

M LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

October 2021

10 Reasons Your Company's LinkedIn Account Really Matters

**8 BEST
HALLOWEEN
MARKETING
IDEAS FOR
YOUR
BUSINESS**

*How to Calculate
Customer Acquisition
Costs and Customer
Lifetime Value*

*7 Facebook
Marketing Tips for
Small Businesses*

*Delivering the
Personal Touch:
Seven Ways to
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**Infographic:
2021 Holiday
Planning Guide**

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2021 continues to be a challenging year, with fires, floods, virus variants, labor challenges and supply chain issues. It is more important than ever to ensure you are maximizing your marketing efforts to grow your business in a cost-effective manner.

Our goal is to provide you information that can help. In this month's issue, we've included several interesting articles and tips that you can apply immediately to help you grow your business.

In this month's issue, you'll find articles on Email, Social Media, Content Marketing, Marketing Strategies and more.

As in every issue, you'll find new versions of our popular Marketing Calendar and Infographic.

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.

Be Well!

David Akers
President / CEO
LMS Solutions Inc

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A Little About Us

Local Business Marketing Magazine is proudly provided by LMS Solutions, Inc.



LMS Solutions was developed to give businesses of all sizes the ability to leverage the same cutting-edge marketing platforms that the Fortune 500 organizations use, at extremely affordable rates.

We offer an extensive catalog of cutting-edge Local Online, Mobile, Social, Pay-Per-Click, Video, Web and Direct Marketing Media Programs. Whether you're a small business, medium business, or non-profit organization, our programs can help you find greater success.

LMS Solutions has been recognized by the Philadelphia Business Journal as one of the area's Top Marketing Agencies for the last seven years straight!

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- Graphic Design
- Promotional Products



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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 Pasta Month

Oct 11 - Columbus Day (U.S.)
Oct 31 - Halloween

1st - International Coffee Day
1st - Homemade Cookies Day
2nd - Non-Violence Day
3rd - Techies Day
4th - Child Health Day
4th - Taco Day
4th - Vodka Day
4th - World Animal Day

5th - Do Something Nice Day
6th - Noodle Day
9th - Beer & Pizza Day
10th - World Mental Health Day
10th - Father-Daughter Day
12th - Savings Day
13th - Stop Bullying Day
14th - Dessert Day
15th - Global Handwashing Day
15th - Boss's Day
17th - Pasta Day
18th - Chocolate Cupcake Day
20th - Medical Assistants Day
21st - Get to Know Your Customers Day
21st - Back to the Future Day
23rd - Make A Difference Day
26th - Pumpkin Day
28th - Chocolate Day
29th - Frankenstein Day
30th - Candy Corn Day
31st - Knock-Knock Jokes Day

November

Adopt A Senior Pet Month
Aviation History Month
Epilepsy 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 11 - Veteran's Day
November 25 - Thanksgiving
November 26 - Black Friday
November 27 - Small Business Saturday

1st - World Vegan Day
1st - Brush Day
2nd - Cookie Monster Day

4th - International Stout Day
4th - Candy Day
5th - American Football Day
6th - Nachos Day
7th - Daylight Saving Time Ends
10th - Marine Corps Birthday
11th - Sundae Day
13th - World Kindness Day
14th - Pickle Day
14th - World Diabetes Day
15th - Clean Out Your Refrigerator Day
16th - Entrepreneur's Day
16th - Fast Food Day
17th - Take A Hike Day
18th - Mickey Mouse's Birthday
19th - International Men's Day
20th - Adoption Day
26th - Cake Day
28th - French Toast Day
30th - Computer Security Day



7 Facebook Marketing Tips for Small Businesses

With over 1.73 billion daily active users, Facebook is a titan of the social media world, and a rich source of leads for small businesses. Fully two thirds of Facebook users visit the page of a local business at least once a week, according to the platform's own analytics.

Unfortunately, it's not enough for a small business owner to simply create a page and hope to be among those pages most-visited. The following seven Facebook marketing tips will ensure your page not only draws a crowd, but also becomes a bountiful source of paying customers.

