LOCAL BUSINESS MARKETING

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2020 Holiday Planning Guide

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LOCAL BUSINESS MARKETING

Welcome to our October 2020 edition!

Believe it or not, the holiday season is upon us. Major retailers are already displaying Christmas decorations and products. As a local business owner, you should have already planned your holiday marketing strategy. If not, you should get on it right away.

As you start devloping your strategy, please consider using some of today's leading marketing platforms, including Social Media and Online Marketing.With the COVID-19 pandemic, consumers will be looking for curbside pickup options, and consumer shopping behavior will be even more digital than in the past. Consumers are still willing to shop in person at local businesses, so make sure you're setup to make it easy for them.

This articles and infographic in this month's issue cover many topics that we believe are important to local business owners, including goal setting, Social Listening, eCommerce, and many other timely topics.

If you like the magazine and know other local business owners that could benefit from receiving our magazine each month, please do us (and them) a favor by forwarding a copy to them.

If you have any comments about this issue or would like us to help you with your marketing, please do not hesitate to contact us.

Raj Deshpande
CEO
CroydonGate

Inside This Month's Issue

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.

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

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

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

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

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To get a Free subscription to our monthly Local Business Marketing Magazine, simply visit our website.

Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

October

Adopt A Dog Month
Breast Cancer Awareness Month
Bullying Prevention Month
Car Care Month
Dental Hygiene Month
Domestic Violence Awareness Month
Emotional Wellness Month
National Pizza Month

Oct 14 - Columbus Day (U.S.)
Oct 31 - Halloween

1st - Homemade Cookies Day
1st - Willy Wonka Day
2nd - Peanuts Day (Snoopy)
3rd - Techies Day
4th - Taco Day
4th - Vodka Day
4th - World Pet's Day
5th - Stop Bullying Day

5th - Do Something Nice Day
6th - Noodle Day
9th - Beer & Pizza Day
11th - Father-Daughter Day
13th - Train Your Brain Day
14th - Dessert Day
14th - Spider-Man Day
15th - Grouch Day
16th - Boss's Day
17th - Pasta Day
17th - Get to Know Your Customers Day
18th - Chocolate Cupcake Day
18th - Newspaper Comic Strip Appreciation Day
24th - Make A Difference Day
25th - Mother-in-Law Day
28th - Chocolate Day
29th - Cat Day
30th - Candy Corn Day
30th - Frankenstein Day
31st - Knock-Knock Jokes Day

November

Adopt A Senior Pet Month
Aviation History Month
Epilepsy Awareness Month
Historic Bridge Awareness Month
International COPD Month
Lung Cancer Awareness Month
Military Family Appreciation Month
National Adoption Month
National Alzheimer's Disease Month
National Diabetes Month
Pancreatic Cancer Awareness Month

November 10 - Veteran's Day
November 26 - Thanksgiving
November 27 - Black Friday
November 28 - Small Business Saturday

1st - Daylight Saving Time Ends
1st - Sports Fan Day
2nd - Cookie Monster Day

4th - Candy Day
5th - Doughnut Day
6th - Jersey Friday
6th - Nachos Day
10th - Marine Corps Birthday
10th - Sesame Street Day
11th - Sundae Day
14th - Pickle Day
15th - Clean Out Your Refrigerator Day
16th - Fast Food Day
17th - Take A Hike Day
17th - Entrepreneurship Day
18th - Mickey Mouse's Birthday
19th - Rocky and Bullwinkle Day
27th - Random Acts of Kindness Day
21st - Adoption Day
23rd - Dr Who Day
26th - Cake Day
28th - French Toast Day
30th - Computer Security Day

4 Tips for Setting Marketing Goals That Get Results

The objective of marketing is to reach your target market in order to communicate the benefits of owning your products or using your services. The ultimate goal is to effectively acquire and maintain your customer. That being stated, your marketing objectives should be associated with the specific company goals that your organization is looking to reach. Once these goals have been set up, the next step is to create deliverables in order to meet them. The following suggestions can assist you with staying the course while working through your marketing strategy.

