

M LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

June 2023

*20 Email Marketing
Incentives to Slot
into Your Content
Calendar*

*How to Get More
(Real) Instagram
Followers*



**How to Create
Engaging
Short-Form
Videos for
Your Brand**

*11 Tricks to
Use When
Displaying
Your Prices
to Increase
Sales*

**Infographic:
SEO 2023
Snapshot**

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LOCAL BUSINESS MARKETING

Welcome,

Hard to believe that we're halfway through another year. Seems like the Christmas and New Years were just a few weeks ago. You know the saying... Time Flies When You're Having Fun!

We do have fun putting this magazine together each month. We enjoy the challenge of developing content that is timely and relevant, and we really enjoy hearing the comments from subscribers that they like reading it every month. Our goal is to provide tips and information that a business owner can use to improve their marketing and other aspects of the business. When we hear from a business owner that something they read in our magazine helped them, it makes us proud, and makes all the hard work worth it.

We hope you enjoy the subjects of this month's articles, including topics on Email Marketing, Instagram, Short-Form Videos, & more.

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 know other local business owners that could benefit from receiving our magazine each month, please forward a copy to them.

Here's to your success!

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 you marketing goals, please contact us.

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Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

June

Great Outdoors Month

Men's Health Month

Pride Month

Oral Health Month

Safety Month

June 14 - Flag Day (US)

June 18 - Father's Day

June 21 - First Day of Summer (US)

1st - Go Barefoot Day

1st - Global Running Day

1st - Say Something Nice Day

2nd - Donut Day

3rd - World Bicycle Day

4th - Cheese Day

4th - Cancer Survivor's Day

5th - World Environment Day

7th - Global Running Day

8th - World Oceans Day

8th - Best Friends Day

9th - Donald Duck Day

11th - Corn on the Cob Day

12th - Peanut Butter Cookie Day

14th - World Blood Donor Day

14th - Bourbon Day

15th - Nature Photography Day

15th - Worldwide Day of Giving

16th - Fudge Day

17th - Career Nursing Assistants' Day

19th - Martini Day

19th - Juneteenth

21st - World Day of Music

21st - Day of Indigenous People

21st - Selfie Day

23rd - Take Your Dog to Work Day

26th - Food Truck Day

27th - PTSD Awareness Day

28th - Insurance Awareness Day

30th - Social Media Day

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

3rd - International Plastic Bag Free Day

6th - International Kissing Day

6th - Fried Chicken Day

7th - World Chocolate Day

7th - Global Forgiveness Day

8th - Video Game Day

9th - Collector Car Appreciation Day

10th - Kitten Day

11th - 7-Eleven Day

11th - Mojito Day

13th - French Fry Day

14th - Mac and Cheese Day

15th - Pet Fire Safety Day

15th - Give Something Away Day

17th - Lottery Day

17th - Emoji Day

17th - Ice Cream Day

18th - World Listening Day

19th - Daiquiri Day

20th - Hotdog Day

21st - Junk Food Day

24th - Parents Day

24th - Tequila Day

25th - Hire a Veteran Day

26th - Bagelfest Day

26th - Disability Independence Day

27th - Scotch Day

28th - Milk Chocolate Day

29th - Chicken Wing Day

30th - International Day of Friendship

30th - Cheesecake Day

31st - Mutt Day

31st - Avocado Day



How to Create Engaging Short-Form Videos for Your Brand

Short-form videos have become an essential means for brands to effectively communicate their message and reach their intended audience in the fast-paced digital world. With social media platforms such as Instagram, TikTok, and Facebook constantly evolving, it has become essential for brands to adapt their content strategies and create engaging short-form videos that can capture the attention of their audience.

So how can you accomplish this? Creating the perfect short-form video requires careful planning and execution. Crafting an exceptional short-form video that effectively showcases your brand or promotes a product or service requires an understanding of your target audience, an aptitude for design, and a well-thought-out strategy.