1. Optimize your Facebook page

Make sure your page is visually engaging. Put up a compelling cover image. Better yet, use a cover video. This is a feature still rarely used by small businesses, so a stunning or charming video that leaps to life when someone visits is more likely to grasp attention. Over time, test different videos and images to see what works best for your brand.

It's also important to have a strong call to action button on your business page. Make it clear how to get in touch with you, for those who require your immediate services. To increase the effectiveness of your call to action, encourage people to leave a review on your page. Few things do more to improve your conversions than positive reviews.

2. Use automation

Set up a warm welcome message to promptly respond when someone comments on your page or sends you a message. You can also use Facebook's Comment Guard to respond to comments on posts.

This swift automation engages people, retaining their attention, and saves you the need to constantly monitor posts. A similar time-saving strategy is to always save your best replies to common comments and queries.

3. Post with clear purpose

Before you begin posting, decide upon your desired goal for the post. Some business owners seek engagement and interaction, but most want to convert users to paying customers. Assuming you desire the latter, design your posts to achieve this outcome.

It's good strategy to be aware of the demographics of your audience, and their interests. Tailor and target your posts to the groups you most wish to become customers. Use solid copywriting fundamentals in your posts. A strong headline with standout visuals is essential for grasping attention and arousing interest.

Once again, a strong call to action is a key component. Use one in all of your posts. Think up irresistible incentives

to entice your audience to take action, whether that means subscribing to your newsletter, visiting your website, or simply commenting and sharing the post.

4. Use visuals and video

The written words you use matter, but when it comes to Facebook posts, powerful visuals do more to initially grasp and retain attention. So, experiment with interesting, creative images. Infographics are a powerful visual, which can often be repurposed from your popular blog posts.

Above all, find a way to utilize video. There's no better way to bring your brand to life, boost user engagement, and build a connection with your audience.

You could publish tutorial videos for your products or services, solution videos for common problems, behind-the-scenes footage, or regular podcast-style videos with industry commentary, discussion, and guests.

The ultimate Facebook videos are live videos. These live broadcasts stimulate far more interaction with your

audience, which bumps up your position in the news feed. They're ideal for Q&A sessions, product launches, and contests and giveaways.

With more people than ever before using their mobile phones to browse Facebook, it's important to be aware that longer-form copy can be harder to read on the smaller screens. Images are great for phones, if a little limited in how much information they can convey. Video is the ideal medium for mobile.

5. Leverage trending topics

Pay close attention to whatever your audience is discussing at any given time. This might include upcoming seasons and festivals. Try to relate your posts to these trends, if it's suitable for your brand to do so.

We've already spoken about the importance of knowing your audience well. Find out what games, sports, and hobbies they enjoy. Understand their interests and then follow trends, events, and news related to those interests. Relate your posts and brand to their passions

and the audience will relate to you.

6. Use Facebook Stories

Facebook Stories are images or videos that only exist on the platform for 24 hours, before disappearing. Over 500 million Facebook users watch stories every day.

The fleeting nature of these posts only adds to their appeal. They present a likable, personable sense of character. As such, they're a wonderful tool for humanizing your brand.

Facebook Stories don't need to be well-made and polished to perfection. In fact, the audience often prefers something quick and easy to understand. You might use these posts to deliver tips and advice for your products and services, or for any of the video ideas previously mentioned.

7. Use scheduling to optimize engagement

As with any online marketing endeavor, test and tweak in all that you do. Facebook analytics will tell you which days of the week and times of the day your posts receive the

most engagement and interaction. Try to have posts published at these optimal times.

You can use Facebook's scheduling feature to have them come out at just the right moment. This also helps you to stay consistent with your posting. Scheduling gives you a chance to take a break. You can prepare many posts in advance and have them scheduled to publish over the coming week or two.

According to Sproutsocial, Tuesday, Wednesday, and Friday are the best days for user engagement, between the hours of 9pm and 1am. But this may vary significantly depending on the demographics of your ideal customer. Study your target audience to learn what works best for them.

