

# M LOCAL BUSINESS MARKETING

*The Marketing Guide for Local Business Owners*

June 2019

## **19** Useful Tips to Help You Grow Your Brand's Reach on Social Media

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**Social Media:  
5 Reasons Your  
Twitter Content  
Should Be Varied**

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***Review  
E-Commerce  
Practices for  
Efficiency and  
Keep Up with the  
Masses***

**Infographic:  
Email Marketing  
Stats for 2019**



## **5 Simple Ways to Quickly Improve a Business Blog**

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***Making Use of  
Analytics to  
Maximize Business  
Efforts and  
Marketing***

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**Four Digital  
Marketing  
Assets You  
Need to Fuel  
the Growth  
of Your Small  
Business**

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**Promote Your  
Small Business on  
a Tight Budget**

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Greetings!

We thank you for taking the time to read our magazine. We hope you find it full of interesting articles, and more importantly, that you are able to immediately apply some of our tips, and that they help your business.

Our key article in this issue explains how local business owners can grow their reach on social media.

You will also find additional articles regarding blogging, Twitter and analytics. As always, you'll find new versions of our popular Marketing Calendar and Infographic.

If you're not already receiving this magazine regularly, we suggest you add your email to our subscriber list. We have some exciting articles already in the works for the upcoming issues. Don't miss out!

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.

Raj Deshpande  
CEO  
CroydonGate

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## A Little About Us

Local Business Marketing Magazine is proudly provided by CroydonGate.



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

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

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

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

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

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# Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

## June

Camping Month

Dairy Month

PTSD Awareness Month

Great Outdoors Month

Zoo & Aquarium Month

June 14 - Flag Day (US)

June 16 - Father's Day

June 21 - First Day of Summer (US)

1st - Oscar the Grouch Day

1st - Heimlich Maneuver Day

1st - Go Barefoot Day

1st - Say Something Nice Day

3rd - Leave The Office Early Day

3rd - Animal Rights Day

3rd - Cancer Survivor's Day

5th - World Environment Day

5th - Running Day

6th - Yo-Yo Day

7th - Chocolate Ice Cream Day

8th - Best Friends Day

8th - Belmont Stakes

9th - Donald Duck Day

11th - Corn on the Cob Day

12th - Superman Day

14th - World Blood Donor Day

14th - Bourbon Day

15th - Nature Photography Day

15th - Worldwide Day of Giving

16th - Fudge Day

18th - Picnic Day

22nd - Smurfs Day

21st - Take Your Dog to Work Day

26th - Chocolate Pudding Day

27th - Handshake Day

27th - PTSD Awareness Day

27th - Sunglasses Day

28th - Food Truck Day

30th - Meteor Watch Day

## 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



# 19 Useful Tips to Help You Grow Your Brand's Reach on Social Media



Social media may have started as a way to help people to connect. Today, however, it's a powerful way for businesses to reach consumers. Whether your business is primarily online or off, you can't afford sitting out the social media trend.

Luckily, social media companies like Facebook offer businesses many convenient ways to target their customer base. When you take advantage of social media to improve awareness about your brand, you bring in lots of traffic and conversions. If you are to make all this happen, however, you need to do your best to expand your company's presence on social media. What follows are ideas to help you make it happen.

## **Create goals to reach**

Before you start enhancing your social media presence, you need to know what your goals are. Your aim may be to gain more followers, increase engagement, or create new leads. Defining the goals that you work for can help you form clear plans to get there.

## **Build a great profile**

You need to get the basics right before you begin to implement a social media strategy. You can start by checking out your brand's profile to see how complete it is. You need to make sure that every available field is filled in.

Write a short, attractive bio that tells the story of your brand. Make sure that you pepper your bio with a few keywords relevant to your business. Keywords can help bring in traffic. You also need to make sure that you have a great display picture and cover photo in place. Attractive images can improve your brand's credibility, and can help retain visitors who come, making sure that they don't navigate away.

