

M LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

May 2019

8 Tips to Know Before Starting a Business Blog

Four Digital
Marketing Assets
You Need for Your
Small Business

14 Tips for
Creating
Effective Email
Newsletters

10 Easy Tips
for a Better
Call to Action

Infographic:
Video Marketing
Stats for 2019

Cyber Crimes: 4 Tips to Keeping Your Business Protected

5 Important
Customer
Service Goals
in Small
Business



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Greetings!

Running a local business is tough work. We know - we're doing it also. You're wearing many hats, and quite often marketing falls in your lap as well. In today's world, marketing is changing rapidly. How do you keep up? What is new, and how do you leverage it for your business?

To help, we've included in this month's issue several interesting articles and tips that you can apply immediately to help you grow your business.

We hope you enjoy the subjects of this month's articles, including Blogging, Cyber-Security, Email Marketing and Customer Service.

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.

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- Reputation Management
- Promotional Items
- Online Marketing
- Social Media Marketing
- Branding
- Conversion Optimization



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Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

May

Mental Health Awareness Month
Military Appreciation Month
Employee Health & Fitness Month
National Pet Month
National Barbecue Month
National Blood Pressure Month
National Hamburger Month

May 1 - May Day
May 5 - Cinco de Mayo (US)
May 12 - Mother's Day
May 27 - Memorial Day (US)

1st - Batman Day
3rd - National Space Day
3rd - Two Different Colored Shoes Day
4th - Star Wars Day
4th - Kentucky Derby
5th - Hoagie Day
5th - Lemonade Day
6th - Nurses Day

7th - Teacher Appreciation Day
8th - Receptionist's Day
10th - Military Spouse Appreciation Day
11th - Babysitter's Day
11th - Stamp Out Hunger Food Drive Day
11th - Miniature Golf Day
13th - Apple Pie Day
15th - Dinosaur Day
15th - Police Officers Memorial Day
17th - Pizza Party Day
17th - Bike to Work Day
17th - NASCAR Day
18th - Armed Forces Day
18th - Preakness Race
24th - Heart Awareness Day
24th - Scavenger Hunt Day
25th - Missing Children's Day
25th - Brown-Bag It Day
25th - Wine Day
26th - Neighbor Day
26th - Indianapolis 500
28th - Hamburger Day

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



8 Tips to Know Before Starting a Business Blog

Websites with blogs receive more traffic and more inbound links. In addition, they get more pages indexed by search engines. If you run a business, regardless of its size, you do need to have a blog. Starting a blog can bring multiple benefits to your business. But how do actually start a business blog?

Given below are top eight tips that you should keep on top of your mind when you want to start a business blog.

1. Define Business Goals

First, you should define the business goals that you want to accomplish by starting a blog. As a business, you may want to use a blog for generating online leads.

You may want to increase the sales of your products. You may use the blog for driving traffic to your company website. There can be other business goals as well. When you know the goals, you can let them influence your blog's content.

2. Locate the Target Audience

Who are you going to write for? This is, in fact, one of the most important questions that you need to answer while starting a business blog. Find out what kind of audience or group of people you seek.

This is called 'target audience profiling.' You can expect to grow your business only when you really know what an ideal customer for your business looks like.

3. Create Remarkable Content

Always focus on producing remarkable content. One of the most important things that businesses need to understand is that a business blog is not just a means of talking about your products and services. Always try to keep your blog posts non-promotional. Publish industry reports, latest news, opinions. etc.

While creating content for your business blog, you should:

- Share helpful tips, advice and suggestions
- Keep readers well informed so they can make a good decision
- Offer links to valuable resources on the web
- Provide useful insights
- Write on buzz-worthy topics
- Publish content that's highly shareable

4. Keep It Personal

A blog should always look like a blog. Even if you start it for business purpose, it should have a personal feel about it. When customers want to step

into a relationship with your company, they want to see a real person who they can directly speak to. Readers want to hear your story. They want to know about your experiences. So, speak to them directly.

5. Optimize Content for Search Engines

It's important to know the basics of SEO (Search Engine Optimization). When you start a business blog, you should also be aware of the techniques that you can use to attract traffic from major search engines. The page title, the Meta description and internal linking of posts are basics to get started with. In any case, you should never indulge in keyword stuffing, which is a bad SEO practice.