Know What Your Key Performance Metrics Are

If your goals can't be measured, then they definitely can't be managed. It's extremely important that stakeholders agree on what the target is and, just as important, to begin tracking progress as soon as possible. If the target isn't met by the end of the quarter (or year), but you came close to it, having comprehensive measures in place can go a long way. On the opposite end, if you blow past your goal early (that's great!), don't lose momentum; check if you continue to see gains in either sales numbers, traffic, and/or other metrics by staying the course until project completion. This is a great way to forecast for future projects.

Take A Step Back To Re-evaluate

Don't hesitate to reassess, modify, or change goals and deliverables. It's also a good idea to set up some time, at least on a weekly or monthly basis, to do a check-in on all of your objectives to see where you stand. Is anything falling behind? Are there any unexpected problems creating bottlenecks within processes? If something needs to change, be willing to have a sit-down with your team and adjust your objectives as necessary.

Use The Extra Hands On Deck

Being the person ultimately responsible for the goal does not mean that you need to do all of the work yourself. At the end of the year, success of the goal will be measured by whether or not the target has been met, not by who performed what tasks. By harnessing the skill sets and abilities of your team, you can increase your chances of having a far better end result for your objectives all around.

Approach your marketing goals in small chunks as opposed to large tasks.

Break your goals down into monthly or quarterly (and even weekly) sections and it will help them to become way more manageable. As a matter of fact, when you receive a goal with an end-of-year or "later on in the year" due date, agree to what the quarterly actions will be for successful completion of this goal. This way you can see if you are staying on target.

By concentrating on what you need to accomplish your targets, and making sure that you are tracking the completion of your deliverables, you can set yourself on the right path to meet your quarterly or yearly sales targets.

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

Give Us A Call!

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WHY?
WHEN?
WHAT?
WHERE?
WHO?
HOW?

How Ecommerce Marketing Can Help Grow Your Business

Simply building a modern-looking website which is easy to navigate is only half the battle for a business owner who wants to compete with their competitors. You need to build awareness of who you are and what value you bring to your customers before you can expect people to come to your website.

This is where ecommerce marketing comes in. From purposely increasing your ranking on Google to intensive email campaigns, there is a world of possibilities to market your business on the internet. You can tweak your approach, gaining confidence as you drive customers to your site.

What Is Ecommerce Marketing?

Ecommerce marketing involves targeting customers on the internet and driving them to your site. It's that simple, yet there are so many things that you could do that your head might be hurting. You have a shiny new website, but you know that you need content for it. Though the options may excite you, you need to stop and ask yourself what your goals are. For each specific goal that you have, different needs will need to be addressed.

Specific Ways Ecommerce Marketing Can Help Grow Your Small Business

If you're thinking about planning a full e-commerce marketing plan, first ask yourself what major strategies you wish to use to grow your brand. Say that you sell shoes; consider a social media advertising platform, harnessing both paid ads and content posted to Instagram, to grow your brand.

If you're a smaller retailer of handcrafted dresses, considered building on those customers who are interested in you by sending follow-up emails to them telling them about the promotions you have. In that same line of thinking, if you're running the business out of your home creating masterpieces with your own hands, consider starting a YouTube course or Udemy course to build brand recognition. It won't hurt you to have other people learning from you - in fact, you can link to your website to drive traffic from these videos.

Social Media Marketing

People are buying into you as a small business owner, and one key to this is having a social media marketing platform. Customers want to see you, hear from testimonials on how great your products are, and even see social media influencers using your product.

Facebook can help to drive traffic to your website, through both paid advertisements and posting online content. Facebook has its own online store platform which can integrate with Shopify, allowing you to bring in more people to buy. But Instagram, through both posts and stories, can help give your customers an insider perspective on you and your business. In an Instagram post you can even link to your website, and this gives a direct path to purchase for new customers.

Email Marketing

You've got people coming to your site and you see huge conversion success for the first month, but soon there's a drop off in sales. You hit a hard month. What if you could continue to reach out to those customers who bought your product

before? This is where email marketing strategies come into play.

When customers purchase through your website, place a link for them to click to sign up for exclusive promotions through your email newsletter. Sending out a monthly newsletter can drive customers to your website in two ways: first, thanking your highest value customers for patronizing your business, and secondly by providing them with exclusive promo codes and BOGO (buy-one-get-one) deals. These can help make those customers who bought on your website repeat customers.

