

# **M** LOCAL BUSINESS **MARKETING**

*The Marketing Guide for Local Business Owners*

**March 2022**

## **7 Ways to Make a New Product Launch More Successful**

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*10 Reasons Your  
Small Business  
Should be Using  
Video Marketing*

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*Three Ways  
to Generate  
Company Blog  
Post Ideas*

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**Infographic:  
Influencer  
Marketing 101**



*E-commerce Survival  
Guide for Local  
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*The Basics of  
Content Marketing  
and Why Every  
Business Needs It*

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*10 Email  
Marketing  
Tips for Small  
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*Creating a  
Successful  
Video  
Marketing  
Strategy*

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# LOCAL BUSINESS MARKETING

Welcome!

Thank you for taking a few minutes to read through this month's issue. Our hope is that the information you find in our magazine will help you achieve (and exceed) all of your goals.

Once again, we've packed this month's issue full of interesting articles and tips that you can apply immediately to help you grow your business.

In this issue, you'll find another variety of articles covering many topics that are important to business owners. We hope you enjoy the articles on Video Marketing, Content Marketing, an E-commerce Survival Guide, and other topics.

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 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.

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

Raj Deshpande  
CEO  
CroydonGate

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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.

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



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# Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

## March

Irish American Heritage Month  
Women's History Month  
Cerebral Palsy Awareness Month  
Multiple Sclerosis Education & Awareness Month  
Developmental Disabilities Awareness Month  
Red Cross Month  
Credit Education Month  
National Nutrition Month

March 13th - Daylight Savings Begins

March 17 - St. Patrick's Day

March 20th - 1st Day of Spring

1st - Shrove (Fat) Tuesday

1st - Pancake Day - IHOP

2nd - Dr. Seuss Day

2nd - Ash Wednesday

3rd - World Wildlife Day

4th - Hug a G.I. Day

4th - Employee Appreciation Day

6th - Dentist's Day

6th - Oreo Cookie Day

8th - International Women's Day

9th - Crabmeat Day

10th - Popcorn Lover's Day

10th - World Kidney Day

13th - Good Samaritan Day

14th - Pi Day

14th - National Napping Day

18th - Global Recycling Day

20th - Day of Happiness

20th - World Oral Health Day

21st - Fragrance Day

21st - Poetry Day

22nd - World Water Day

22nd - Goof Off Day

23rd - Puppy Day

26th - Purple Day / Epilepsy Awareness Day

29th - Mom and Pop Business Owners Day

30th - Take a Walk in the Park Day

## April

Parkinson's Awareness Month  
National Volunteer Month  
Autism Awareness Month  
Sexual Assault Awareness Month  
National Humor Month  
Lawn and Garden Month  
Stress Awareness Month

April 1st - April Fool's Day

April 15th - Good Friday

April 17th - Easter Sunday

April 15th to April 23rd - Passover

April 27th - Administrative Professionals Day (US)

April 22nd - Earth Day

2nd - Autism Awareness Day

6th - National Student-Athlete Day

7th - Burrito Day

7th - No Housework Day

7th - Beer Day

7th - National Walking Day / World Health Day

8th - Day of Silence

9th - Winston Churchill Day

10th - National Siblings Day

10th - ASPCA Day

11th - National Pet Day

12th - Grilled Cheese Sandwich Day

13th - National Scrabble Day

15th - Titanic Remembrance Day

18th - Tax Day

19th - Wear Pajamas to Work Day

20th - Look Alike Day

22nd - Jelly Bean Day

23rd - Picnic Day

23rd - World Book Day

26th - Pretzel Day

26th - Get Organized Day

28th - Take Your Daughters and Sons to Work Day

28th - Superhero Day

30th - Adopt a Shelter Pet Day

30th - Bugs Bunny Day



## 7 Ways to Make a New Product Launch More Successful

Launching a product is exciting. But it can also be scary, overwhelming, and time-consuming. After all, you're putting your blood, sweat and tears into the launch of this product -- which is why it's important to do it right and position your product in front of the right people.

