your business later.

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 Milestones:

- July 1st, 1770 - Lexell's comet passed closer to the Earth than any other comet in recorded history.

- July 3rd, 1826 - John Adams, second president of the U.S., died the same day as Thomas Jefferson, third president of the U.S., on the 15th anniversary of the adoption of the U.S. Declaration of Independence. The two founding fathers did not get along during their careers.

- July 11th, 1991 - The 'eclipse of the century' solar eclipse cast a shadow stretching 9,000 miles from Hawaii to South America, lasting nearly seven minutes.

- July 10th, 1962 - Telstar, the world's first communications satellite, was launched into orbit.

- July 15th, 2006 - Twitter was launched. 140 characters could say a lot.

- July 29th, 1981 - A worldwide TV audience of over 700 million people watched the wedding of Charles, Prince of Wales, and Lady Diana Spencer at St Paul's Cathedral in London.
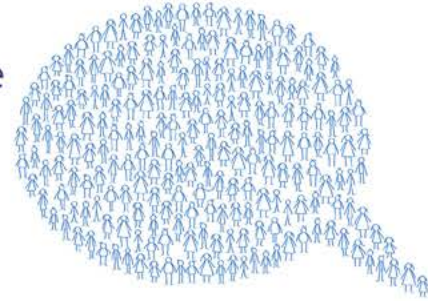
THE POWER OF WORD OF MOUTH MARKETING

WHY WORD OF MOUTH MARKETING MATTERS

- Consumers trust the opinions of friends & family more than anyone
- It adds a personal aspect to the shopping experience
- It's FREE!
- Word of mouth is the biggest purchasing influencer
- It's responsible for bringing 5 times more sales than paid media

WORD OF MOUTH MARKETING STRATEGIES

1 **Make Customer Service Exceptional**
Stay understanding and listen actively, get positive referrals, & always be personable.

2 **Improve Products & Services**
Offer samples and rewards, build a loyalty program, and run a few storewide sales each year to keep incentive.

3 **Communicate Well**
Make it easy for customers to reach you, add chat support for online services, and respond promptly to all inquiries and complaints.

4 **Keep Your Review Pages Updated**
Request reviews from existing customers, respond to negative reviews and offer solutions, and incentivize feedback with discounts or free items.

5 **Stay Involved with Your Community**
Attend local events, fundraisers, festivals or fairs, sponsor local sports leagues or fundraisers, and partner with other small businesses to promote a common cause.

6 **Find Relevant Online Influencers**
Use quizzes & contests on social media, but make sure they're sincere & genuine.

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- ✓ ONLINE MARKETING
- ✓ VIDEO MARKETING
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