These newsletter emails can be time consuming, but the return on investment is worth the time and effort you take to write up content. If you're trying to grow your business, gain brand recognition, or advertise a new location you've moved to then a newsletter can be helpful to show those who have supported you where you are at, and where you plan on going. This can provide

ownership to those frequenting your online store, providing an actual flesh and blood person to interact with. Selling is storytelling, and what better way to reach your customers than a personal message from you?

Alternatively, email marketing could be used to help to encourage customers to revisit your site if they left items in their cart but didn't purchase. Sending a quick email to those customers who left an item in their cart can be extremely helpful. Maybe they decided they didn't want the specific product they put in their cart; including other similar items in this follow up email can help them see that you offer more products. This can help encourage them to purchase something on your website.

Feedback emails can also be helpful in helping you to understand how people view your business. You can do this several ways. You can put a link on your website with a form asking your customers for their experiences when buying products on your website.

It would surprise you what people will tell you, and, once you get over the initial shock of criticism, you can harness those criticisms into something useful. Establishing a feedback loop, where you learn from your mistakes and grow from them, can be one key for growth.

Creating Valuable Content for Your Website

One key strategy is to create a website that answers all the questions your customers could ask. You can do this by creating content that users will find helpful, and search engines that crawl your website will acknowledge the value of this content, allowing your site to rank better on sites like Google and Bing. This will drive organic visitors to your site and can make your small business a player across the world in your niche, and you an expert on your products. A win-win.

First, consider adding a chat feature to your website, or a FAQs page. Having a live chat or even an email form set up for those who visit

your site can help them find exactly what they're looking for. Frequently asked questions pages can be tailored to the most popular keywords for your business, and this page can allow you to rank higher in search engines because you can show your expertise. Using websites like Ahrefs Keyword search or Spyfu can help you find valuable keywords that many people have asked, or do a simple Google search about your products to see the questions people are asking.

Hosting a blog on your website can tie together email newsletters, social media marketing, and on-site search engine optimization strategies. You write a great piece detailing how your new beard wax can add major value to men with untameable beards. You feel this content is creative and decide to form an entire marketing campaign around it, including testimonials on your Instagram page, and providing links on your next email newsletter detailing how amazing this product is. You will see an increase in activity to your website, and, as a result, more sales too.

Major Benefits of Ecommerce Marketing

As outlined above, there is a major benefit to investing in ecommerce marketing strategies. Even pouring a tiny amount of time and effort into tweaking some of these strategies will cause a greater return on investment.

Try creating a form on your website asking to send your customers email newsletters, try becoming more active on social media, and you will see a rise in people visiting your site. It takes time and effort, but it allows you to tell your story and sell both yourself and your product.
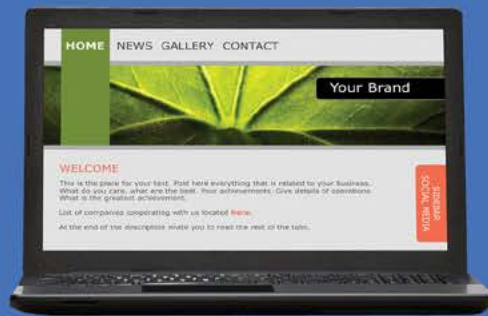
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How to Encourage Innovation at Your Company

The world of business never stays still, and your company can't just coast along on old successes forever. To increase profit and boost your company's growth, you need to encourage innovation. Your company needs creative people who spend their time coming up with better and more advanced products and services that could become the next big thing for it. However, innovation is not something that just anyone can do, and not every company knows how to encourage it. Read on to learn how to make the innovation process work at your company.

Incorporate Different Kinds of Thinkers on the Team

You need to choose people with different kinds of skills to create the most innovative team possible. Choose people from different education backgrounds. Make sure you have some who can handle multiple projects at once, and some who do well focusing intensely on a single task, and some who are flexible enough to hop to different projects as needed. You need some people with a lot of experience, and you also need inexperienced people with new ideas and up-to-date education.

Allow the Innovators to do Their Jobs without Interference

Innovation is not something that can be done according to a plan. The innovation process

often takes unexpected turns in terms of budget and time. The worst thing you can do is push your creative team to stay on schedule and under budget, as doing so will interfere with the creative process. Instead, allow them to work on their own terms as long as their innovation ideas align with the company's objectives. As long as they understand that whatever they come up with should be about bettering the company in the long run, cut them as much slack as you can.