Let's explore the essential steps you need to follow to create engaging short-form videos for your brand.

What Are Short-Form Videos?

Short-form videos are videos less than 60 seconds long, typically designed for social media platforms such as TikTok, Instagram Reels, YouTube Shorts, and Snapchat. They're a powerful way to capture your audience's attention, showcase your brand personality, and deliver your message concisely and memorably.

But how do you create short-form videos that stand out from the crowd and achieve your marketing goals? Here are some tips to help you get started:

Define your objective and audience.

Before filming, think about what you want to achieve with your short-form video and whom you want to educate or entertain. Do you want to increase brand awareness, generate leads, drive sales, or educate your audience? Who are your ideal customers, and what are their pain points, interests, and preferences? A specific objective and audience will help you craft a relevant and compelling video that resonates with them.

Once you have identified your audience, focus on creating a clear and compelling message that you can communicate in a short amount of time. You'll need careful planning and scripting, visuals, sound effects, and other creative elements to enhance the overall impact of the video.

Keep the video concise and to the point, as viewers are more likely to engage with content that is easy to digest and understand. Following these tips, you can create a short-form video that effectively conveys your message and resonates with your audience.

Choose the right platform and format

Platforms have different features, formats, and best practices for short-form videos. For example, TikTok is known for its viral challenges, trends, and music, while Instagram Reels focuses more on visual storytelling and creativity.

YouTube Shorts is ideal for repurposing existing YouTube content or creating teaser videos for longer ones. Snapchat is popular for its filters, stickers, and lenses that add fun and personality to your videos. Choose the platform and format that suits your brand voice, style, and goals.

By choosing the right filters and lenses, brands can add a playful touch to their content and make it stand out in a crowded social media landscape. Ultimately, the key to success on both YouTube Shorts and Snapchat is to stay true to your brand voice, style, and goals while leveraging the unique attributes of each.

Hook your viewers in the first few seconds

You only have a few

seconds to grab your viewers' attention and persuade people to watch your short-form video until the end. That's why you need to start with a strong hook that sparks curiosity, emotion, or intrigue.

You can use a catchy headline, a surprising fact, a provocative question, a humorous anecdote, or a compelling promise to hook your viewers in the first few seconds.

A catchy headline is a great way to start your video. It should be short, snappy, and relevant to your content. For example, "5 surprising benefits of drinking green tea" or "How to make the perfect pancake in just 3 easy steps." A surprising fact can also be an excellent hook. For instance, "Did you know that elephants can communicate through infrasound?" or "The world's largest snowflake was 15 inches wide and 8 inches thick."

Whatever hook you choose, make sure it's attention-grabbing and relevant to your video's content to keep your viewers engaged from start to finish. It should be factual as well.

Deliver value and entertainment.

Your short-form video should not only capture your viewers' attention but also keep them engaged and satisfied. You need to deliver value and entertainment that matches their expectations and needs.

You can do this by providing useful tips, insights, or solutions; telling a captivating story; showing behind-the-scenes footage; showcasing your products or services; or featuring testimonials or reviews. Whatever you choose, make sure it aligns with your objective and audience.

Include a clear call to action

The last step in creating an engaging and effective short-form video is to include a clear call to action that tells your viewers what to do next. Do you want them to visit your website, follow your account, subscribe to your newsletter, or buy your product? Make sure you include a clear and specific call to action that guides them to the next step of their customer journey.

To create an effective CTA, it's essential to understand your audience's needs and desires. What are they looking for? What motivates them to take action?

Once you have identified these factors, craft a message that speaks directly to their needs and incorporates actionable language. Use verbs such as "download," "sign up," or "buy" to create urgency and encourage your audience to act.

Also, make sure your CTA stands out visually on your website or social media platform, using contrasting colors or bold text to draw the audience's attention. With these elements in place, your CTA can guide your audience toward the next step of their customer journey leading to increased conversion rates.

