

# M LOCAL BUSINESS MARKETING

*The Marketing Guide for Local Business Owners*

**May 2023**

## **The Rise of Influencer Marketing: How to Partner with the Right Person for Your Brand**

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*5 Powerful  
Ways to  
Make Your  
Facebook  
Posts More  
Engaging*

*Agile Marketing:  
A Framework for  
Delivering Customer  
Value in a Rapidly  
Changing  
Environment*

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*Improve  
Email  
Marketing  
Results  
Using the  
Six Cs of  
Content  
Clarity*

**Infographic:  
Email Marketing  
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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 Influencer Marketing, Facebook, Agile Marketing and 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 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 you 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
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- 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

May 1 - May Day  
May 5 - Cinco de Mayo (US)  
May 14 - Mother's Day  
May 18 - Ascension Day  
May 29 - Memorial Day (US)

2nd - International Harry Potter Day  
2nd - Brothers and Sisters Day  
2nd - Fitness Day  
2nd - Teacher Appreciation Day  
4th - Star Wars Day  
4th - International Firefighters Day  
5th - Hoagie Day  
6th - Nurses Day

7th - Children's Mental Health Awareness Day  
7th - World Laughter Day  
10th - Small Business Day  
10th - Shrimp Day  
10th - Clean Your Room Day  
13th - Fair Trade Day  
13th - Apple Pie Day  
15th - Chocolate Chip Day  
16th - Barbecue Day  
16th - Love a Tree Day  
19th - NASCAR Day  
19th - Bike to Work Day  
19th - Endangered Species Day  
20th - Armed Forces Day  
20th - Rescue Dog Day  
20th - World Bee Day  
21st - World Baking Day  
25th - Wine Day  
28th - Hamburger Day  
28th - Brisket Day

## 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



## The Rise of Influencer Marketing: How to Partner with the Right Person for Your Brand

In today's digital age, traditional marketing strategies are no longer enough to attract and retain customers. Consumers have become more discerning than ever before, and they demand authenticity and transparency from the brands they support. These days, businesses are using influencer marketing as an effective way to connect with new people and strengthen their brand.

By partnering with individuals with a significant following on platforms such as Instagram or TikTok, companies can tap into a ready-made audience and benefit from the trust these influencers have built with their followers.

However, as with any marketing strategy, success is far from guaranteed. Choosing the right influencer for your brand, crafting a compelling message, and measuring the effectiveness of your efforts all require careful thought and planning. Let's explore the key factors that businesses need to consider when embarking on an influencer marketing campaign.

## **What Is Influencer Marketing?**

Influencer marketing is a form of content marketing that uses social media influencers to promote a product or service. These days, with social media being the king of the digital world, many businesses are using influencer marketing as a key component in their marketing plans. The reason for its popularity

is simple: people trust recommendations from those they follow and admire on social media. This is where influencers come in. They have built a loyal following on social media platforms and have a significant impact on their audience's purchasing decisions.

By partnering with influencers, businesses can tap into their followers' trust and increase brand awareness. It's like having a friend recommend a product to you. You're more likely to trust their opinion and give it a try. As a bonus, influencers often have a deep understanding of their audience's preferences and interests, allowing businesses to tailor their marketing messages accordingly. So, if you want to take your business to the next level, consider incorporating influencer marketing into your strategy.

## **Why Influencer Marketing Is an Important Part of Brand Strategy**

Influencer marketing is one of the most powerful tools you can use to reach new customers and grow your brand.

## ***Here's why:***

It helps you reach a new audience. Influencers have an audience in their niche that may differ from yours, so collaborating with them gives you access to their followers. This can help generate buzz around your product or service.

It builds trust with potential customers by aligning with trusted voices within their community. If someone sees an influencer recommending something on social media, they're more likely to check it out themselves because they trust that person's opinion. Influencers help build both reputation and community, two things every business needs.

## **Identify the Right Influencers for Your Brand**

The first step in identifying the right influencer for your brand is to understand their audience, interests, and motivations. The second step is to evaluate their social media engagement level and network size. To find someone passionate about something, there are a few key things to remember. One of the

easiest ways to gauge someone's enthusiasm is by looking at their social media presence.

Platforms like Twitter and Instagram can indicate how engaged someone is in their chosen field or hobby. Take a moment to see how many followers they have and how often they post. Do they regularly share updates and insights that show they're actively involved in their community? If so, that's a great sign.