Encourage Networking

The creative team will sometimes need help from other employees in the company and, as the leader, it is your job to make that easy to happen. Introduce them to the other departments and explain what each department does for the company. Introduce them to key employees. The easier it is for the creative team to reach out to the right people, the easier it is for them to innovate. Cut through the Hierarchy Every company has a hierarchy that keeps executives insulated from most employees. It may take meetings with two or three people before most employees can contact the real decision makers. This hierarchy exists for a reason, but the creative team needs to be mostly exempt from it. The creative team needs to be able to reach you and other executives quickly if they have any questions or needs. Never require them to book an appointment to see the executives they need to see. Give them a direct means of contact that they can easily reach you with if need be.

Don't Interfere

Although it is good to ask questions if you notice something you don't understand, you should remember that you do not know enough to interfere with the creative process. Creative people have knowledge and skills which you don't have, so don't try to control the form their product or service ideas take. Confine your judgments instead to the finished products.

Offer your full support to your innovation team and encourage them in every way you can. Identify the best innovators in your company and boost their skills to boost your business's growth. This approach will pay off in the long run.

How to Use Social Listening to Sell More

Being a business owner without access to customer feedback is like being a watchman with a blindfold. What sets you apart as a business owner is your ability to deliver what your customers desire. To do this without listening to your target market would be leaving too much to chance. This is where market listening comes in. Focus groups, customer interviews, and feedback surveys have all been used to peek into the market's mind, but nothing presents as great an opportunity to get market intelligence as social listening.

Defining Social Listening

Social listening is an act of information gathering from various social media like Quora, Twitter, and Reddit. This involves scanning, on average, over a hundred thousand posts to identify and isolate the posts relevant

to your brand and your competition.

Why is Social Listening Important?

The main reason social listening is superior to most other methods of market listening is that it has a higher honesty ratio. When a focus group is being questioned about a product, it is often demonstrated, the group leader guides the overall opinion.

Similarly, businesses conducting customer feedback surveys struggle with the fact that recipients may be biased in favor of the brand (especially if they are incentivized to fill the survey). On the other hand, your customers are unaffected by a sense of being monitored when they are having spontaneous discourse on social media. This gives you access to unfiltered opinions of your customers as well as that of your competitors' clients.

Insights from such intelligence gathering can give you the

edge in product launching, research and development, and market moves that establish you as a market leader.

How to Get Started with Social Listening?

To get started with social listening, the first thing that you need clarity on is who your audience is. This will guide you to which social platforms your customers are most active on. For a distributor of vlogging cameras, the platforms to watch would be YouTube, Facebook Watch, and Instagram. On the other hand, a manufacturer of decor items may be more interested in Pinterest. Reddit has dedicated communities for markets ranging from stay at home moms to part-time day traders.

Once you have identified your audience and the platforms you want to monitor for their feedback, you need to go narrow on the specifics you want to gather intelligence around. By being intentional about what you want to monitor, you will come up with a set of keywords. Keywords

for social listening almost always include your brand name and names of the products you are either producing or plan to produce.

You may also include your competitors' brand names for intelligence gathering purposes. Someone's unsatisfied client is your potential lead if you play your cards right.

Use Social Listening Tools

At this stage, you have the list of keywords that you want to look out for and a set of social channels you want to monitor. What you need now are social listening tools so that you do not have to spend hours manually scrolling through over a hundred thousand pages daily.

Brandwatch

Brandwatch is a consumer research platform that relies on social listening to give realtime data on conversations surrounding certain keywords. With Brandwatch, you can understand your audience's sentiment towards your brand as well as your competition. It also

helps you foresee trends by providing intelligence on the density of discourse around different topics.

ReviewTrackers

As is evident from the name, ReviewTrackers helps you monitor websites for reviews of your products as well as those of your competition. For small businesses, it is possible to use this service to monitor local competitors and capture the market made up entirely of unsatisfied clients.

Talkwalker

A compliment coming from an average Joe does not carry the same weight as one coming from Brad Pitt. The same is true for conversations surrounding your brand.

Talkwalker not only helps you monitor different conversations surrounding your brand but also enables you to monitor comments and mentions surrounding these posts. You can, with Talkwalker, track the conversations as well as the significance of these conversations

to your brand or market. This is ideal for catching trends and coming to the market with products your audience is excited for.