## **Follow other accounts**

To gain a following, you need to make sure that people see your account as a real and legitimate social media presence. Following the accounts of people and brands relevant to your business is one way to achieve legitimacy. When you follow them, many of them will return the favor and follow you. Gaining followers in this way is important to creating credibility for your account.

## **Interact often with your audience**

Whether you're on Facebook or Twitter, having frequent conversations with your followers is an important part of establishing yourself as a presence on social media. Make sure that you appoint someone to interact with your audience in a friendly and responsive way. The more you interact with your audience, the better established you become as a social media fixture.

## **Figure your audience out**

Once you begin

interacting with your audience, you need to try to understand them. It can help you improve the quality of your conversations. Platforms like Facebook have considerable stores of member data to help you analyze your audience to find out what they like. As you learn about your audience members, you're able to personalize both your social media interactions and your company's website to their needs.

## **Direct users from your website to your social media accounts**

Every time a visitor comes to your website, it's an opportunity to gain additional traffic for your social media accounts. You can put follow buttons and share buttons for all your social media accounts on every page on your site.

## **Organize events**

Conducting events gives you a great opportunity to spread awareness of your brand and its associated social media accounts. Put information about your social media

handles and hashtags on every sign, printed booklet, or pamphlet. The more creative you get promoting your hashtags, the better the response is likely to be.

### **Make good use of hashtags**

Anytime that you post content on social media, try to attach it to a couple of hashtags. You can bring in more visitors to your social media accounts this way.

### **Get on more than one social media platform**

You don't need to restrict yourself to Facebook or Twitter when on social media. You can try running an active presence on a number of other social networks, as well, including ones like Pinterest.

### **Put social icons on your emails**

Every marketing email or business email that your company puts out, you can make sure that it has a few social sharing buttons. You may gain many new visitors in this way.

### **Hand out freebies**

When you announce freebies to anyone who comes to your social media accounts, it can prompt people to check you out. Sometimes, your freebies need to be nothing more than a coupon code for purchases on your website.

### **Engage with your audience**

You need to engage your followers on a personal level. Monitor your social media to be alerted when someone says something about your brand on any platform. You should be there right away to thank them and say something interesting in response. You can also engage with followers who come to your social media accounts by setting up contests or surveys. When you engage with your followers, you make them feel that you plan to be around for the long haul. You build trust in this way.

### **Try SEO for your social media content**

Search engines can see what you put on your social media accounts.

If your content has keywords connected to your business, your social media account is likely to come up when people search for those words. It's important to optimize your social media content.

### **Advertise offline**

You can advertise in newspapers or put up posters to get people to notice your social media accounts. If you have physical store locations, you can advertise your social media accounts there, as well.

### **Be regular posting on social media**

If you don't post enough on your social media accounts, your followers are likely to lose interest in you. If you post too often, it may seem like you're spamming them. It's important to post just the right amount to keep on top of your audience's minds. On Twitter, engagement attains its highest level when you post three times a day. On Facebook, engagement begins to drop after twice-a-day postings. Once or twice a day works for Instagram.

## Interact with your audience on a personal level

When you have conversations with your followers on social media, you need to make sure that you address them by name. Personalizing your conversations can help engage your followers.

## Address complaints

When your customers have complaints about your company that they bring to social media, it's something everyone sees. Make sure that you address their concerns promptly, and in a professional way. It's important to remember that unhappy customers can spread the word about their negative experience.

## Invite your customers to share

It can help to offer coupon codes and other rewards to get people to share your branded hashtags among their friends. Asking existing followers to spread the word is a good way to get new followers.

## Pay for promotions

You can advertise on nearly every social media platform. Advertising helps you precisely target audience members based on demographics, interests, or location. You can perform research to find out what your ideal audience looks like and go after them. Paid promotions can help you attract more page likes, get greater engagement, and clicks for your links. They tend to be affordable, as well.