Another way to gauge someone's passion is to check how they interact with others. Do they engage in respectful and thoughtful conversations and debates? Do they seem to enjoy talking to others about their interests? If you see evidence of this kind of engagement, it's a good

indication that they're truly invested in what they do.

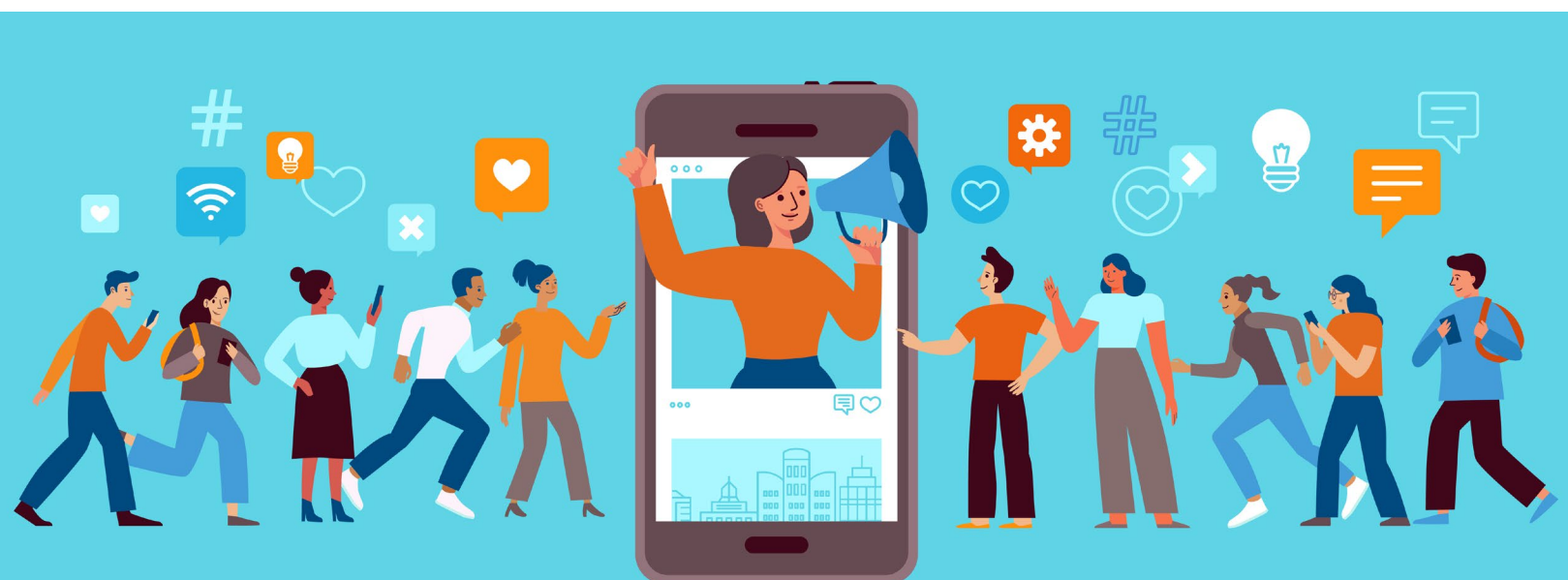
Additionally, look at their comments section. Are other people regularly engaging with their content? If so, that's another strong indicator that they're part of a passionate community. Finally, don't forget to see if they're seeking new content from other sources. This shows they're always eager to learn and grow.

### Develop a Plan of Action

Once you've identified an influencer who might work well with your brand, what steps should you take? Congratulations on identifying an influencer who might work well with your brand. The next step is to act and begin building a relationship with them.

Here are some steps you can take to get started:

- **Reach out:** Whether through email or social media, contact the influencer and introduce yourself and your brand. Tell them why you think they would be a good fit, and express your interest in working together. Keep your message personalized and friendly.
- **Offer value:** Influencers are often bombarded with partnership requests, so you need to offer something of value to get their attention. This could be a product sample, exclusive access to content or events, or even payment. Be clear about what you can offer and how it will benefit them.



- **Build a relationship:** Don't just think of the influencer as a business transaction. Take the time to build a genuine relationship with them. Engage with their content, share their posts, and show support for their brand. This will help them see that you are a genuine fan, not just someone looking to benefit from their audience.