To summarize, your effectiveness as a business owner relies on your ability to know what your customers want. While interviewing customers may be helpful, it is much more effective to learn from unintruded conversations that they are having online. This is where social listening comes in.

By knowing where your audience is the most active online and making a list of keywords you want to monitor, you can have your finger on the market's pulse. With the right tools, you can find potential clients who are unsatisfied with your competition. Apart from this lead generation strategy, you can also improve your products and learn about things your audience is excited about so that your next product or offer is a much better fit for the market.

Redesigning Your Homepage? 10 Common Mistakes You Need to Avoid

If you need a new homepage for your website or you're considering a redesign, it's important to take the time to get it right. Your homepage is typically the first experience potential customers have with your business and you only have a few seconds to make a good first impression. Unfortunately, many businesses still make basic design mistakes that increase bounce rates and damage conversions. To make your homepage a more effective marketing tool for your business, here are 10 of the most common design mistakes you should aim to avoid.

No Clear Unique Value Proposition (UVP)

It sounds like industry jargon, but a UVP is one of the most important features of all great homepages. Without it, visitors will struggle to understand what your business is all about. Put simply, it's a brief statement that:
- Describes what you offer.
- Names your target audience.
- Highlights the benefits of your product or service.
- Explains why you're better or different from the competition.

A strong UVP will convince more visitors to explore other pages on your site. You don't have much time, so be clear and concise. Otherwise, you'll lose visitors as fast as they can click the "back" button.

Tip: Place your UVP near the top of the page and use a large font so that it's one of the first things visitors see.

Complicated Language

Some businesses can get away with using complex language, but it should be avoided most of the time. If you're trying to quickly get your message across, the last thing you want to do is confuse visitors. Not everyone will know your industry as well as you do, so keep it plain and simple.

Tip: Keep sentences short, avoid long words if possible, and double-check your grammar and punctuation.

Unreadable Fonts

It's not just the clarity of your language that matters; the visual appeal of text is also key. Some businesses make the mistake of using fancy fonts or a variety of colors because they think it makes their company look more interesting. Usually, it's just unreadable and comes across as unprofessional.

Tip: Unless you're an experienced graphic designer, stick to standard fonts and make sure the font sizes can adjust to various screen sizes.

An Intrusive Logo

Many business homepages feature a large company logo in the header. There's nothing wrong with displaying your logo, but it shouldn't take up too much space.

Most visitors to your site don't really care what your logo looks like - they just want information.

Tip: Reduce the size of your logo so that more valuable information, such as your UVP and contact information, are the most prominent elements above the fold.

No Clear Call-to-Action (CTA)

Homepages that lack a clear CTA above the fold are likely to have higher bounce rates. Visitors simply don't know what to do next. Do you want users to visit another web page, sign up for your newsletter, or read your latest blog post? Whatever you decide, use only one or two CTAs; you don't want to confuse visitors with too many choices.

Tip: CTA buttons should stand out on the page, so use a solid color that contrasts well with the background. And use simple, benefit-driven statements. For example, "Download My Free Guide."

No Lead Capture Form

If you forget to include a lead capture form on your homepage, you're wasting a good opportunity

to build an email list and generate leads. To encourage signups, give away something for free in return for visitors' contact details. It might be a discount on their first order, or free content.

Tip: Use a simple, one-line lead capture form that highlights the value of your free offer.

Unclear Navigation

Whether visitors want to know your company's history, view product prices, or see reviews, make sure they can easily find what they're looking for with a clear navigation bar. The easier you make it, the more likely it is that visitors will explore more of your website.

Tip: Use only five to seven menu items. This makes the navigation bar easier to read and doesn't overwhelm users with too many choices. Use drop-down menus if you have too many categories to list.

Not Displaying Trust Signals

Trust signals include things like testimonials, reviews, company awards, and social media metrics. If visitors see any of these, they're more likely to trust

your business and feel comfortable making a purchase.

Tip: Clearly display the logos of clients you have recently worked with. If you're a newer business, show the logos of any publications or media outlets that have mentioned your business.

No Clear Contact Information

Can potential customers see your contact information on the homepage? There are still many businesses that get this wrong. Their email address is hidden in the footer, or their phone number has a tiny font and is hard to find. If you want people to contact you, insert the information in a prominent position.