Short-form videos are a great way to connect with your audience and grow your brand online. By following these tips, you can create engaging and effective short-form videos to help you achieve your marketing goals. Happy filming!

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How to Get More (Real) Instagram Followers

Approximately 1.4 billion people use Instagram monthly, with over 500 million people posting on social media. It's an important place if you are trying to develop your online presence or have a business to promote. Followers and likes are the hard currency on Instagram; having as many possible is essential to succeed on the platform. However, more than quantity is necessary when it comes to Instagram followers. You must ensure that many followers are genuine and willing to interact with your posts.

If you are wondering how to get followers and ensure they are real, active, and willing to engage and share, you've come to the right place. In this post, you will find actionable steps that can help you improve your follower count while ensuring they are genuine account holders.

Optimize Your Account

First, you must fully optimize your account to ensure it has the best visibility and reach. Pick a username that is in line with the name of your brand or business. Use simple phrases or big words that may be easy to spell or remember. You should also avoid using numbers and hyphens in your username for SEO (search engine optimization) reasons.

Ensure your social media accounts use the same username with the same logo, images, official website links, and color schemes. This can attract new followers by giving them an excellent first impression.

Make a Schedule

Making a schedule is an effective way to maintain

focus and dedication to your Instagram account. You should update your Instagram account at least once a day. You should update your Instagram at least two or five times so your users are entertained and engaged. Set aside specific times in the day and during the week when you will post on Instagram and stick to those times. You can go one step further and research the best and most popular times to post based on your niche or market.

Although it is a good idea to post throughout the day during busy days on Instagram, you must be careful to get the balance right between posting too little and oversharing. It can appear spammy to many users if you post and share too many too quickly. This could annoy some people or make people want to unfollow you.

Consistency Is Crucial

Be consistent when building your online presence and using Instagram. Regularly uploading videos, posting pics, and posting updates can help get the traction you need. Your users will

learn quickly that you are an Instagrammer who posts regularly and will be more inclined to follow, interact with, and share your posts.

Look at Your Competition

To build a list of active and real followers, you must understand what your target audience wants. Take some time to research your competition on Instagram and other social media platforms. Look at how they communicate and connect with their audience. Study the social media platforms they use with Instagram and how often they post something new and share something. As you get more familiar and comfortable with your industry, you will find it easier to implement an effective social media marketing strategy.

Follow the Leaders of Your Industry

In addition to researching your competition, you should also study the leaders of your industry with high follower counts, concentrating on those with thousands and even millions. Follow these social media account

holders to gain helpful insight into the kind of content they usually post, the schedule they use for new content and updates, and how they attract new followers.

Decide Your Brand or Business Aesthetic

You need to consider the visual appeal or aesthetic of your business or brand when you develop your online presence on social media and create an Instagram account. Think about some of the top brands in the world -- like Apple, McDonald's, and Starbucks. What comes to mind? It's likely the logo or color schemes most associated with these brands. Therefore, consider the importance of visual presentation, color scheme, and your brand's overall aesthetic when trying to grow a successful account on Instagram.

Pick the Best Suited Voice for Your Business or Brand

Picking the right voice for your business or brand can be the thing that makes your online presence and Instagram account. You need to figure out your brand's voice while building it up to make it

easier to target and appeal to your target audience.

Think carefully about the audience you are targeting with your account and content. Who will be interested in your information, products, content, services, and anything else? Think about the location, gender, and age of those individuals.

Are you likely to put off people if you use too much corporate voice, or will a casual voice turn away the people looking for a professional business they can trust?

These questions are not always easy to answer, but by asking them and finding the answers, you can figure out the best voice for your business. An excellent place to look for inspiration is similar brands to your own in the same industry or brands that you are inspired by and want to emulate. Think about the voice they use.