6. Provide Easy Blog Subscription Options

When you create a business blog, you should offer readers easy options for subscribing. When you publish valuable content on your business blog, readers will be compelled to subscribe. Therefore, it's vital to offer them simple subscription options. Apart from giving readers an option for subscribing via email, also provide subscription via RSS. Easy subscription is a good tip

to increase the number of blog subscribers.

7. Be Committed

The most important blog tip for businesses is to work with a lot of commitment. If you have started a blog to grow your business, you need to devote adequate time to keep it going.

Update the blog on a regular basis while keeping readers hungry for more. If you can't handle the blogging pressure yourself, it is also a good idea to include a few other people from among the staff. In any case, make sure you have an efficient blog editor to manage it all.

8. Don't Hard-Sell

Another valuable business blogging tip is not to hard-sell to people. Today's consumers are smarter than ever. They can sniff out a sales pitch quite easily. The more you try to sell, the less you'll end up selling. Just focus on helping your readers. Solve their day-to-day problems.

Conclusion

If you start your business blog following the above-mentioned tips, you are sure to increase traffic instantly. A blog can be a benefit for almost every business. Besides being able to communicate

information about your knowledge of the industry and sharing key elements of your services or products, having new content added regularly to your website is currently one of the factors in Google's algorithm and can help your website show up higher in search results.

If writing isn't one of your strong suits, or you simply don't have time to do it properly, there are individuals and agencies that can help you manage your blog at a reasonable investment. Start your business blog and took your business to the next level.

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Four Digital Marketing Assets You Need for 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 often 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, and they're 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 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 must 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 on 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 advertise-

ments 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.

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 must 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 have to reach as many of them as possible if you want your small company to succeed and grow to its maximum potential.



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14 Tips for Creating Effective Email Newsletters

Though creating or writing effective email newsletters is quite time-consuming (considering the research part), the results far outweigh the effort. A well-crafted email newsletter does an excellent job of:

- Educating the target audience or prospects
- Helping you keep in touch with past clients
- Allowing you the opportunity to prove your expertise
- Driving traffic to your website or blog
- Generating business leads

So, can you afford to say 'No' to creating email newsletters?

If you are ready to devote adequate time to writing newsletters and deal with the pressure of delivering them to your audience on a regular basis, given below are thirteen tips that you can use to maximize the benefits.

1. Know Who You're Writing For

Your business (no matter how small or big it is) must have a target audience. Before you start to write newsletters, you should know about and understand the needs of the audience you are going to address. It's advisable to identify your typical customer. It's only when you understand your audience well that you can deliver content that's highly relevant and useful.

2. Focus on the Quality of Content

The competition is truly fierce. There are hundreds of thousands of businesses that create and deliver email newsletters consistently. If your content lacks quality, you

won't be able to stop your readers from clicking 'Unsubscribe.' It's, therefore, vital to plan your content ahead of time.

3. Decide on the Frequency

Frequency is one of the most important things to take care of when it comes to publishing email newsletters. You should be able to stick to the frequency once you have decided on it. However, you shouldn't deliver too often, as it can quickly make you look like a spammer. Decide what's best: weekly, fortnightly, monthly?

4. Use a Good Design

Though the quality of information that goes into your newsletter makes all the difference, the design has also an important role to play. Whether it's the overall layout, the style, and size of fonts or the length of the newsletter, you should pay close attention to each of these elements to create visual appeal.

5. Include Images (to Express Ideas)

Pictures or images do have the potential of

communicating an idea or conveying a message in an effective way.

Depending on your specific requirements, you can also include relevant images in your newsletters to add more visual appeal and to express your ideas clearly. However, you should make sure that the pictures you include are unique, interesting and original.

6. Choose Catchy Subject Lines

While writing the email newsletter, you should always remember to choose subject lines that are instantly attention-grabbing. Your readers will be enticed to open your email and go through it only when the subject line catches their interest. So, spend time coming up with killer subject lines.

7. Write in Simple Language

Simplicity is powerful. Use of simple language can take your email newsletter a long way. Avoid using heavy words, jargon or fancy terms. Make it more conversational so that it's easy to understand for everyone.