Facebook offers small business owners a superb opportunity to grow their visibility and customer base. If you put these seven tips into action, you'll go a long way toward maximizing your visitors, audience-engagement, and conversions to paying customers.

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How to Calculate Customer Acquisition Costs and Customer Lifetime Value



When it comes to SaaS, ecommerce, or any other type of business, balancing customer acquisition costs (CACs) with the quality of your customer acquisition strategy can seem like a daunting task. On the one hand, you want to ensure that you are generating the right number of new, quality leads for your business to thrive on with a reliable conversion rate. On the other hand, you want to know that your investment in customer acquisition is being well spent and that capital is not being wasted. The best way to find out how effective your lead generation strategies are is by calculating your business's customer acquisition costs (CAC) as well as the customer's lifetime value (LTV).

Because finding new customers and generating new leads is so pivotal to a business's growth, blindly cutting back on your CACs will damage your business's turnover and revenue stream. This is why before you alter the amount you are currently investing in customer acquisition, it is important to first calculate the business's exact CAC per customer, analyze the conversion process from

new lead to successful conversion and return customer (if applicable), and find which areas can be targeted for improved efficiency.

Calculating your business's CAC provides great insights into the health and profitability of the business, which is essential for future projections and growth. This will also help to identify parts of the customer acquisition process that would benefit from additional investment, improving efficiency and lowering the overall CAC. This will in turn lead to improvements in the types of new leads generated by your lead generation strategy which is essential for growth.

Calculating Customer Acquisition Costs (CAC)

While a large investment in customer acquisition may at a glance seem like it will generate better results, you aren't going to understand what those numbers mean without calculating the CAC for each successful conversion.

The first step in making a general CAC calculation is to calculate your total sales and marketing

expenses over a set amount of time, be it a month, a quarter, or a year. This will likely include any relevant creative, technical, publishing, and production costs related to acquiring new customers up to the point of sale. This figure should then be divided by the number of successful conversions made during that same time period, giving you an average CAC calculation for each individual conversion. The CAC calculation is an important metric for understanding a business's efficiency and profitability, setting the benchmark for how much customers need to be spending in order to be profitable while also allowing businesses to make predictions regarding future growth.

For most types of SaaS and ecommerce businesses, one-off conversions are just a part of the larger picture, so the next step involves calculating the average customer's lifetime value (LTV) in order to understand the value of returning customers and customer loyalty to the business.

Calculating the Customer's Lifetime Value (LTV)

Customer lifetime value



The customer LTV calculation shows how much the average customer is likely to spend on your business in their lifetime, providing a much clearer picture regarding the ROI (return on investment) for your customer acquisition and lead generation campaigns. This will in turn tell you whether it will be worthwhile to focus more on customer retention as a means for generating additional revenue compared with generating brand-new leads.

There are a few ways to approach the LTV calculation. For SaaS businesses, the typical method is to first calculate the average amount of revenue generated by customers in a single month, divided by the number of customers to get the average for an individual customer. This figure can then be multiplied by the average number of months that a customer has an

open account with the business for the total LTV calculation. Ecommerce businesses can similarly calculate the average value of an individual order and multiply that value by the average number of repeat orders within a month. This monthly figure can then be multiplied by the average number of months that a customer interacts with or has an account with the business.

The LTV calculation should then be paired with the CAC calculation to form the LTV:CAC ratio. The LTV:CAC ratio provides a clear insight into the average return made on customers and will form a core part of understanding the effectiveness of any customer acquisition strategy over time and into the future. Regularly calculating the LTV:CAC ratio also provides valuable insights into the effectiveness of changes to marketing, sales, and customer acquisition

strategies both now and in the past. This is an important consideration due to the fact that the CAC calculation alone will only tell you how much you are spending on a successful conversion, while the LTV:CAC ratio shows how much total revenue is being generated based off of the customer's value over time.

Once all of these figures have been calculated, businesses will have a clear picture regarding the amount of turnover and revenue they are currently generating and how much profit they are producing as a result of their lead generation and customer acquisition strategies. This knowledge can then be used in planning future business growth strategies and refining lead generation strategies for improved efficiency and an improved revenue stream.