A successful product launch can propel a company forward and position it for future success and profits. But it's a complex, multifaceted process that requires careful planning, strong execution, and meticulous follow-up. A successful product launch is key to a small business's survival. It can mean the difference between becoming a household name or going out of business in the first year.

Launching a new product is stressful for any brand. However, it's important to consider how customers will react to your new product. If you can optimize your launch, customers will be more inclined to try the product and return for additional purchases once it's on shelves. Here are seven tips that can help increase your chances of success when launching a new product.

### **Don't Rush Your Product to Market**

When you have a great product idea, it's tempting to rush it to market as quickly as possible. However, the most successful product launches -- those that

generate major buzz and skyrocket sales -- don't happen overnight. So, proceed with caution. Make sure your product is ready to sell. Do not rush the product development process or cut corners on testing just to meet a sales deadline. Your customers will see right through it. A great product will help your business grow. A bad product launch could kill it.

### **Make Sure Your Product Has Market Demand**

Launch only products with clear market demand. No amount of marketing or advertising can save a product that no one wants to buy, and you won't know unless you do your research beforehand. Make sure your product solves a problem for your customers in a way that no one else does. If it doesn't, then the only thing you will achieve with a big launch is wasting money.

Write a clear description of the customer you are targeting with your new offering, based on characteristics like age, gender, income, and location. This customer profile should be based on solid information. Your company's existing

customers may be a good starting point -- do they share similar demographics?

Run a test on social media. Post pictures of your new product ideas on Facebook, Instagram, and Twitter, along with links to a landing page where customers can sign up for more information or pre-order. If you get enough interest, you know it's worth moving forward. Otherwise, consider alternatives or save it for later when you've built up more name recognition and website traffic.

### **Start With a Soft Launch**

Start with a soft launch in an appropriate test market to collect feedback from real users before you roll out your product nationally or internationally.

A soft launch is a great way to test your product as well as build momentum with your first customers. You can learn how to improve your product with customer feedback, and you will also gain early traction and create a buzz around your product. A soft launch allows you to make mistakes, learn from



them, and iterate before a full launch.

### **Create Buzz**

A key part of a successful product launch is building up hype. The first step is to ensure everyone at your company knows what's happening and when, and then start building buzz.

If you're launching a new version of an existing product, ensure that everyone who was previously involved in marketing the previous version has the information they need to start creating buzz around the latest release. Build buzz ahead of time by starting conversations about your new product on social media and

through website content such as blogs, infographics, and videos.

Focus on cultivating advocates who will spread the word for you and boost your reach exponentially through word of mouth. Try to get influencers on board. Influencers are people with a large following that they built up over time and nurtured. They don't have to be celebrities either -- they can be popular figures in your target market or even your customers. The goal of your new product launch should be to get as many people as possible talking about it, both online and offline. If influencers within your target audience are talking about it, their followers will take note.

### **Have a Comprehensive Marketing Plan**

Create a comprehensive marketing plan for your new product launch that includes all the elements you'll use in your campaign: advertising, social media, public relations, etc. -- but also include less obvious methods such as trade shows, speaking engagements, or even viral content such as humorous videos or memes. Include an analysis of your target market, your competition, and the promotional methods that will work best for your business and budget.

### **Create a Social Campaign**

If you want to make the biggest impact with

your product launch and maximize sales, you need to do a lot more than just share a link on social media. You need to create a social campaign that will help build buzz and excitement for your new product before you ever launch it.

Create a video that shows how the product works and provides a sneak peek of what's coming. This can be anything from a short video explaining it in detail or showing it in action, to just an image of what it looks like and some text explaining the benefits of the product.

Create teasers for social media sharing so people can share them before your big launch date arrives! Send these teasers on all different types of platforms such as Facebook, Twitter, Pinterest, Instagram etc., as well as any other platforms that might be relevant to reach.

Social media is the most direct way to connect with your customers and get them excited about your product. It's a powerful way to spread the word quickly and reach thousands of people around the world.