Work With Brand Sponsors, Partners, and Advocates

If you want to expand your reach with Instagram, one effective way to do it is by reaching out to brand

partners, sponsors, and advocates to see if they are willing to work with you. When you establish and work on partnerships and find opportunities for guest posting, this is a great way to use Instagram.

Put Your Instagram Link Everywhere

To spread the word and increase your brand viability and reach, link your Instagram account everywhere. Share it on bios, personal accounts, emails, and other social media accounts, along with your official blog and website.

Cross-Connect Your Instagram Account with Other Social Media Accounts

Another effective way to draw attention to your Instagram account is connecting it with your other social media platform accounts. Whatever you have, whether it's Twitter, Pinterest, Snapchat, Facebook, or TikTok, connect them to your Instagram. As well as catching your target audience in all the places they are likely to be and bringing them to your

Insta account, it will also help Google and other search engine crawlers rank your pages better.

Content Is Crucial

You may have heard the phrase “content is king.” This is as true for social media accounts as with your website and blog. Regularly update and add new content to your Instagram account if you want your followers to keep reading, liking, sharing, and interacting with your posts in other ways. Visitors to your Instagram page should feel they have been given informative, fresh, and valuable content.

If you want them to keep coming back, what kind of content should you be making? Take some time to research what the trending and popular accounts are doing in your niche and look at the popular topics in your market or niche too. You can also use many keyword research tools to figure out the phrases and keywords your target market uses most to improve the content to drive them to your accounts and site.

Look at the hashtags

trending on Instagram to ensure your updates and posts are correctly tagged to reach the maximum number of people.

Interact With Your Instagram Follower

It is only worth working so hard to get so many active followers if you try to interact and communicate with them. This is one of the best ways to have success on social media. How can you do this? If one of your followers likes or even comments on your post or update, you should either like their comment in return or consider replying and directly engaging with them publicly. When your followers and potential followers notice that your account is active and you communicate with your followers, they are more likely to follow you.

Don't Be Afraid to Ask Your Followers Questions

Part of engaging with your audience further involves asking them questions. If there is something you want to learn about your target audience, post a question and wait for them to respond. This is an effective way to get real-

time, genuine feedback.

Ask the people who visit your page regularly and engage with it, why they do it, or why they like your products or services. You may hear something you don't like, but take it on board, as feedback directly from your audience is worth listening to.

Listen to Feedback and Act on It

When you get feedback from your followers, you should listen carefully, even if it's negative. When you ask for feedback, actively listen to it and then do something in response. This can increase your follower's loyalty towards your brand and business.

Don't Stay Still - Constantly Change as You Grow

In line with the above, as you expand, evolve, and change based on your success or failure and the feedback you receive, you are more likely to have success than if you stay still and refuse to change. Modern consumers and clients like companies and brands that practice flexibility and adaptability.

Share Posts Across All Your Social Media Accounts

One effective way to increase your reach is by cross-posting on the various social media platforms you have accounts on. Amazingly, you can double, triple, and quadruple the view count, reads, and likes for posts by remembering to take the time to share your Insta posts on FB, Twitter, Pinterest, etc., and vice versa.

If you have limited time or need more patience or

motivation to manually cross-post, a wide variety of management tools and suites like Hootsuite can do it. This can help you to keep a strong, active social media presence on Instagram without cutting too much time into other important things you need to do for your business or non-work life.

As you can see, there is more to making it on Instagram than simply opening an account and posting a few times a week. Whether you are new to Instagram, or your business/brand has been

on the platform for some time, if you are struggling to gain more followers, you should follow the tips and suggestions noted above. Yet, even if you only implement one or two of them, you will probably see a marked difference in your follower count.

Crucially, though, you need to be careful to balance things. Your followers will not appreciate being bombarded with messages and updates 10 times daily, especially if they are trivial.

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20 Email Marketing Incentives to Slot into Your Content Calendar



As the challenge of capturing subscribers' attention continues, email marketers are increasingly turning to incentives as a powerful way to increase engagement and build customer loyalty.