8. Re-Check Links

You'll also include links to stories or content pieces so that readers can explore further. Including links is also a good way of driving traffic to your website or blog. But you need to make sure every link that you have included in the newsletter leads the reader to the destination page. Check the links at least twice.

9. Personalize

Go a couple of steps beyond the subscriber's email address. Try to collect more information about the subscriber so you can personalize the newsletter. It's good to address subscribers by their name. By collecting their IP addresses, you can also target subscribers living in a specific area.

10. Encourage Sharing

Don't forget to include social media sharing buttons in your newsletter. If you offer top quality content in your email newsletters, your readers will be compelled to share the same with their friends and family. That's why it's important to provide readers with social sharing options.

11. Don't Hard-Sell

Most of the businesses fail to understand that email newsletters are not advertisements. If you begin to hard-sell, your readers will choose to unsubscribe. As a smart online marketer, you should concentrate on engaging and interacting with readers at first. Once you have created loyalty among your subscribers, they will be happy to hear about what you have to offer.

12. Proofread

Language mistakes, grammatical errors or poorly constructed sentences reflect badly on the image of your business or brand. Get in touch with an expert content writer and have them proofread the content for you. This is the last (but in no way the least) thing that you should not forget to do before you hit the 'Send' button to deliver the newsletter to your subscribers, customers or prospects.

13. Learn from Experts (and Keep Tweaking)

Don't forget to subscribe to some of the best quality email newsletters in your

niche. Take a microscopic look at the variety of information they cover, the way they include the links, the style of presentation, publishing schedule, etc. You'll find a lot to increase your knowledge and use it to your own benefits.

14. If you can't do it, hire someone

If you're like most business owners, your plate is already full with other important tasks. If you don't have the time, desire or skill to develop and manage a blog, consider hiring a marketing company or individual that can do it for you.

Conclusion

The continuous rise of social media doesn't make email newsletters archaic, as many might be led to believe. Emails are here to stay for a long time. While social media restricts you with a character limit, emails offer you plenty of opportunities to talk to your customers, educate them and nurture the brand-consumer relationship.



5 Important Customer Service Goals in Small Business

All businesses thrive on the happiness of their customers, but small businesses rely on this even more. Large businesses experience less of an impact from poor reviews than a small business will. This is due to the staying power that comes with hefty financial backing and a large customer base.

For example, if a business has 5000 customers and 20 of them are unhappy, it is not a large impact. If a company with 100 customers loses 20, then it has lost 20 percent of its income. Here are some customer service goals that small companies can strive for to reduce the numbers of customers lost to bad goods or services.

Treat All Customers with Respect

When customers call in, they don't want to feel like a bother. Instead, they want to feel as if their complaints are welcome and encouraged. A polite customer service representative on the other end of the phone is key to this. All customer service professionals

should be encouraged to treat customers with utmost respect, even under strenuous circumstances. You cannot stress this enough to your representatives.

Be Easily Accessible to Customers

Next to respect from customer service, accessibility to customer service is critical. Some companies make it hard to get in contact with a member of customer service. For example, some only offer an email address or a mailing address. This can be discouraging for customers who do not want to contact customer service via this method.

Conversely, the opposite can be true for people who do not want to call in. Implement multiple avenues for contact. Long wait times or repeated transfer among representatives can discourage your customers as well. Encourage your representatives to be more efficient.

Provide Timely Follow-Up to Customer Complaints or Concerns

Every comment that is left or letter sent will not necessarily need a reply.

However, for the ones that do, your follow up should be timely. An unspoken industry standard is to contact a customer within 48 business hours or two business days. The longer customers wait, the more they feel they are being ignored and the madder they can become. Quick turnaround response times prevent this.

Post your response time on the customer service section of your website, on an automated message, or through live interaction to let your customers know what to expect and to give your representatives a time guideline for their responses.

Address All Concerns as Thoroughly as Possible

Not every customer will be happy with the resolution you provide. However, striving to address all complaints with the idea to solve the problem as completely as possible is the goal. This means addressing the specific concerns mentioned, asking about other concerns, and encouraging the customer to contact customer service again should any new concerns arise.