By following these steps, you'll be well on your way to building a successful partnership with an influencer who works well with your brand.

Influencers can help your brand grow if you choose the right influencer for your brand. They're not just another consumer; they're an advocate and influencer in their own right. They have a following, so it's important to do what it takes to get them excited about your product or service -- and keep them excited.

The right influencer can help you:

- Reach new audiences through their platforms
- Build communities around the things they love (and share)



- Build trust with customers by being transparent about what they're doing on social media platforms like Instagram or Twitter -- this will encourage more people to follow them.

Influencer marketing has become a powerful tool for brands to reach their target audience and increase their sales. However, it is crucial to partner with the right person who can effectively represent your brand and resonate with your audience.

Following the tips outlined in this post, you can successfully identify and collaborate with influencers who will help your brand grow and expand its reach.

Remember, influencer marketing is not a one-size-fits-all approach, so take the time to research and find the right person who will help your brand achieve its goals.

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## 5 Powerful Ways to Make Your Facebook Posts More Engaging

Social media has become a powerful tool for marketing and communication. Facebook is one of the most widely used social media platforms, with over 2.96 billion active monthly users. It offers businesses a unique opportunity to connect with their target audience and drive engagement.

However, with so much competition, standing out on Facebook can be challenging. If you're tired of getting lackluster engagement on your Facebook posts, then this post is for you! Let's look at ways to make your Facebook posts more engaging.

## Use Humor

Humor is an incredibly powerful tool in social media. When you use it correctly, it can create a sense of community and make your audience feel like they're part of an inside joke - and get a good laugh at the same time! But remember that humor is subjective, and what one person finds funny, another might not. So, it's essential to strike a balance between being funny and being relatable to your audience.

But don't be afraid to inject some tasteful humor into your posts! Just make sure it's appropriate for your audience and aligns with your brand's tone and voice. And if you're not naturally funny, don't worry. There are plenty of other ways to engage your audience, such as sharing interesting articles, asking thought-provoking

questions, or just being authentic and transparent in your posts. The key is to stay true to yourself and your brand, and your audience will appreciate it.

## Tell a Story

If you want to connect with your audience, tell a story. A good story will show the human side of your business and highlight the benefits of your product or service. It can also serve as an educational tool by giving information about your brand and how it relates to others in its industry.

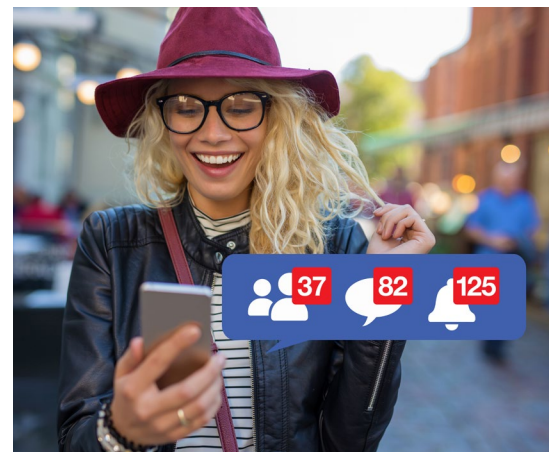
### *Here are some examples:*

Tell a personal anecdote that relates to what you're posting (e.g., "I remember when my dad took me hiking for the first time..."). This helps establish yourself as part of the community and builds trust with followers by showing them something about yourself that isn't strictly related to work - it makes them feel like they know who's behind all those updates!

Explain what prompted your post in narrative form instead of simply stating facts ("We just launched this new feature!"). This helps readers understand

at a more human level why you posted something, so they feel like you put some thought into it. Plus, this will make them more likely to engage with future posts if they know what kinds of things might appear next time around!

If possible, try incorporating both these techniques into one post - it'll help keep people engaged longer than usual while simultaneously generating interest among prospective customers



## Attract the Right Audience with Your Post

If you're looking to grow your audience and engage with more people, then choosing the right audience is key. You can do this by creating a Facebook ad that targets people interested in what you have to say.

You also want to make sure that when posting

on Facebook, you use relevant hashtags, so others can find and engage with your content more easily. It's important not only what time of day or day of the week you post but also what kind of content works best for each audience type:

Personal updates are a way to build a connection with any audience. Many people like reading about other people's lives because it makes them feel connected or gives them insight into something new that they've never experienced before (e.g., traveling). This type of post works well during lunchtime hours, since most people tend to check their phones less during work hours.