This guide covers 20 different types of incentives that are known to increase email engagement and strengthen customer loyalty. Use the following as a handy checklist to help you stand out in crowded inboxes and achieve more of your marketing goals.

1. Loyalty-Based Offers

Offer exclusive promotions to long-time subscribers as a loyalty reward. A gastropub, for example, could send a "10 percent off" coupon to those subscribed for over six months.

2. VIP Access

Consider offering subscribers exclusive access to a limited-edition product. As well as making subscribers feel important, this also creates a sense of excitement around the product. Exclusive rewards like this are a simple way to build customer loyalty and drive sales.

3. Customer Satisfaction Surveys

Use content like audience polls and feedback forms to encourage engagement. To incentivize participation, promise to reveal an exclusive discount code upon completion.

4. Product Bundles

Create tailored discounts for when subscribers purchase a specific combination of products or services. You could also offer free gifts to subscribers who purchase a specific product or service bundle.

5. Charity Donations

Pledge to donate a portion of your sales to a charity or cause to encourage purchases and highlight your values as a company. Be sure to update customers with the results of your charitable efforts.

6. Top-Selling Products Showcase

Reveal your best-selling products. It draws attention to the best things you have to offer, but it also triggers the "FOMO" effect - people feel the fear of missing out on things that other people have.

7. Personalized Thank-You Messages

Sending a brief message that thanks customers for their support achieves a few things:

- It makes customers feel valued and can strengthen customer loyalty.
- It humanizes your brand.
- It gives you the opportunity to insert a call to action (CTA), which could, for example, encourage users to check out a new product or a newly-released guide.

8. Contests or Giveaways

Offering prizes that can be won through a contest or giveaway is another way to engage subscribers and build brand loyalty. Highlight the prize, give clear rules and instructions, and promote the contest on social media.

9. Downloadable Guides or eBooks

Bundle a guide or eBook with a related product or service to boost sales of certain items and to provide additional value. Crucially, clearly explain the benefit of the guide

and why readers will find it valuable.

10. Product-Linked Content

Offer exclusive access to premium content to help existing customers get even more out of your products or services. This shows potential customers who are uncertain about using a product or service what they could be missing out on.

11. Personalized Recommendations

Use customer data to suggest products or services that align with their preferences and past purchases. Personalized recommendations will make your messages sound more relevant and increase the likelihood of conversions.

12. Invitations to Live Events

Exclusive invitations to in-person events can encourage subscribers to engage with your brand. For example, a software company could invite subscribers to a workshop or conference for hands-on training and networking with industry experts.



13. Upgrades for Current Products or Services

By offering product or service upgrades via email, subscribers will be encouraged to consider the benefits of making an additional purchase. Product upgrades make customers feel like they might be missing out on more current features or functions.

14. Referral Rewards

Encourage referrals by offering subscribers discounts or freebies when they refer friends or family to your business. This can build brand awareness and drive sales.

15. Surprise, Limited-Time Offers

Try offering unexpected incentives like surprise gifts or sudden discounts, which

are only available to those who click on a specific link within an email. Put a time limit on the offer to drive conversions.

16. Seasonal Promotions

Boost engagement by offering seasonal promotions that match your subscribers' interests and needs. For example, tailor the deals to specific holidays, area-specific events, or back-to-school dates to create a sense of urgency.

17. Free Trials

Consider providing free trials of a product or service to encourage subscribers to give them a test run. By removing any upfront cost, people can evaluate your goods or services without the financial risk. Then hopefully, they'll turn into paying customers.

18. Abandoned Cart Reminders

Increase your conversion rates by sending abandoned cart reminders to subscribers who have left items in their online shopping cart. A friendly reminder can draw them back into the buying journey, and by including a clear CTA, you can guide them back to the checkout page.

19. Free Shipping Offers

Offer free shipping for a limited time or for a minimum purchase

amount. This can help during slower sales periods or during a specific holiday season.