## Get Press Coverage

Coverage in the media is like a stamp of approval. If a reporter writes about your product, it's because they think it's interesting and newsworthy. And if they think it's interesting and newsworthy, chances are good that their readers will agree.

Getting press coverage can help with your social proof. A glowing review from a respected source is something prospective customers can point to when they're trying to justify a purchase to themselves or others. It's also a great way to demonstrate traction early -- if reporters are talking about your company, it must be doing something right!

New product launches can be a great source of revenue for your e-commerce business, but they don't come without risks. While the benefits of a new product launch are clear, it's also important to understand the potential downsides and risks. Remember these tips before launching that new product and you'll have an easier time walking the line between success and failure.

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# 10 Reasons Your Small Business Should be Using Video Marketing

There are so many online marketing opportunities that deciding where to focus marketing efforts can be tricky. The limited resources of small businesses compound this problem. After all, there are only 24 hours in a day, and you are probably working with a limited marketing budget. However, video marketing is one option that a small business would be ill-advised to ignore.

Video marketing provides an unrivaled way to connect with customers and prospects. Videos are engaging, cost-effective, and can be repurposed many times. What's more, creating excellent video content is not beyond the reach of a small business. All you need is planning, a decent-quality camera, and a bit of creative flair. If you are still not convinced of the value of video marketing, read on. Here are ten compelling reasons to add video content to your content marketing strategy.

### **1. More Personal**

One of the most significant challenges in marketing is connecting with the target audience. And it's not easy to make a connection with the written word. On the other hand, videos provide an opportunity to communicate with an audience face to face, if not in person, making video content feel more personal than written content.

### **2. Builds Trust**

When people read text on a page, they have no idea who wrote the words and no way of gauging

the writer's sincerity. That is why face-to-face sales meetings are so valuable. Of course, in-person meetings may be impracticable in many scenarios. But videos can do the same job as face-to-face meetings, building trust by showing the human face behind the words.

### **3. People Prefer Watching to Reading**

In years gone by, the written word was everything. People read books for entertainment and newspapers to keep up with current events. Like it or not, though, visuals have overtaken the written word. Many people would rather watch TV than read a book, for example. And, that trend extends to marketing material, too. Given a choice, most people will watch a video rather than search through a page of text for what they need.

### **4. Videos Can Explain Anything**

Video allows you to use many visual aids to explain things. For example, you can use graphics, animations, real-life demonstrations, and the spoken word. Combining

all these tools can make explaining things far easier than in written words alone. Explanations can also be far more impactful. For example, telling someone a 4x4 vehicle can handle any terrain is nowhere near as convincing as showing a 4x4 climb a steep mountainside.

### **5. Video Engages a Broader Audience**

Sometimes, people cannot be bothered to read written content. There may also be people who are vaguely interested in your products or service, but not enough to spend any time reading advertisements or blog posts. Video content takes little effort to view, though, so it can reach people without the time or inclination to read written content.

### **6. Encourages Social Shares**

You will find that people share videos far more often than they share other types of content. That is especially true if the video is funny or reveals little-known exciting facts. Shared content increases brand awareness and traffic to a website, and

it helps search engine optimization (SEO).

## 7. Video Appeals to Mobile Users

Most website visits now come from mobile devices, and mobile users love videos. Videos are easy to watch on the go, and you can pause them and come back to them later. Short videos can also be viewed while you are waiting for a bus, on a coffee break, or killing a few minutes of free time. So, if you want to reach millions of mobile users, video is the best content format.

## 8. Increases Engagement

Videos are more engaging than other forms of content. Consequently, people will dwell longer on a website page with an embedded video. That improves website metrics which, in turn, can

improve search engine rankings. More crucially, people who watch an entire marketing video will see the whole sales message and be more likely to make a purchase.

## 9. Higher Conversion Rates

The most compelling reason to use video marketing is that it increases conversions. In a video, you can show how a product works, demonstrate it in use, and explain the benefits of the item. Indeed, according to statistics published by business2community.com, you can expect to see up to an 80% increase in conversions if you add an explainer video to a landing page.