### **Create a Controversy**

A controversial topic, opinion, and image will help you get the attention of your readers. When you create content that people have strong feelings about, it's more likely they'll engage with what you have to say and share it with their friends.

One way to do this is by creating polls or asking questions in the comments section of your posts so that people can

express their opinions on those topics. People like to share their opinion and see how it compares to the beliefs and opinions of others.

### **Don't Just Tell - Show**

You've probably heard the saying "show, don't tell," when writing a story, but it's equally important to follow that advice when writing a Facebook post. You want to show your audience what you mean with examples, not just tell them about it.

If you're trying to get an idea across in your post, share an example from your own life or from someone else's - or both. For example: "I used [this approach] and it led to [this outcome]." Or: "Last week, I read about this person who did [fill in the blank] so I thought I'd put it to the test." This helps readers understand what they can do in their own lives or businesses based on something someone else has already done.

It's also helpful to use language that makes sense for your audience. This means not using big words or industry jargon. Simple language usually engages people more. Using descriptive words

that elicit emotions helps readers form a mental picture of what you're trying to say.

By showing your audience what you mean, you help them understand your message in a more tangible and memorable way. So next time you write a Facebook post, think about how you can illustrate your message with concrete examples. Your audience will appreciate it, and you'll see better engagement on your posts!

Facebook is a cost-effective tool for marketers to use, but it can be difficult to keep people engaged with your posts. Simply posting content is not enough to engage your audience. By creating content that is interesting, shareable, and encourages conversation, you can increase engagement and ultimately drive more traffic to your website or business.

Remember to always keep your target audience in mind and adjust your content strategy accordingly. With some effort and creativity, Facebook can be a valuable asset in your marketing toolkit.

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# Agile Marketing: A Framework for Delivering Customer Value in a Rapidly Changing Environment



These days, it's all about keeping up with the ever-changing business landscape if you want your company to thrive. Being able to quickly adjust and navigate new challenges is key to staying ahead of the competition.

In other words, it's all about being agile and adaptable! Customer needs and market conditions can change rapidly, and businesses that fail to adjust risk falling behind. This is where agile marketing comes in.

Agile marketing is a methodology that helps businesses deliver value to customers in a dynamic marketplace. The concept of Agile marketing originated from the software development industry and has since gained popularity across various sectors.

It's a flexible framework that allows businesses to respond to changes in customer preferences and market conditions and an approach that emphasizes collaboration, experimentation, and iterative development.

Unlike traditional marketing, which follows a linear process, agile

marketing prioritizes continuous improvement and customer feedback. By promoting cross-functional teams and data-driven decision making, businesses can meet customer needs and achieve marketing goals more effectively.

As more businesses embrace digital marketing channels, agility and the ability to shift becomes more important. In an ever-changing environment, businesses must be ready to respond to changing trends and algorithms online. That's where agile marketing comes in.

Instead of planning huge projects with long timelines, you work in small, cross-functional teams to develop and execute marketing campaigns in short sprints. If you want to stay ahead of the game in the digital world, this method is an absolute powerhouse! It's highly effective and efficient in getting things done, giving you a real edge.

## **The Benefits of Agile Marketing**

Agile marketing is a game changer! It empowers you to respond rapidly to the

dynamic market and the ever-changing demands of your customers. With a nimble approach, you'll always be ahead of the curve by adapting to the latest trends and innovations. Plus, you'll keep your brand fresh, relevant, and in sync with your audience's needs and preferences.

With this approach, you can stay one step ahead of the competition and meet your customers' needs. It's about being proactive and anticipating what they want before they even ask for it. Agile marketing empowers you to exceed your customers' expectations, as opposed to traditional marketing campaigns that take forever to plan and execute.

It can be frustrating to keep up with a changing market. That's where Agile methodologies make life easier. With this approach, marketers can try various tactics and tweak strategies according to what resonates with an audience. It's all about finding what works best and staying ahead of the game! It's a continuous process that helps optimize marketing strategies, leading to stronger

engagement and a higher return on investment.