20. Birthday Offers

Use subscribers' birthdays as an opportunity to offer them something special. If possible, use their purchase history to tailor the offer to their individual interests.

For example, offer a discount on a more recent version of a product or service that they've already purchased.

Experiment With Incentives to Improve Email Marketing Results

The strategies outlined here are just some of the most powerful ways to keep your email subscribers engaged. However, every business is different, so it's important to try out various incentives throughout the year. Experimenting with different incentives will help you identify those that work best for your unique business and audience. You can then work more of these winning strategies into your email content.



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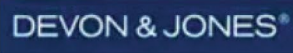
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11 Tricks to Use When Displaying Your Prices to Increase Sales

The prices you establish for your products and services significantly impact your competitiveness, profitability, and, ultimately, your success. If you charge too little, you won't make enough money to cover production costs and overhead such as rent and insurance. If you charge too much, people might buy a similar product from a competitor instead of buying from you. After research, quantitative analysis, and even some

trial and error, you will eventually reach a point where you have stable prices that you will attach to each product.

While you can attach a price to a product using a sign or price tag, it's important to recognize that how you display the price of a product can influence customer buying behavior. Psychologists have conducted a tremendous amount of research on how customers perceive and

interpret prices based on how they are displayed and communicated. You can use the results of their research to ensure you're communicating prices in a way that will maximize sales. Here are 11 research-based pricing tricks you can implement today to increase sales.

1. Use Charm Pricing

You might be aware of "charm pricing," which is pricing a product at \$2.99 instead of \$3.00 or

\$49.99 instead of \$50.00. Researchers tell us that when we read a price, we read from left to right. If a price is \$2.99, the first digit we read is a “2.” Even though we immediately see “99,” our brains have already associated the price with a “2.” And although we know it’s a trick and that \$2.99 and \$3.00 are essentially the same price, somehow \$2.99 seems less expensive than \$3.00, doesn’t it?

2. Reduce the Font Size

While you probably want to use a big sign with big print to advertise promotional prices, consider doing the opposite for products that aren’t on sale. A big font might actually suggest a big price to a customer. To make your prices seem smaller, use a smaller font. Smaller-sized numbers can suggest a smaller price, too.

3. Use Words Close by That Convey ‘Small’ or ‘Low’

Pay attention to the words in a product or other description close to the price. If you can, use diminutive words like “low” or “small” to reinforce a message that your price is

low and small.

4. Include Numbers That Multiply Out to the Price

This might be a bit of a stretch, but researchers say if you display numbers that multiply out to the price you’re charging near where you display the price, some customers might feel like your price makes sense and is reasonable. For example, if the price of a product is \$15, you might state that it comes in five different colors and three different sizes. Since $5 \times 3 = 15$, that can lend validity to the price.



5. Drop the Currency Symbol

Take them out if you’re using dollar signs or other currency symbols in your price displays. Customers on the fence about making a purchase

might reconsider when reminded by a dollar sign that they are spending real money to make the purchase.

6. Drop the Commas, Too

If you see a product with a price tag of 2,399, you will read this silently to yourself as “two thousand three hundred ninety-nine.” Without the comma, you might read 2399 as “twenty-three ninety-nine.” Which version sounds lower? Probably the one with fewer words and fewer syllables.

7. Create a Higher-Priced Version

If you’re afraid that a specific product’s price might seem a little high, try creating an upgraded version of the product and putting an even more expensive price on it. Your original product’s price might look more reasonable now when compared to the higher-priced version,

8. Use Exact Prices for Big-Ticket Items

Research suggests that people prefer specific prices over round numbers when you’re selling big-ticket items like

houses or cars. That means a car priced at \$37,835.34 might sell faster than a car priced at \$38,000. The more exact price suggests that there was a thought process that went into determining it, which can make it seem more justified and accurate. A round number might be interpreted as a haphazard price -- a guess -- that's not based on any logic.