If you want to expand your presence on social media, you need to be proactive. Take initiative, talk to your followers, post interesting content, and be engaging. Not only will you keep your existing followers happy, but you'll also get new ones, as well. As your audience begins to like the way you talk, they are likely to share your posts with their own friends, expanding your reach even further.

Building a presence on social media may seem difficult at first. Once you get started, however, it can turn out to be a lot of fun.



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## **Promote Your Small Business on a Tight Budget**

Many small businesses struggle to stay profitable, with cost-cutting a priority in leaner times. A common way to cut costs is to strip down the marketing budget, avoiding substantial investments in riskier strategies. Reducing marketing spend can severely damage customer acquisition efforts, though, making it harder to come out of the slump.

Marketing the business is extremely important, so it is worth looking for areas where you can promote

on a smaller budget. Thankfully, there are various online marketing strategies that won't take too much time or investment to see results. So, what are some of the main marketing strategies you should consider?

### **Harness Your Existing Support**

If your business has been operational for a while, you will probably have many satisfied customers. You may have the chance to use these customers

as brand ambassadors, recommending your business across their social media networks. You could also develop a referral service to compensate people for recommendations. In many cases, though, people will promote your business if you give them the resources to do so.

### **Collaborate with Other Businesses**

Small businesses can often look at similar enterprises from a competitive

standpoint. There are, however, businesses in your niche who are not in direct competition. You may sell different products or be focused on alternative segments of the marketplace. Collaborating with other small businesses can provide you with a new audience, reciprocally helping each other to succeed.

### **Provide Free Content**

Providing free content is a great way to offer value before asking for a sale. If the consumer can see proof of your knowledge and can learn something, they are more likely to trust you. You can create content for a blog, while also publishing on external sites. Even though you may have to pay to create the content, the ROI is often enough to justify the expense.

### **Build an Email List**

It can often be tempting to try and make immediate sales, but you may get better results taking a long-term approach. Building an email list lets you message subscribers on a recurring

basis, helping to build a relationship. You might sacrifice an initial sale, aiming to make more money over a longer period. The cost for an email marketing service is fairly low, so you can link a content marketing strategy to secure low-cost leads.

### **Create Newsworthy Items**

There are many blogs and news sites looking for industry updates that will interest their readers. If you can create something of interest to these people, you can receive a lot of free publicity. The subject matter will largely depend on the niche and location of your business.

Local businesses could create an event in the community, inviting reporters and sending details and images to those who cannot attend. You don't have to manufacture news to get attention, but you can think about the subjects that interest your audience and cater to them.

### **Build Relationships with Affiliates**

Affiliate marketing is

effective for anyone on a tight budget as you can gain leads and customers without the initial expense. Affiliates will pay for advertising or use their own email lists, bringing in a new audience for free. Of course, you do have to factor in the commissions, giving enough reason for affiliates to promote you.

A substantial marketing budget can allow for quick and significant growth. Paid advertising can find leads, with sales likely to increase. You can also experiment with different techniques that may not always get the desired results. However, a smaller budget can also work, encouraging creativity to overcome budget issues.

A small business can become more efficient, focusing on the areas that will bring the best results. While most businesses will want more money for marketing, working with a smaller budget can provide the focus that allows you to thrive.



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## **Review E-Commerce Practices for Efficiency and Keep Up with the Masses**

Every business needs to review its e-commerce practices regularly to automate and streamline the process as much as possible. You not only save money, but can also increase your advertising effectiveness while improving your brand recognition.

While it may seem like a no-brainer, tracking your sales will tell you where they are coming from and where to implement some changes.



## Shipping and Delivery

Automate as much of the process as possible without sacrificing the “human touch.” Shipping quickly and on time is only part of the process. Include a survey that they can send back for a discount on future purchases. Track these sales to see how well they encourage repeat customers to engage with your company. The shipping and delivery process can be outsourced to other vendors, too. This would free up your staff to concentrate on growing the business.