8 Best Halloween Marketing Ideas for Your Business

The second half of the year is full of major seasonal events, from Thanksgiving to Christmas. However, the biggest event in October is Halloween - the day associated with costumes, scary decorations, and everything spooky. Not only is Halloween a great time for themed parties and events, but you can also ramp up your sales with some Halloween marketing methods.

Halloween is an excellent time to host seasonal promotions for your business to attract new customers and encourage existing ones to buy something. From Halloween-themed sales to spooky events and contests, these things can help attract people to your business throughout

October. Here are 8 great Halloween marketing tips for your business.

1. Have A Halloween Sale

One of the most obvious yet effective ways to boost your sales during Halloween is to have a Halloween sale. While many people will be eagerly anticipating Black Friday sales in November, you can beat your competing businesses by offering a special sale at the end of October.

Spread the word and tell your customers to prepare for exciting sales on Halloween day. You might even want to send out Halloween-themed coupons to your customers. Once Halloween rolls around,

reduce prices on popular items and you'll see new and existing customers flooding in to buy from you.

2. Offer Halloween-Themed Products

When October starts, you might want to attract customers to your store by offering Halloween-themed products. This is a great way to take advantage of the season and introduce new, seasonal offerings to your customers.

For example, Starbucks often offers Halloween-themed drinks such as the Witch's Brew Frappuccino whereas bakeries often introduce pumpkin-flavored and spookily-decorated treats to their menus. Figure out how

you can tie Halloween into your products and offer something fun and seasonal to ramp up your sales.

3. Host A Halloween Event

Another excellent way to take advantage of Halloween for marketing your business is to host some kind of Halloween event. Halloween events are especially great for parents with young children but even if you're trying to attract adults, a Halloween event can be a great way to attract new customers.

For example, if you're running a retail store, you might want to ask your staff to wear Halloween costumes on October 31st. You could even tell your customers to come into your store wearing their Halloween costumes to get a free sample of one of your products or a special discount. You could also set up a stall for your business at Halloween events and festivals to sell your products.

4. Create A Halloween Contest

Hosting a fun Halloween-themed competition

is a surefire way to get people interested in your business. It's easy to host a competition on social media using tools like SweepWidget and Shortstack, and these social media contests can also bring you tons of new followers who will later turn into customers.

You might want to ask people to follow your social media page to enter, or you could ask them to caption a spooky photo or answer a Halloween-themed question. Offer an enticing prize such as free samples of your new seasonal products or a voucher they can use from Halloween till Christmas and you're sure to get plenty of entries.

5. Post Fun Halloween Memes on Social Media

Social media is an excellent place to get people interested in your brand by posting all kinds of fun and entertaining content. As well as posting links to your web content and things like sales promotions and product images, posting memes is a great way to come across as a fun brand and get more followers.

With Halloween coming

up, October is an excellent time to start posting Halloween memes on Twitter, Facebook, TikTok, and other platforms. You might want to post funny videos you've seen around the web or even create a Halloween meme that ties into your business. You can often attract new customers if your meme gets enough likes and shares.

6. Create Halloween Content for Your Blog

Most businesses create blog posts throughout the year to boost their search engine rankings, attract new customers to their website, and encourage more people to buy from them. And one of the best ways to take advantage of seasonal events is to create blog posts related to them.

With Halloween on the horizon, it's time to start creating Halloween-themed blog posts for your business. For instance, fitness stores could post "5 Ways to Burn Off the Halloween Candy", candy stores could post "10 Best Halloween Candies to Buy", and cinemas could post "5 Best Halloween Movies to Watch This Year".

7. Add Spooky Decorations to Your Store

One of the most exciting ways to get your business ready for Halloween is with spooky Halloween decorations. You might want to give your store a darker aesthetic and add some pumpkins, skeletons, and flying bats. You could even add some cauldrons of Halloween candy at your point of sale.