Tip: Put your phone number or email address in the top right-hand corner of your homepage, and make sure it's clearly visible on any screen size.

Too Much Clutter

Your UVP, CTA, and lead capture form are arguably the most important elements on your homepage. Don't distract visitors with too much additional information that

is best reserved for other pages of your site. The same goes for images - too many can be distracting. Stick to one quality visual that reinforces your company's image and aligns with your homepage messaging.

Tip: Use enough white space between page elements to make the homepage more scannable. Visitors will be able to quickly digest the most important information and are less likely to bounce off your site.

Is Your Homepage Helping Your Business?

These are just some of the most common homepage design mistakes made by businesses today. Whether you're creating a homepage from scratch or you want to refresh your current one, avoid these mistakes and you'll ensure it's built for long-term success.

There's no such thing as a "perfect" homepage, but if you follow these guidelines you'll have a more user-friendly homepage that engages your audience and supports the growth of your business for years to come.

The Web is a Highway - Service Websites Shouldn't be Just Billboards

According to WebsiteHostingRating.com, as of January 2020 there were more than 1.74 billion websites. That's not pages, articles, or posts; that's websites. The amount of content on the Internet is so massive, it's somewhat of a technology miracle when someone enters a search phrase and gets results that are highly relevant to their search. The Internet moves at blazing speeds, and for a website to effectively deliver prospects and business, it must be carefully planned, constructed, and marketed. If those three pieces don't come together properly, the website is like a billboard next to a high-speed highway. Cars are blazing by with the occupants barely able to catch a glimpse of the headline

on the billboard, much less the content that could spur them to buy something. By taking those three pieces and breaking them down, the site owner can become an exit from the Internet highway with signage directing visitors to the desired destination.

Carefully Planned Content

Before the first site design decision is made, the content that will achieve the goals of the site should be well defined and planned. If the business is attempting to convert site visitors to prospects that are marketed once identified, the content is crucial. The services, whether consulting, professional, automotive, home services, or others, must determine the information needs of prospects that cause them to make a purchase decision.

The first planning task is to identify the information needs of potential customers, and often the best approach is to research past conversations and

emails, and also conduct research in person. The site owner is searching for the questions most asked by prospects, as the answers to those questions are the source of topics for website content.

Every services site has navigation to their services categories, content that describes those services, etc. However, assuming the site visitor knows which service they need can be a mistake. Creating the content pages with answers to the questions past customers have asked is as important or even more so than just describing services.

Avoid trying to do too much information-sharing on a single page. Create the content as landing pages that deliver a visitor to a page with very specific content relevant to their search terms or only one main topic. This helps the visitor, but it also helps with SEO, Search Engine Optimization. When a page is focused on one main idea, product, or service, the search engines find more relevant keywords, and diluting that focus with other ideas

or topics is a negative.

Proper Site Construction

Chart or do a flow diagram for the website content to determine the navigation links/buttons that will help a visitor to locate the information they want with as few clicks as possible. It is easy and fast for the visitor to get frustrated and click away to find a more friendly site. There are valid reasons for the FAQ, Frequently Asked Questions, page as well. This can use the questions that were used to craft the detailed content pages. The FAQ answers would offer a brief overview and link to the details. This allows the low-patience visitor to quickly scan and find what they want.

In creating content as landing pages with content tightly focused on a single topic, search engine algorithms find it easier to rank the page for that single topic, resulting in higher rankings. As important, or more so, is that the site visitor who arrives with that landing page's information as the answer to their needs is more likely to stay on the

site to learn more.

Take the time to crosslink the site, creating a great many internal links from one place on the site to another. Any time that another topic or service is mentioned, create a link to that mentioned content. As with many of these tips, if it's good for the visitor, it's usually good for the search engines as well.

Once the content is placed and crosslinked, the calls-to-action should be placed. Most visitors to business websites arrive anonymously and leave the same way. If the content on the site is properly planned and written, the visitor has a positive view of the site, so it's time to ask them for their contact information. It's NOT the time to ask them to "join our network," or "sign our guestbook".