Moreover, the Agile approach fosters collaboration and communication within the marketing team, leading to greater efficiency and stronger teamwork. Agile marketing provides a competitive advantage in today's fast-paced and ever-changing business world.

Agile marketing is a modern approach that has gained widespread popularity because it prioritizes customer value. Unlike traditional marketing methods that focus on pushing products and services to customers, agile marketing focuses on meeting the specific needs and preferences of the target audience. This approach allows marketers to create campaigns tailored to the customer's requirements, improving the customer experience.

### **Agile Marketing: A Framework for Delivering Customer Value in a Rapidly Changing Environment**

By prioritizing customer value, Agile marketing allows companies to build strong relationships

with customers. This is because customers tend to gravitate towards brands that understand their needs and offer solutions that meet those specific requirements.

Agile marketing is a way to stay flexible and Adapt to changing customer demands and market trends. It allows marketers to adjust campaigns on the fly to ensure they continue to deliver value to customers - and that's what it's all about!

By keeping customer needs at the forefront, Agile marketing has become a powerful tool for businesses looking to build strong, loyal customer relationships. So, how does Agile marketing work in practice? Now, let's explore the key components of an Agile marketing framework:

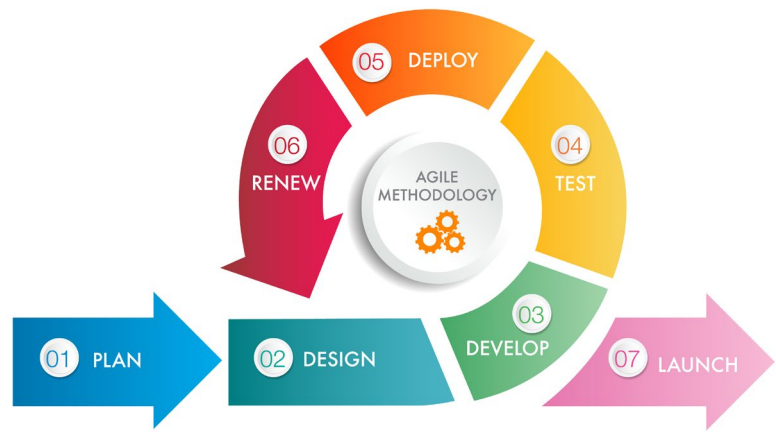
- **Cross-functional teams:** With Agile marketing, employees work in small, cross-functional teams that include representatives from different departments, such as design, development, and analytics. This enhances collaboration and alignment across different areas of the business.

- **Sprints:** Agile marketing campaigns are executed in short iterations, or sprints, that typically last two to four weeks. Throughout each sprint, the team puts all their energy into creating and carrying out exciting marketing initiatives, ranging from engaging social media campaigns to impactful email marketing and fascinating content creation.
- **Continuous improvement:** At the end of each sprint, the team evaluates the results of their marketing activities and adjusts based on customer feedback, market trends, and other factors. This allows continuous improvement and optimization of marketing campaigns over time.
- **Data-driven decision making:** Agile marketing relies heavily on data to inform decision-making. Marketers use analytics tools to track the performance of their campaigns, identify areas for improvement, and make data-driven decisions about future marketing activities.

## The Challenges of Agile Marketing

One of the biggest obstacles to implementing an agile marketing approach is that it requires workplace cultural change. This shift requires a move away from traditional, hierarchical structures and towards more collaborative, cross-functional teams. This can be a daunting process, particularly for organizations that have been operating in a traditional way for many years. However, the benefits of Agile marketing make this approach a winner, despite these initial challenges.

It's a modern approach that requires high levels of effective communication and collaboration between different departments. This is because Agile marketing is based on breaking down silos and working as cross-functional teams to achieve common goals. Its success stems from the ability to communicate and collaborate effectively across different teams and departments. Yet this can be a challenge, especially in large organizations where different departments may have different priorities and goals.



Despite these challenges, Agile marketing has become increasingly popular in recent years, particularly among startups and small businesses. The flexibility and responsiveness of Agile marketing make it an ideal framework for businesses operating in rapidly changing markets.

In a nutshell, embracing an Agile marketing approach can be a game changer for organizations, bringing many benefits. It not only allows quicker response to shifts in the market but also enhances customer engagement and increases the ability to adapt to changing scenarios.