## 10. Cost-Effective

The initial cost of a professionally produced marketing video might be

higher than other types of marketing materials. Still, the return on investment is significantly higher, too. And marketing videos can be repurposed and have a long useful life. And, of course, if you have the equipment and the flair, you can produce homemade video content. So, overall, most marketers agree that video marketing is a cost-effective way to generate leads and sales.

Video marketing is a cost-effective way to increase sales. A professionally produced marketing video will only cost a few thousand dollars, putting it in the reach of small businesses. And, for that relatively small investment, you will get a valuable marketing resource that can be used on your website, social media platforms, and email marketing campaigns.



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# E-commerce Survival Guide for Local Businesses



These days, it's hard enough to succeed as a local business, yet many brick-and-mortar stores are succeeding in the world of e-commerce. They do so by expanding their reach far beyond just their physical location. Although this isn't always easy, there are plenty of highly successful businesses that have taken advantage of modern e-commerce methods.

The progression of e-commerce has been slow, but steady. Now, local businesses can use online platforms to reach customers in other states

and countries. While this is beneficial for expanding sales channels, it also presents new challenges for business owners, who must rethink their strategies for success.

Local businesses need to start thinking beyond the local level

With more and more people turning to the internet for their needs, it's not enough for you to just have a website. A successful local business will have a website that ranks well on Google, an active presence in social media, and an email

marketing program that keeps customers coming back.

The challenge is that there are so many options out there, you don't know where to start. Here's a quick guide to help you get started:

Do ensure your business shows up in relevant local searches.

Rank well on Google by optimizing your website with relevant keywords, setting up your Google Business listing, and making sure your NAP (name, address, and phone

number) information is consistent everywhere online. Set up a blog and add new content often to help keep your site fresh in search engine results.

Get active on social media sites like Facebook, Twitter, and Instagram (and Pinterest if you're in the ecommerce space). Engage with your followers to build relationships and encourage them to spread the word about your business. Follow industry influencers, engage with their posts, and ask them for reviews or testimonials about what makes you unique.

The internet is a powerful tool that gives business owners worldwide access to consumers

The internet is a powerful tool that gives business owners worldwide access to consumers, but that doesn't mean you should neglect your local community in favor of a more international reach.

You have to be where your customers are, and when it comes to e-commerce, many of your customers are probably local.

Local online commerce

is only going to grow as more people turn to the web for everyday needs. According to recent research, 55% of all online searches are conducted from mobile devices, and half of those searches are related to location. As more people continue preferring the convenience of their mobile devices for retail shopping, more retailers will focus on local e-commerce.

For local businesses, this means it's time to start thinking about how you can meet your customers where they already spend their time -- online.

If you want your business to thrive in this digital age, you need to know how to use modern e-commerce methods

The word "e-commerce" can be intimidating, especially if you're a local business owner who doesn't really understand the lingo. But don't be fooled. E-commerce is not just for big companies anymore.

Recent studies have shown that consumers are researching and purchasing products from local businesses online

in record numbers. If you want your business to thrive in this digital age, you need to know how to use modern e-commerce methods to get yourself out there and stay competitive with other local businesses.

E-commerce is a booming business, and if you want your business to thrive in this digital age, you must know how to use modern e-commerce methods.

It's not enough just to sell online. You have to use all the tools at your disposal. This survival guide for local businesses will help you get started with some of the best ones.

E-commerce can be an excellent way to expand the reach of your business. If you're struggling to compete with large companies selling the same products, don't give up hope. Use your resources wisely, invest in technology, and use social media to build a network around your brand. You may not make as much profit on each sale, but you'll still have a competitive advantage over many businesses that have failed to evolve with the times.

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# The Basics of Content Marketing and Why Every Business Needs It





Content marketing is essential. Businesses that want to grow and thrive need this strategy to remain relevant. Without a consistent content marketing campaign in place, marketers and companies will never stand out from the competition. They will be buried in the noise of the internet.