## Packaging and Custom Branding

Personalize your packaging so that customers know when their orders have arrived. While this increases recognition for your company, adding a coupon code for their next order would get their attention. A process like this encourages repeat business from the same package that just left your hands. The more people who see it, the more interest it stirs up in the future. As an advertising bonus, you are already

spending the money on the packaging, so use it to your advantage and remember to track the effectiveness of this sales campaign.

## Add More Reviews

Reviews are a necessary part of the business on the internet. Add them regularly to show your customers that you care about their problems as well as their successes. A Customer Loyalty Sale Exclusively for those participating in new product releases can create a buzz. Loving a product is a great thing to share, but show your customers their loyalty to your brand is appreciated and recognized.

## Continue to Show Appreciation to Your Customers

Coupons and thank you notes are a few ways that many e-commerce businesses show appreciation to their customer base. However, many automated responses end up in the spam box or the trash without being opened. Consider adding a frequent visitor benefit that grabs your customers’

attention. Maybe they have not purchased anything for a while, and you want their input. Showing sincerity and honesty will keep bringing in your customers long after your coupons have expired.

## Test Your Website Pages

An often-overlooked hack that can save your business time and money are your page visits. Update your pages at least once a year and run your tests on the new material then. It gives you time to fix the problems or redesign a bad page before it becomes common knowledge. Not only does this protect your company’s image, but it also gives you an idea of what works quickly without wasting a lot of time and money on faulty pages.

Implement one or more of these ideas to improve your online business and watch your audience grow. You may have some of them, or all of them, in place, but when was the last time you checked their effectiveness. Keeping informed can prevent profit loss and keep your customers happy.



## Making Use of Analytics to Maximize Business Efforts and Marketing

For businesses, Google analytics is one key tool to measure metrics and results from marketing campaigns. However, there are additional advantages it can offer to your business. Understanding how Google analytics can be used to further elevate your marketing strategy and tactics can be valuable for your business. Here are several ways to utilize Google analytics to improve your business ROI.

### Utilize Multiple Views

Google analytics can be configured to divide your data into various perspectives and views. Changing certain

displays and expanding more on select data can potentially bring to light more information that can spur you to take an action. The data view is a common one that allows information to be segmented into visual tables. The percentage view can be used to segment your data into visual graphs, allowing you to see which metrics stand out over other ones.

If you want to track the performance of certain metrics, you can organize your data into a horizontal chart. This type of chart helps you further illustrate which performance indicators are making

the most impact on your website. Another valuable action you can perform with analytics is to compare metrics and timelines between each other. For example, you can segment your data into users that came in through a specific source, then compare the time periods you are looking at to a comparable time period from a previous year.

### Set Up Goal Definitions

An effective component of analytics is the ability to create goals. The main value of goals is to measure the results of initiatives and actions that

have factored into trends with your website traffic. Goals can be defined in a variety of ways, including specific page visits, length of time spent on the website, or interactions with certain features or contact forms. When it comes to tracking sales or customer responses to certain activities, setting up goals is a notable recommendation.

### **Create Event Triggers**

A goal or conversion can be further outlined when events are set up to trigger them. In addition, you may want to highlight specific actions that are significant to your marketing plans, even if they do not affect your final numbers directly. A submission of a contact form or survey may indicate that

users are visiting and interacting with your website. Even if tracking contact form submissions and interactions may not contribute to your bottom line, you can still learn a lot from them to tailor your marketing practice for more optimal results.

### **Develop Custom Alerts**

It can be difficult to check your analytics daily, as you are busy with managing other aspects of your business. With custom alerts, you can receive notifications on any significant changes or trends highlighted in your metrics. The admin section on Google analytics can help you set up a custom alert button, where you can select the type of conditions or triggers to fire a notification. The

sooner you are notified of any significant changes or movement in your analytics, the sooner you can take specific actions.