Agile methodology is not just a buzzword, it's a philosophy businesses can embrace to foster a culture of continuous improvement, collaboration, and experimentation. When businesses focus on providing greater value to their consumers, they not

only meet their customers' requirements but also acquire a competitive advantage. It's a win-win situation that results in satisfied clients and a successful business. So, don't fall behind - prioritize your customers' needs and stay ahead of the game! In short, Agile methodology is about working smarter, not harder! With the pace of change accelerating in the modern business landscape, organizations that embrace Agile marketing are better positioned to thrive and succeed in the long term.

So, don't fall behind - prioritize your customers' needs and stay ahead of the game! In short, Agile methodology is about working smarter, not harder! With the pace of change accelerating in the modern business landscape, organizations that embrace Agile marketing are better positioned to thrive and succeed in the long term.





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# Improve Email Marketing Results Using the Six Cs of Content Clarity

Clear messaging is essential to stand out among countless marketing emails competing for consumers' attention. According to a recent report, clear email marketing messages have a 17 percent higher click-through rate than confusing ones.

This is where the six Cs of clarity come in, which stand for comprehensible, consistent, coherent, compelling, customized, and credible. By being

clear in all six areas of communication, you can create more engaging messages that lead to better results for your email campaigns.

This guide looks more closely at the meaning and importance of the six Cs and shows how to incorporate them into your email messages. Keep it handy as a blueprint for campaigns to improve engagement and strengthen customer loyalty.

The six Cs of clarity are:

## **1. Comprehensible: Clarity of Purpose and Message**

*Definition of comprehensible: able to be understood.*

Clarifying the purpose of each email enables you to focus on your main objective and tailor your copy accordingly, which helps ensure that your messages are easily understood. It also makes them more memorable,

which increases the likelihood that readers will respond emotionally and take action.

Tips to make your emails more comprehensible:

- Know exactly what you want to communicate before creating any email: Are you selling something, promoting an event, or sharing info? Be crystal clear.
- What do you want readers to do after reading your email? Keep in mind the end goal.
- Keep subject lines short, concise, and laser-focused on the content of the email.
- Draw readers in by starting with a headline that packs a punch and amplifies your message.
- Make sure the copy is centered around your main goal, and discard any irrelevant or surplus information.
- Make it easy to understand with straightforward, jargon-free language.

## **2. Consistent: Clarity of Tone of Voice and Brand Identity**

*Definition of consistent:*  
always behaving or

happening in a similar, especially positive, way.

A consistent tone of voice makes your content recognizable, reinforces your brand identity, and helps build trust with your audience. It also gives customers a consistent experience wherever they encounter your content. Using a consistent tone creates a professional image, helps you stand out, and also makes you sound more authentic, which can strengthen customer loyalty.

Tips to make your emails more consistent:

- Use the same email template, sender name, email address, colors, and fonts.
- Create a style guide outlining your company's values and personality. Make sure all team members stick to it.
- Keep your email frequency consistent to avoid overwhelming your audience.
- Use the same email signature for all emails.
- Proofread and edit your emails to ensure consistency in grammar and formatting.

## **3. Coherent: Clarity of Formatting and Design**

*Definition of coherent:*  
logically or aesthetically ordered.

Disorganized email content can confuse and disengage readers, causing important information to be missed. When the body of your email follows a logical order, it helps readers easily comprehend your message and improves its persuasiveness. A visually appealing email is also more likely to capture the reader's attention and keep them engaged.

Tips to make your emails more coherent:

- To make reading easier, use sans-serif fonts such as Arial, Helvetica, or Verdana.
- Keep the font size between 12 to 14 points, with headings slightly larger.
- Use bold and italics sparingly to emphasize key information.
- Avoid long paragraphs and use subheadings for easier navigation.
- Use bullet points or numbered lists to highlight important information.

- Include plenty of white space to make emails visually appealing.
- Use a consistent color scheme.
- Make sure images or graphics are relevant and high quality.
- Use left-aligned text.

#### **4. Compelling: Clarity of Call to Action and Benefits**

*Definition of compelling:* strongly or irresistibly evoking interest or attention.

When reading an email, people typically look for the benefits that the email will bring them. If your call to action is unclear or buried within the email, you risk losing the recipient's attention and missing out on potential conversions. Crucially, you need to make it clear how readers will benefit from taking further action.