## What is content marketing?

Content marketing is the process of creating and distributing unique, relevant, and valuable content to attract and retain the desired audience. The objective is to create content that customers will find useful and interesting, so they will keep coming back for more.

Content marketing is the fuel that powers search engine optimization (SEO) and pay-per-click (PPC) marketing, as well as effective social media campaigns. To get the most out of these strategies, businesses must invest in content marketing to establish themselves as



experts in their industry.

## Types of content marketing

There are many types of content that can be used in a marketing strategy. Some of the most popular include blog posts, videos, infographics, and social media posts.

**Blog posts:** Blogging is a great way to share your thoughts and insights with your audience. It also allows you to rank higher in search engine results pages (SERPs) for key terms related to your business. Be sure to use keyword-rich titles and descriptions and include relevant keywords in your posts for even better results.

**Videos:** Videos are a great way to engage your audience and capture their attention. They can also be a powerful tool for SEO, as

they tend to rank high in SERPs. You can create videos yourself or outsource them to a professional. If you do decide to create the video yourself, be sure to use keywords and SEO best practices.

**Infographics:** Infographics can be used for just about anything - from sharing data and statistics on your latest research or product updates, to visualizing complex ideas or processes that your audience might find helpful.

**Social media:** Social media sites such as Facebook, Twitter, and LinkedIn allow you to connect with your audience in real time. You can share content through these channels when it's relevant and timely. If done correctly, social media can be a powerful method for growing your audience and increasing awareness of your brand or business.

Every type of content has its strengths and weaknesses; no one option is perfect for all marketers or all businesses. Experiment with a variety of content to see what

works best for your audience.

### **Use content marketing to build authority**

When it comes to content marketing, one of the most important benefits is building trust and authority. To do this means consistently creating valuable, relevant, and interesting content that provides real value.

It takes time and effort to produce quality content, but it's worth it. Not only will you be able to connect with your audience on a deeper level, but you'll also

be able to stand out from the competition.

### **How long does content marketing take to work?**

Content marketing is not a quick fix. It is a long-term strategy that can take several months to start bringing in a steady stream of traffic and revenue. However, the time and effort will be worth it.

Once a post or video gets noticed, it can continue to generate leads for months or even years. In essence, the work up front to produce the content may not see immediate results

but could pay off over time.

Most businesses understand the importance of content marketing, but many don't know how to use it effectively. Content marketing is one of the most powerful ways to stay relevant in a noisy online world.

When done correctly, content marketing can help you build trust and authority with your audience. It can also help you stay relevant in a competitive online market. It takes time and effort to produce quality content, but the payoff can be worth it in the long run.

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# 10 Email Marketing Tips for Small Businesses

Regardless of the type of business, email marketing can be an excellent way to build customer relationships and generate sales. Indeed, many sources cite email marketing as the most lucrative form of online marketing.

Despite the proven effectiveness of email marketing though, some small businesses feel that it is not for them. Often, this lack of faith in this type of marketing is due to not achieving results from previous attempts at sending marketing emails.

Getting email marketing right is not a monumental challenge. Still, some fundamental rules need following to hit the right note and avoid being classed as spam. So, if you have tried and failed at email marketing, read on. Here are ten easy-to-implement tips to help small businesses get the most out of their email marketing campaigns.

## **1. Segment Mailing Lists**

The first mistake to avoid is sending the same email to everyone on the mailing list. If you do this, there is a good chance that the email you send

will be irrelevant to a sizeable proportion of the recipients. You will achieve far better results if you segment your mailing list according to demographics, behaviors such as past purchases, and email preferences. Then, you can send targeted emails that will be of immediate interest to a particular segment of your mailing list.

## **2. Personalize Emails**

It is best to avoid sending generic emails. Instead, address emails to individuals, and write as though you are talking to a person rather than a crowd. The simplest form of personalization is using the individual's name. You can further personalize a marketing message based on the segmentation of the mailing list mentioned above. A small amount of effort in this respect can significantly affect conversions.