The power of Google analytics gives many business owners the data to make calculated and coordinated marketing decisions. In addition, understanding results can further help you determine a course of action in driving more business towards your website. With these custom features incorporated into your planning, you can make Google analytics a bigger partner in your marketing and growth efforts. Consider utilizing these features to make full use of the advantages the Google analytics platform can offer.

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## 5 Simple Ways to Quickly Improve a Business Blog

Businesses typically understand the need to start a blog. Business sites might include important information like company information and contact details, but they don't always have enough engaging content to draw visitors in. A quality blog can help find targeted visitors, while also being used as an effective branding tool. It is, though,

common to see blogs that are included as an add-on, with little thought for the reader. The following methods can be used to improve a standard business blog, ensuring visitors spend longer on your site.

### **Build a Plan**

Successful bloggers build content plans,

ensuring they maintain a clear schedule. The plan might need to be adapted, but you will have a rough idea of the type of content you are creating and when work needs to be completed. While it is common to see blogs with gaps in their publishing schedule, the most popular sites are far more consistent in their output. Your plan can also



be used to ensure you focus on certain topics, avoiding any frustration from writer's block.

## Use Visual Elements

Visual elements can draw visitors in, providing a more pleasing page. Large blocks of texts can be daunting for people, so using sub-headings makes the content more digestible.

You can go further, though, by using images and videos that help enhance the content. A post with stats or data can be improved with an infographic. Other concepts can be assisted with related images that explain a point within the post.

## Develop a Style

Business blogs can often be too broad in their scope, covering so much ground that readers don't know what to expect. They can also suffer from being too generic, with no way of differentiating them from similar sites. Try to develop a style that suits your brand, whether that involves being provocative, funny, controversial, or any other

method that helps you stand out. You could focus on providing tutorials that help people learn or offer insights into your business. Having a particular style will help you cultivate a long-term audience.

## Engage with Social Media Users

One of the keys to a successful blog is a high level of engagement. Social media is an important tool in gaining this engagement, with conversations starting around your blog posts.

Simply posting links to the blog post won't maximize the response you get, but asking questions and engaging with followers will grow the conversation. As people see that there is interest and debate about the topic, more visitors will visit the blog and give their own opinions.

## Use Call to Action Elements

Ultimately, your blog needs to generate leads and sales for your business. Therefore, it is important to make the blog part of your sales funnel instead of just an isolated content hub. You can move

readers into an email list or towards a sales page using a call to action. Your call to action could be a link, button, or banner that promotes something related to the blog post.

For example, you could create a tutorial for your blog, using a call to action to move people onto your email list for further related content. Your email list can then build the relationship and promote your offers.

A business that takes blogging seriously can drive a lot of traffic on a consistent basis. You can gradually build up a significant number of articles that start to rank in the search engines.

Visitors will also return to check out new content when it is promoted effectively. While blogs are common on business sites, they are often a supplementary part of the website that is not taken seriously.

With some small changes and additional dedication, your blog can be transformed to bring new leads and customers who are more engaged from the start.

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## Social Media: 5 Reasons Your Twitter Content Should Be Varied



Twitter is one of the most popular social media sites and one that is relevant to most brands. It's also a platform that many businesses fail to master.

This article is a look at how you should vary your content for the best success.

### 1. Self-promotion alone doesn't work

Many brands start Twitter profiles and start off with promotional tweets. They often don't have a substantial presence online and promote these tweets every now and again. Of course, brands can pick up some traction by doing this. However, it's not the best strategy to

build engagement.

The problem is Twitter is a conversational site first and foremost. Sales ads do not tend to encourage that form of interaction. Although some selling is acceptable, mixing things up is essential if your brand will maximise engagement on the platform.