Tips to make your emails more compelling:

- Use language that speaks directly to the reader's pain points.
- In any call to action, use active language and strong action verbs. For example, "Claim your discount now" is better than "Find out about

the discount here."

- Place the call to action above the fold and also at the end.
- Use bold or contrasting colors to make the call to action stand out.
- Use specific language highlighting the key benefits that readers will gain from taking further action.
- Highlight what makes you different from competitors.
- Focus on how readers will benefit from your product or service instead of just highlighting its features.
- Insert customer testimonials to provide social proof.
- For offers, provide a deadline or expiration date to create a sense of urgency.

#### **5. Customized: Clarity of Target Audience**

*Definition of customized:* made or fitted to the needs or preferences of a specific customer.

Take the time to understand your audience. According to a Salesforce report, 66 percent of consumers expect brands to understand their

individual needs. Find out what your readers really care about through customer service feedback and social listening.

You can then create more customized content that directly addresses their interests and helps them overcome challenges.

Tips to make your emails more customized:

- Use email surveys to get to know your audience's preferences, interests, and pain points.
- Segment your list based on demographic and behavioral data.
- Send offers based on the recipient's past purchases or interests.
- Use triggered emails based on the recipient's behavior, such as abandoned cart emails or re-engagement emails.
- Use segmentation to create specific campaigns for different types of customers, such as frequent purchasers or new subscribers.
- Personalize subject lines with the recipient's name.

## 6. Credible: Clarity of Sender

*Definition of credible:* able to be believed or trusted.

A consistent sender name and email address are key to building and maintaining customer trust. Suspicious or unclear sender information can make the email look like spam.

Tips to make your emails more credible:

- Use an email address that includes your business's domain name.

- Avoid using overly complex sender names or email addresses.
- Include a recognizable logo in the email signature to reinforce your business's identity.
- Include your phone number and physical address to show that you're a real business and are willing to be contacted.
- Include links to your social media channels.
- Provide users with a clear "unsubscribe" link.

## Unlocking the Power of Clarity in Email Communication

Incorporating the six Cs of clarity into your email marketing strategy can make a world of difference in the effectiveness of your messages. By remembering these key principles, you can improve your open rates, click-through rates, and, ultimately, conversions. So, next time you're preparing an email campaign, use the six Cs to shape your content and improve the clarity and power of your messages.

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- Hang Tags
- Letterheads
- Mini Menus
- Notepads
- Postcards
- Posters
- Rack Cards
- Rip Cards
- Roll Labels
- Rolodex Cards
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# FUN FACTS

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

- May 3, 2002 - Spider-Man was released and became the fastest movie ever to earn more than \$100 million in a single weekend, as well as the most successful film based on a comic book at the time.
- May 15, 1942 - Women's Auxiliary Army Corps (WAACs) was formed, granting women official military status
- May 20, 1927 - American aviator Charles A. Lindbergh took off from Roosevelt Field on Long Island, NY, on the world's first solo, nonstop flight across the Atlantic Ocean.
- May 25, 1977 - Star Wars opened in movie theaters marking the biggest entertainment juggernaut in modern popular culture.
- May 30, 1966 - Launch of Surveyor 1, the first US spacecraft to land on an extraterrestrial body (the Moon)

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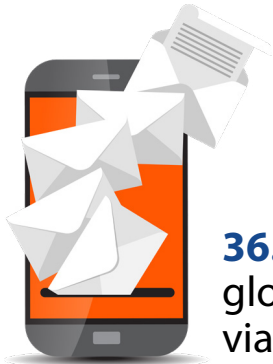
# Email Marketing in 2023



**347.3 billion** emails are exchanged daily worldwide.

There are **4.37 billion** daily email users globally as of 2023.

The number of daily email users is set to reach **4.6 billion** by 2025.



**36.6%** of emails globally are opened via mobile devices



The average expected ROI is **\$36 for every \$1** you spend



Adding videos to your email can increase click rates by **300%**

The average email open rate for welcome emails is **68.6%**

**49%** of consumers said that they would like to receive promotional emails from their favorite brands on a weekly basis



Emails with personalized subject lines generate **50%** higher open rates

Sending three abandoned cart emails result in **69%** more orders than a single email.



More than **90%** of businesses say email marketing is important to their company's overall success.

Email is considered one of the most effective channels for marketing, with **79%** of marketers placing it in their top 3.



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