## **3. Aim to Build a Relationship**

Email marketing is not about firing off one advertisement after another. An email marketing list is something that needs to be nurtured. Consequently, it is

advisable to consider the impact of every email you send on the long-term relationship. Will the email help build trust with the recipient, for example? Is there any value to the recipient? It only takes one or two worthless spam-like emails to make a subscriber unsubscribe.

## **4. Quality Over Quantity**

You want to keep your mailing list warm, so staying connected with subscribers is crucial. However, you also don't want to bombard people with too many messages and clutter up their inboxes. So, send emails that people want to read and avoid repeating yourself too often. And focus on quality and value rather than quantity.

## **5. Ask Subscribers to Confirm Opt-in**

A mailing list of thousands of people not interested in your products is worthless. For that reason, quality over quantity also applies to subscribers. The best way to ensure subscribers have a genuine interest in your business is to ask subscribers to confirm their opt-in. This second opt-in is usually acquired by sending

a welcome email with an opt-in confirmation link. Periodically asking subscribers to confirm opt-in will also help maintain quality and eliminate inactive subscribers.

## **6. Make Emails Mobile-Friendly**

More people read their emails on mobile devices than desktop computers. Indeed, it has been estimated that up to 78% of emails are opened on a mobile device. Therefore, it is crucial to ensure that your messages are easy to read on a mobile phone. Keep subject lines short, for example, and get important points across in the first paragraph. It is also best not to have clickable elements too close together.

## **7. Automate Emails**

Automation makes email marketing easier to manage and more effective. You can start with an automated welcome message sent to new subscribers. A predetermined sequence of marketing emails could follow the welcome. Emails could also be triggered by customer actions, such as opening an account, buying a

product, or abandoning a cart.

## **8. Deliver on Signup Promises**

If you promised a weekly, fact-filled newsletter to encourage people to subscribe, make sure you deliver on that promise. Likewise, if you use a lead magnet to generate subscribers, ensure that the lead magnet has genuine value. It only takes one click to unsubscribe, and people will do that if they feel cheated or misled.

## **9. A/B Test Emails**

Invariably some types of emails you send will be more successful than others. However, it can be challenging to determine why one email achieves better results than others. The best way to determine what types of emails resonate best with your subscribers is to conduct A/B split testing. Split testing involves sending two versions of the same email to two groups and assessing the results. Check which version generated the highest open rate, for example. And analyze conversions and opt-outs.

## **10. Track Results**

It is also advisable to monitor the results of marketing emails on an ongoing basis. Tracking results will further help you identify what works and what does not. So, track delivery rates, open rates, clickthrough rates, and conversions to assess the effectiveness of each email sent. Then, you can focus your efforts on the most productive types of emails.

Email marketing requires more thought and care than some people realize. Nevertheless, implementing the above tips is relatively easy to do with email marketing software. Segmenting mailing lists, for example, is a standard feature of most packages. And creating high-quality, mobile-friendly emails comes down to nothing more than taking time composing messages. So, if you have had disappointing results in the past, don't give up. Focus on quality and personalization, monitor the results, and refine your emails accordingly. In time, you will see an increase in conversions that will make your efforts worthwhile.



## Three Ways to Generate Company Blog Post Ideas

Most brands realize the importance of a coherent digital marketing strategy. However, building your website and occasionally posting on your company blog only get you so far. To really succeed with content marketing, you need to post regularly, and to do that, you need a way to generate ideas. This article aims to discuss the subject in further detail.

## 1. Check trending topics for ideas

When you are looking to generate new company blog post ideas, trending topics are an obvious starting point. However, before you rush to write on the next leading trend, it's crucial to ensure the topic is relevant to your brand and in keeping with the rest of the content on your company blog. If you constantly write on different topics, your audience may struggle to understand what you stand for.

So, firstly go back to your content marketing plan and focus on the type of content you want to write. Now, you can quickly identify trends that fit in with that to see where the opportunities are.