## **2. Remember, it's about your audience**

Even if you have more to your content than merely posting adverts, there is still more to success than sharing the things you like. It's essential to understand your audience and the things that interest them - and you're more likely to see engagement when you post the things they like.

Therefore, find out as much information about your audience as you can using tools such as Google Analytics and social media analytics. Once you know your audience, then you can start creating content for them. Posting updates that appeal to them make it significantly more likely they will buy products and services from you in the future.

## **3. Your followers will lose interest if you post the same content**

Of course, it's crucial to post content that is relevant to your audience, industry and brand. However, the same type of content the whole time will not engage your audience. Your followers will have a range of different interests - if you can appeal to some of them - then you

have a better chance of converting them to customers.

The critical thing to remember is there is high competition across most industries. Social media allows brands to become \ more accessible. To ensure custom doesn't go to your competition, you need to make sure you are offering more than your rivals.

## **4 Variety is critical to gain new followers**

Most brands have a core group of fans interested in a particular subject; the problem with this is you can only attract so many users with a niche focus. However, by expanding into new subjects, you can attract new followers that may not have initially thought about following you in the past.

The same is true of different types of content. For example, video content or a poll may not be the type of thing you usually do - but it could be vital to find a new audience. Mixing things up in this way as long as you maintain a core focus has many benefits. Just remember to have a plan rather than to haphazardly go about things.

## **5. Trends play an essential part on Twitter**

The use of keywords and hashtags arguably plays as important a role on Twitter as any other social media site. That doesn't necessarily mean you should always use them, but you certainly should on most of your posts. Things trend on Twitter much as they do on Google - and it's essential to pay attention to this and try to create content around trends if possible.

You can use this to your advantage to create content users will love. It's also worth looking at the trends if you're not sure what to post next. By mixing up your content, you will keep your audience energised and engaged. The critical thing here is you don't want your page to become bland due to creating the same content time after time.

Twitter is a fast-moving social media platform that requires variety. It's vital that you keep your audience in mind and look at ways to gain new followers. Simply put, you should be prepared to experiment with different types of content and topics to accomplish this.



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## Four Digital Marketing Assets You Need to Fuel the Growth of Your Small Business

No matter what industry your business is involved in, an effective marketing campaign is the key to setting your business apart from its competitors, and ensuring maximum growth. This is especially true with small businesses, which often have to dive headfirst into saturated marketplaces that are already filled with more well-known competitors.

Sadly, it doesn't really matter how great your business' products or services may be. They have to be backed by a great

marketing strategy if you want your small business to not only succeed but thrive.

### 1: Garnering Legitimate Online Reviews

Online review platforms are often the first place customers venture when they're deciding where to spend their money. Comparing businesses that offer similar products or services has never been so quick and easy. Customers can simply spend a few minutes typing in keywords related

to the business or service they're considering on Google, Yelp, or Facebook. They're then given an extensive list of competing businesses along with a slew of reviews for every one that is worth its salt.

Take advantage of these platforms by ensuring that your business is well-reviewed by as many customers as possible. The reviews must be organic and legitimate. For one thing, review platforms cutting down on paid reviews and banning businesses for

posting them. Even more importantly, customers are becoming increasingly savvy when it comes to spotting fake reviews, and they'll perceive your entire business as sketchy and dishonest for posting them.

Garner as many real, positive reviews as possible by offering incentives to your customers. For example, give out coupons and promo codes to your satisfied customers for posting positive reviews on all of the major online platforms. Not only will that drastically increase the number of positive reviews your business receives, it will also help increase the number of repeat, long-term customers you have.

## **2: Organic Social Media Interaction with Consumers**

If you want your business to stand out from its competitors and establish a positive relationship with your customers, you need to build and maintain effective social media profiles. It's not enough to simply list your business on internet social networks like Facebook, Twitter, and Instagram. You

have to periodically post interesting content to get the attention of potential customers and bring more potential money-spenders into the fold through increased brand awareness and visibility.