Understand that Not All Complaints Can be Satisfied

While all the other goals are centered on satisfying the customer and remedying his or her complaint, this one is a reminder that it will not always be possible. Your team should strive for excellence and 100 percent satisfaction, but remember that in reality, it is not always possible. Remind them that they shouldn't become discouraged if they are unable to meet a customer's demands.

Conclusion

Unhappy customers are a part of the business. You cannot please everyone all of the time, but it is important to try. Your company can lose business as a result of poor customer service. Your goal should not be to eliminate all complaints but instead to minimize the number of complaints and to handle each one as efficiently as possible. With these customer service goals in mind, you can create satisfied customers and helpful employees.

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Cyber Crimes: 4 Tips to Keeping Your Business Protected

Cyber-crime is on the rise worldwide, so it is imperative for businesses and individuals to take steps to protect themselves online. Keep in mind that this type of criminal activity can range from stealing sensitive information all the way to utilizing the internet in order to arrange illegal sexual activity.

There are a wide variety of these kinds of crimes online today. The following are some tips on how you can help protect their business from cyber criminals:

1. Always Keep Your Software up to Date

Everyone knows that it is imperative to utilize antivirus software, but you also need to ensure that you have a functional firewall and malware program in place. Additionally, you should never allow any of this software to become outdated.

It is important to note that new viruses and Trojan horses are created every day, so you should never allow your computer system to become vulnerable for even a second.

2. Secure Your Passwords and Intranet

It is easy to become complacent with your passwords and other basic levels of internet security, and this is exactly the reason that you need to force all of your employees to avoid falling into this trap. For example, many companies that take internet security seriously have strict guidelines about the type of passwords that can be used, and they also make it mandatory for each employee to change their password on a monthly basis.

You should also secure your intranet by making it a company policy to immediately remove access from any employees who have been terminated or suspended.

3. Password Protect Your Wi-Fi

Cyber criminals prey on those who fail to protect their Wi-Fi connection. After all, if anyone can access your Wi-Fi, they can also do anything they want with it.

This has become a major complication in

several cases involving illegally downloaded music and videos. An unsecured connection can also provide backdoor criminals that want to steal your company's most vital information.

4. Limit Access to Your Server Room

Although every owner would like to believe they can trust all of their employees, this is not always the case. Therefore, you should ensure your server room can only be accessed by your IT department and any other essential members of your team. This will help limit your potential risk of ending up with stolen information or a virus placed directly into your server.

Conclusion

There are several other techniques you can use to help keep your business safe online, including being very cautious about the sites you choose to use your company credit card on. Ultimately, the cyber security of your company will rely on your common sense and willingness to invest in the latest security measures.

Today's Marketing Platforms Have You Not Sure Which Way To Go?

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10 Easy Tips for a Better Call to Action

As any marketer knows, there's no point in creating something if it doesn't have a purpose. That purpose should aim to garner a response, and to garner that response, you can use the CTA (call to action).

But not all CTAs are created equal--and inferior CTAs are bound to get inferior responses.

Think of it this way: If you go to McDonald's and don't tell the cashier what you want, you're bound to get ignored. Putting a marketing message out

there without a CTA will have the same effect.

That call to action is the single most important element of your landing page--and beyond having one, there's a science to having the right one. After all, internet marketers have proved time after time that even small tweaks to the CTA can change the bottom-line response.

Without further ado, here are the 10 things you need to keep in mind to create stronger CTAs that increase your ROI and results:

1. Be Direct

Simply put, don't beat around the bush. Tell your audience exactly what it is that you want and what it is that they'll get. Guesswork is only bound to get you lesser results.

Want them to download a report? Tell them that. Want them to click on a link for a free quote? Great--be direct about it.

How you include those actions (link vs. button etc.) is a story for another time. For now, be direct. The end.

2. Include an Action Word

Your CTA requires your reader to take some action, so let them know what it is. Do they need to click a button? Visit your site? Complete a form? Purchase something by a certain date?

3. Provoke Emotion

No one likes listening to a monotone; it's boring. Your writing needs to convey a tone, and that tone should carry through to your CTA.