However, be careful not to overuse this strategy; you don't want your blog to get a reputation for only writing on trending topics.

## 2. Consider a case study piece

Some of the best blog pieces are based on personal experience, at least to some degree. Therefore, writing a case

study based on your work is another way of generating blog post ideas. There are several ways you can approach this, depending on what is most relevant to your business. For example, marketing agencies might focus on work they have done for a client and their generated results.

This is probably what most people think of when discussing a case study. However, you can be creative here with this type of content. Therefore, another option would be to discuss something you have done internally in your business, for example, steps you have taken to increase social media engagement or ways you have reduced costs in a particular department.

## 3. Think about your other popular blog posts

When you have a successful piece of blog content, it's essential to learn lessons from it. If you can work out what made it successful, you may be able to repeat the feat with a new piece. Therefore, when you are trying to generate ideas for new content, it's a good idea to look back at

what has worked for you before.

This doesn't mean you should write a copy of the previous article but is more about the general elements of what made it so successful. As you gain more experience, you will find it easy to write content that achieves a consistent level of views. This is because it's often the structure of the content that holds the key. The solution here could be as simple as including creative graphics and writing on topics that interest your audience; Google Analytics can provide a lot of information in this respect.

Most brands realize the importance of digital marketing, but getting it right isn't as easy as it looks. Clearly, having a website and a blog page is a decent start. However, generating a regular supply of ideas for your blog pieces can still be challenging. Therefore, remember to check trending topics for ideas, consider a case study piece, and think about your other popular blog posts.

# Creating a Successful Video Marketing Strategy

It is crucial for any business trying to break through the noise of the internet to use videos in its marketing strategy. Videos are taking over the internet and a growing, thriving business can take advantage of that.

When someone is searching for information online, they will most likely choose to watch a video over reading text. Unlike words on a page, video is easy to consume, understand, and remember. Video uses music, sound effects, photos, and movement to evoke emotion and get a point across.

## **Why videos are important for marketing**

Video marketing is one of the most effective ways to connect with your audience and foster trust. By sharing videos on YouTube and other social media platforms, you can show your customers what your brand is all about and get them excited about your products or services.

Videos are also a great way to humanize your brand and connect with your customers on a more personal level. When people see that you're a real person with a personality, they're more likely to do business with you. Plus, video content is more engaging than text or image-based content, so you'll be more likely to keep a viewer's attention.

If you want to create an



effective video marketing strategy, you need to understand what makes people buy. People don't simply purchase products or services; they make decisions based on emotions and then justify them with logical reasons.

## **How videos are consumed**

When it comes to how people consume videos, there are three main ways: desktop, mobile, and television. Desktop is where people watch videos on their computer or laptop. Mobile is where people watch videos on their phone or tablet. Television is where people watch videos on a big screen.

Mobile is the fastest-growing device for video consumption. We live in a very mobile-first world, and it's important to accommodate your message and content to fit all devices. Video should work across various screen sizes, since people often watch them on their phones or tablets.

## ***What makes a successful video marketing strategy?***

When it comes to video marketing, there are a few

key things you need to remember to make your strategy successful.

### ***1. Know your audience.***

This is the most significant part of any marketing strategy; if you don't know who your target market is, you won't be able to create content that appeals to them.

***2. Do your research.*** The more you know about your target market, the better your videos can be tailored to their needs and wants. This will not only help with conversion rates but will also improve your video rankings in search engines like Google.

***3. Make a great video.*** This may seem like an obvious point, but it's worth mentioning - you need to create videos that are high quality and engaging if you want people to watch them.

### ***4. Promote your videos.***

Once your videos are created, you need to promote them on social media and other channels. You don't want to just upload them and hope for the best.

Measuring the success of your video marketing campaign.

Digital marketers use key performance indicators (KPIs) to measure the effectiveness of their video marketing campaigns. By tracking KPIs, they can see what's working and what's not. This information allows them to calculate the return on investment (ROI) generated by their video marketing campaigns. Thanks to analytics and marketing tools used to track KPIs, it's never been easier for digital marketers to participate in KPI tracking and video marketing.