Additionally, you should organically interact with your customers through online social media platforms. Keep it as formal as your industry requires, but make sure you develop at least some form of unique voice and personality for your business. Also, respond directly to the posts and comments of your audience. That will make them feel unique, cared-for, and more intimately connected to your business.

## **3: Official Social Media Advertising and Paid Promotion**

In addition to organic interaction, social media platforms offer paid advertising platforms that you can utilize to reach new customers. These include advertisements of the more traditional variety such as banner images that display your logo and website or paid commercials before videos on YouTube, Instagram,

and other platforms. Social media platforms also allow you to pay to make your business' more visible to potential customers. For example, if you post a status on Facebook or Twitter, you can pay them to promote it and display it at the top of users' news feeds. You can even use these platforms to target extremely specific demographics who are more likely to pay for your business' products or services.

For example, imagine you ran a web development business that specialized in coding websites for local small businesses in New York City. You could pay to have your posts premier at the front of the news feeds of small business owners living in Brooklyn who have specific internet search histories related to the average costs of paying a website development company for building, maintaining, and hosting a site on a server for a year's time.

## **4: Local Marketing in the Digital World**

That leads into the next important asset you have to utilize in the world of



digital business growth: local marketing. Of course, local marketing is mostly important for traditional brick and mortar stores as well as digital small businesses who target customers and clients in their local marketplaces. Without doing so, you're simply leaving money on the table from potential customers who are easier to reach than ever. In doing so, you're directly limiting your business' potential short-term and long-term growth.

However, even if your corporation operates on a national or international

scale, it's important to establish and maintain a positive local profile. It can lead to future opportunities in growth in a myriad of ways. Your business may one day be featured in local news stories, for example, which is essentially free advertising for you. If that happens, you want the local perception of your business to already be established and positive. Most businesses are also best-known in the local marketplaces in which they are based. A positive local image can set your business apart from your competitors and bring

in a multitude of new customers.

### The Future Is Digital

The digital marketplace can no longer be ignored, no matter what industry your business operates in. It once may have been a niche place only for future-minded, forward thinking consumer, along with tech geeks and computer nerds. Now though, pretty much every consumer is online, and you need to reach as many of them as possible if you want your small company to succeed and grow to its maximum potential.

# NEED HELP WITH YOUR SOCIAL MEDIA MANAGEMENT?

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# FUN FACTS

- June is believed to be named after Juno, the wife of Jupiter, and the queen of the Gods (known as Hera in Greek mythology).
- June is often considered a “summer month”, whereas September is not. This is despite the fact that September has twice as many summer days as June.
- One June 1st, 1831 - James Clark Ross discovered the Magnetic North Pole
- On June 1st, 1967, “Sgt. Pepper’s Lonely Hearts Club Band” by the Beatles was released.
- On June 9th, 1934, Donald Duck debuted in The Wise Little Hen
- On June 26th, 1936 - The first flight of the Focke-Wulf Fw 61, the first working helicopter, in Berlin, Germany
- On June 29th, 2007 - Apple released its first mobile phone, the iPhone.

## LOCAL BUSINESS MARKETING

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# Email Marketing Stats 2019

## 3.7B

The number of email users worldwide is forecasted to rise to 4.3 billion by 2022.

## \$38

Email marketing delivers the highest ROI (For every dollar invested, the average return is \$38)

## 86%

86% of business professionals prefer to use email to communicate for business purposes. Although social media is growing in popularity,

## 64%

64% of companies worldwide rate email marketing as the most effective marketing method

## 59%

59% of email happens on a mobile device. Only 15% of email takes place on desktop computers.

## 90%

Over 90% of consumers use their email at least once per day

## 72%

72% of consumers prefer marketing communication through email rather than over another platform.

## 50%

Nearly 50% of US marketers plan to increase spending by a significant amount







# LOCAL MARKETING

EFFECTIVE & ENGAGING



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

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