9. Make 'On Sale' Numbers Lower

When you put a product on sale, you're lowering the price. Keep this in mind when you label it. Put the sale price lower or underneath the regular price to emphasize that message. If you can, make each digit in the sales price lower than its counterpart in the regular price. For example, if you have a product that's 385, make the sales price 274 so that each digit is smaller. Even if you can't reduce the first digit, try to lower the remaining digits.

10. Express Your Price in Units

Which sounds like a better deal: a gym membership that costs \$30 per month or one that only costs \$1 a day? Even though nobody

is going to use the gym membership every day each month, \$1 per day still sounds like a better deal. Where it makes sense, try expressing a price in units such as a "per-day" price.

11. Convert Customer Money to Credits

When you purchase stock photos online, the price of a photo is often shown in "download credits." If each download credit is worth \$2, a photo that costs two download credits might appear less expensive than one that costs \$4. If your products lend themselves to this conversion, test out the theory. An extra bonus is the income you might earn from expired download credits -- it's pure profit.

These 11 tricks can help you display and communicate your prices to customers in a way that suggests they are low, valid, and reasonable. When you implement any of these tricks, note when you made the change. Keep track of sales and compare "before" and "after" results to help determine which changes seem to really make a difference to your customers.

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FUN FACTS

June is the month with the longest daylight hours of the year in the Northern Hemisphere and the shortest daylight hours of the year in the Southern Hemisphere. In the Northern hemisphere, the beginning of the meteorological summer is June 1st. In the Southern hemisphere, the beginning of the meteorological winter is June 1st.

- On June 1st, 1996 - Major League Baseball debuted for the first time on FOX.
- On June 1st, 1967 - "Sgt. Pepper's Lonely Hearts Club Band" by the Beatles was released.
- On June 6th, 1964 - The Rolling Stone made their American TV debut on The Hollywood Palace.
- On June 10th, 1977 - The Apple II, one of the first personal computers, went on sale.
- On June 11th, 1986 - 'Ferris Bueller's Day Off' was released in theater. The rare Ferrari 250 GT Spyder California was not really destroyed in the film.
- On June 16th, 1963 - Cosmonaut Valentina Tereshkova becomes the first woman in space on Vostok 6.
- On June 29th, 2007 - Apple released its first mobile phone, the iPhone.

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2023 Snapshot



82% of marketers reported SEO positively impacted marketing performance and goals in 2022

68% of online experiences begin with a search engine

Search



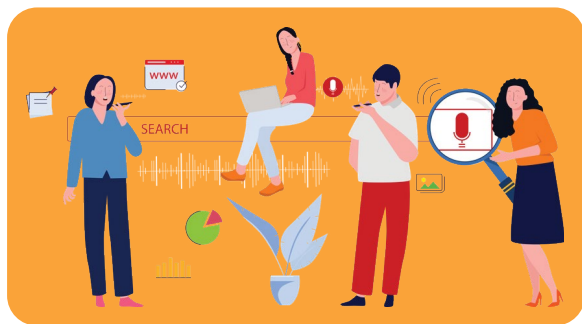
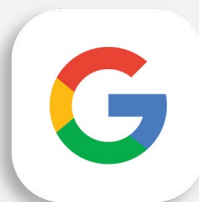
53.3% of all website traffic comes from organic search

The top three Google search results get **54.4%** of all clicks

92.96% of global traffic comes from Google Search, Google Images, and Google Maps

0.63% of Google searchers click on results from the second page

The average page in the top 10 on Google is 2+ years old



Voice Search has a **20%** market share of all Google searches with **27%** of the entire world population voice searching on mobile devices.



60% of marketers say that inbound (SEO, blog content, etc.) is their highest quality source of leads

Google says that backlinks are one of its top three ranking factors

43.7% of the top-ranking pages have some reciprocal links, meaning that the sites they link also link to them





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