Do they need to do something within 24 hours? Convey that urgency in your CTA's wording or through punctuation (think bold type, exclamation points, etc.). Are there limited quantities available? Same thing.

You get the idea--use timely words, font variations and punctuation--there are many ways to show (and provoke) emotion in your CTAs.

4. Include Unique Selling Point

No matter how unique your offering may be, the odds are that there's something else at least

similar out there, so what makes yours different? Use your CTA as a way to make your offering stand out from the competition. This is critical to securing the response you need from your audience. Better yet, make that unique selling point relatable to your reader.

Why do they care? How does completing your CTA benefit them? Make sure this is evident.

5. Use Numbers

Marketers have proven time and time again that using numbers in CTAs returns better results. No, that doesn't mean complicating things or making your readers do some math. Simple is best. Quantify a time limit or a number of items left in stock. Numbers make things memorable while also adding impact, so use them.

6. Create Urgency

This one is a bit of a theme that carries through our other tips for more effective calls to action. People by nature tend to procrastinate, putting a deadline on something makes someone more likely to resolve it

immediately.

7. Use Contrasting Colors

There are few ways to make a CTA less impactful than letting it blend into the rest of the copy. Yes, text-relevant links are good--but don't miss the opportunity to call your CTA out boldly and that means using visual cues.

Having contrasting color is a great way to draw your reader's eye--so use it.

8. Position Your CTA in the Right Spot

People tend to scan something before they commit to fully reading it and even with that, minds are typically made up before someone hits the scroll button. So, keep your CTA above the fold. Generally speaking, CTAs placed in sidebars don't do as well as those above the fold in the main copy block.

9. Always A/B Test Your CTA

Just because something worked for someone else, it doesn't mean that the same rule of thumb applies to you. Always A/B test to find your unique patterns and success

triggers. There are different software options out there that makes doing this easy.

10. "FREE" Is the King of CTA

People love a good giveaway, so if you're offering something free, lead with that message. Better yet, pair the promo with one (or several) of the above CTA enhancement tips.

The one caveat to this rule is email--spam filters are commonly wary of

the "f" word--so if you're sending out something via email, consider using an alternate word, or leaving "free" to other media (such as online content or print materials).

Conclusion

There are many ways to increase your ROI through improved calls to action.

Main takeaway: Continue to play with your CTA methodology to find what works for you. Remember to keep your "ask" clear and direct and, above all, make

sure that it communicates to the reader what they will "get out of it." Remember the old "five W's" (who, what, where, when, why... plus how)?

Your goal should be to answer as many of those questions--in as few words as possible, and in an enticing way for your call to action. Do it well and your ROI will increase dramatically.

NEED HELP WITH YOUR SOCIAL MEDIA MANAGEMENT?

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FUN FACTS

The month of May was named for the Greek goddess Maia. She was the goddess of fertility.

May 4 is Star Wars Day. "May the Fourth be with you."

May 16 1983 - The concert special Motown 25: Yesterday, Today, Forever was broadcast by NBC; Michael Jackson performed his "moonwalk" dance for the first time on television.

May 20 1927 - American aviator Charles A. Lindbergh took off from Roosevelt Field on Long Island, New York, on the world's first solo, nonstop flight across the Atlantic Ocean (New York to Paris.)

May 25th 1977 - Star Wars opened in movie theaters marking the biggest entertainment juggernaut in modern popular culture.

May 26 1897 - Bram Stoker's Dracula novel began being sold in the UK.

May 30 1911 - The inaugural Indianapolis 500 was run at the Indianapolis Motor Speedway in Indiana.

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Video Marketing Stats for 2019



96% of people say they've watched an explainer video to learn more about a product or service

79% of people say a brand's video has convinced them to buy a piece of software or app

87% of businesses now use video as a marketing tool

87% of people would like to see more video from brands in 2019

The average user spends **88%** more time on a website with video

68% of people say they'd most prefer to learn about a new product or service by watching a short video

53% of consumers engage with a brand after viewing a video on social media

Viewers are **95%** more likely to remember a call to action after watching a video, compared to 10 percent when reading it in text format



Where both video and text are available on the same page, **72%** of people would rather use video to learn about a product or service

1 Billion

Users view more than 1 billion hours of video each day on YouTube





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