Video consumption is growing rapidly. Video marketing is an incredibly effective way to reach out to your audience and create a connection with them. Not only are videos more engaging than other forms of content, but they also allow you to boost your brand and connect with customers on a personal level.

To make your video marketing strategy successful, be sure to know your target market well and do your research before creating any videos. Promote your videos aggressively once they're created and use analytics tools to track the success of your campaigns.



# FUN FACTS

The word 'March' comes from the Roman 'Martius'. This was originally the first month of the Roman calendar and was named after Mars, the god of war. March was the beginning of our calendar year. We changed to the 'New Style' or 'Gregorian calendar in 1752, and it is only since then when we the year began on 1st January.

- March 2, 1933 - King Kong (film) opened at New York's Radio City Music Hall.
- March 6, 1950 - Silly Putty was introduced as a toy by Peter Hodgson. It was invented in 1943 by James Wright in an effort to make synthetic rubber.
- March 12, 2008 - Hulu opened online.
- March 18, 1852 - Henry Wells and William G. Fargo founded Wells, Fargo and Company.
- March 21, 2006 - Twitter was founded.
- March 30, 1939 - Detective Comics #27 was released, introducing Batman.
- March 31, 1889 - The Eiffel Tower, 986 feet tall, in Paris, France, was inaugurated.

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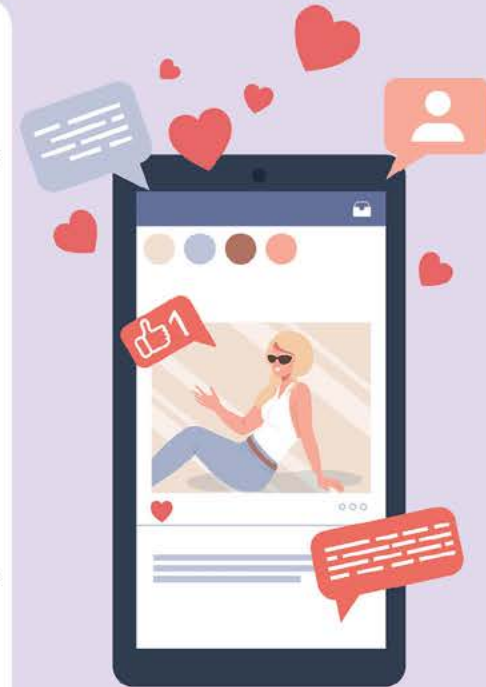


# INFLUENCER MARKETING 101

Influencer marketing involves a brand collaborating with an online influencer to market one of its products or services.

## Influencer Marketing Statistics

- Influencer marketing is going to reach \$16.4 billion in 2022
- Top channels for influencer marketing from 2021: Instagram, Facebook, TikTok, & YouTube
- Businesses are making \$5.78 ROI for every \$1 spent on influencer marketing
- The number of influencer marketing related services/companies grew 26% in 2021
- 60% of marketers claimed that influencer-generated content performs better & drives more engagement compared to branded posts
- Micro-Influencers are expected to make a big impact in 2022
- Social commerce will reach \$958 billion in sales for 2022 & is one of the key trends that will shape influencer marketing in 2022
- TikTok generates the most engagement out of all social media platforms



## Influencer Marketing Tips

- BE ORGANIZED! Put together a strategy, plan, & budget and spend time doing your research!
- Decide how you're going to approach finding influencers - e.g. organically, subscribe to a platform, or go through an agency.
- Develop a schedule and integrate your influencer marketing strategy into your PR schedule & product launches.
- Influencer marketing is NOT about quick results. It's about demonstrating your authority, credibility, & thought leadership within your industry.
- 2022 will see a prioritization of bite-size influencer video content that you should take advantage of to boost brand exposure.
- Try incorporating social commerce into your influencer marketing campaigns since social commerce is expected to grow more than 100 million by 2023.





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