For each topic or landing page, there should be a relevant call-to-action in the form of an offer of more details, examples, special reports, etc. This is a critical process in the conversion of visitors to identified prospects with contact information. The

offers should add value to the content of the page the visitor is consuming. If their questions are being answered, an offer of more information often gets that valuable contact information.

Diverse Marketing

The first thought of business website owners is often of SEO for organic free search engine positioning. It's important, but even good SEO methods can take months to produce results. PPC, Pay Per Click, marketing can be effective. Too many do not try it because they've heard stories of failed campaigns that cost a lot of money and produced poor results. There are reasons for failure, and the two sections above will get the website past many of them.

PPC Marketing Strategies for Success

A properly planned and constructed site with focused landing pages will get past many of the reasons for PPC failures. With this well-planned and constructed content,

the next step with PPC is to create ads that will be effective at not just delivering clicks and visitors, but also delivering them to what they wanted and converting them once they're there. Too many PPC advertisers place ads and simply link them to their home page.

Now that the site is properly planned and constructed, the PPC ads can be written with a tight focus on the content of each landing page. The advertiser doesn't pay for the number of ads or views, only clicks. So, writing a good ad that grabs attention is a start. Then the trick is to have that ad specifically targeting a content landing page. Google, as an example, ranks ads based on many sacred algorithms, but what Google wants above all is for a searcher to find exactly what they want without bouncing off the site where they arrived.

For this reason, Google scores ads based on many factors, including how long the visitor stays on the site and where they go from that first landing

page. Using what's been presented here should keep the visitor longer, guide them to other content they want, and hopefully get them to fill out a call-to-action form for special offers or information. Ads with higher scores get charged lower click rates while getting higher search positions in the paid ad results.

Offline Marketing

Once the online marketing is in place, it's time to take it offline. Every piece of printed material and every advertisement should direct the viewer of that ad to the website. As with PPC, it's better to focus on a topic or service/product and to direct the viewer or reader of the ad to the same landing page that an online searcher would land on.

A consideration to keep in mind when doing this offline advertising is that, unlike just clicking a link, the ad viewer or reader will have to type in the URL (domain address) to get to the landing page. Use simple and relevant URLs they can remember and type easily.

Implementing these three processes properly will move a website from the side of the highway as a billboard to a well-marked exit to take the visitor to where they want to be, and that's good for business.

October is the tenth month in the Gregorian calendar, received its name from the Latin numeral octo meaning "eight", because in the original Roman calendar it was the eighth month.

October Milestones:
- October 1st 1890 - Yosemite National Park was established by the U.S. Congress
- October 1st 1971 - Walt Disney World opened near Orlando, Florida.
- October 2nd 1950 - Peanuts by Charles M. Schulz was first published.
- October 4th 1957 - The USSR launched Sputnik 1, the first artificial satellite to orbit the Earth
- October 5th, 1962 - The Beatles' first single, Love Me Do backed with P.S. I Love You, is released in the United Kingdom
- October 10th, 1971 - Sold, dismantled and moved to the United States, London Bridge reopened in Lake Havasu City, Arizona
- October 14th 1926 - Winnie the Pooh, by A. A. Milne, was first published.
- October 16th 1923 - The Walt Disney Company was founded by Walt Disney and his brother, Roy Disney
- October 22nd 1966 – The Supremes become the first all-female music group to attain a No. 1 selling album: The Supremes A' Go-Go
- October 30th 1938 – Orson Welles broadcast his radio play of H. G. Wells's The War of the Worlds.

2020 HOLIDAY PLANNING

66% of shoppers said they plan to shop more at local small businesses

54% of shoppers planned to start shopping before the traditional Black Friday and Cyber Monday sales. Almost half of shoppers (45%) planned to begin shopping before November 1st

Consumers say they are more likely to purchase holiday gifts from retailers that offer eco-friendly options

67% of shoppers said they plan to confirm online that an item is in stock before going

Although 58% of survey respondents are concerned about their financial situation due to the pandemic, 59% plan to spend about the same on holiday gift shopping as they did last year, and 20% plan to spend more

55% of consumers say they will use curbside pickup more this year than they did last

61% of retailers expect higher engagement and/or purchasing through social media channels due to COVID-19

67%

52%

The Mobile Shopper
Shopping via mobile phone accounted for nearly 67% of traffic to retail websites and 52% of sales over the Black Friday and Cyber Monday holidays