Sprucing your store up with Halloween decorations will make people more intrigued as they're passing by and could even entice them to come inside and buy

something. Don't worry if you don't have a physical store, either. You can also alter your website's design with some spooky Halloween additions.

8. Focus Your Email Marketing on Halloween

Even your email marketing can be adapted to suit the Halloween spirit. As well as using your emails to promote your Halloween sales, contests, and events, you can also make subtle changes to your emails to make them more suitable for Halloween. You might want to use spooky subject lines that entice your subscribers to open your emails. You

can also include links to any Halloween-related products as well as your blog posts relating to Halloween. This can drive more traffic to your website and boost your sales.

Halloween is an excellent time to spruce up your company's marketing with a seasonal twist. From creating Halloween competitions to posting Halloween-related blog posts and even adding themed products to your product range, all of these things can make people take an extra interest in your business during October, so use them wisely.

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10 Reasons Your Company's LinkedIn Account Really Matters

Business owners and company leaders are always looking for the most effective way to market their business, enhance their brand's reputation, and bring top talent into the fold. There are a ton of platforms that can help your business accomplish these and similar goals. However, one of the most powerful mediums for reaching all of the above-mentioned objectives is (you guessed it): LinkedIn.

Of course, not everyone understands how impactful LinkedIn's network truly is; and even believers in the platform may not realize the different ways that an optimized account can benefit their organization. With that in mind, here is a list of 10 key reasons why your company's LinkedIn account absolutely matters to your bottom line.

1. Unparalleled Reach

As of late 2020, LinkedIn reports that it has 706 million active users: over 189 million in North America, over 190 million in Asia Pacific, and millions more in Europe, Latin America, Africa, and the Middle East. Of course, LinkedIn doesn't boast the same raw numbers that Facebook does. However, LinkedIn's platform is unique in that it attracts more business professionals, entrepreneurs, and corporate "lifers" than any of the other social media giants (at least in proportion to total user count). In fact, LinkedIn reports that some 50,000 service providers are "open for business" on its platform.

LinkedIn's vast reach makes it an exceptional channel for reaching B2B prospects around the globe. The platform's availability in 24 languages (as of this writing) makes it even more conducive to marketing initiatives on a worldwide scale. Granted, LinkedIn is effective for national and regional marketing, too. The bottom line is: whether you're targeting a local audience or a global consumer base,

LinkedIn is one of the best channels to deliver your message.

2. High Engagement

Vast reach is only beneficial if it comes with high engagement rates. Fortunately, LinkedIn content also has a proven track record of engaging high-value prospects and moving them down the sales funnel.

For example, as of June 2020 LinkedIn reported that content shared across the platform had increased by 50% year-over-year; that there was a 4x year-over-year increase in the number of LinkedIn Learning hours watched by users; and that between March and June 2020, there was an 89% increase in Live streams.

Since approximately 4 out of 5 LinkedIn users drive business decisions, at least to some extent, these engagement statistics show the significant impact that LinkedIn content marketing can have.

3. SEO Benefits

One of the most important aspects of digital marketing today is SEO. After all, research indicates that

the first 5 organic search results on Google capture over two-thirds of all clicks. Obviously, you want your business to have a slice of that pie!

Owning a LinkedIn account can help. If a user types in your business name and you have a dedicated LinkedIn page for your company, then your LinkedIn profile will undoubtedly show up in Google Search, in a highly visible spot (such as the sidebar on a PC).

Having your LinkedIn account right there can actually move some customers down the sales funnel. For example, if a prospect wants to learn more about your company before contacting you directly, they may research your LinkedIn page first.

4. Enhanced Brand Positioning

LinkedIn gives you the power to "put your best foot forward" in terms of branding. You can share with prospects what you want them to know about your business. For instance, you can tell others what your business is about, what core values your organization has, what differentiates your brand

from the competition, and so on.

LinkedIn's powerful customization options allow you to "control the narrative," so to speak. Moreover, as you join with LinkedIn groups (or create your own -- more on that in a minute), and forge connections with industry peers, subject matter experts, consumers and potential job candidates, you'll be able to gradually build trust among your network and enhance your company's reputation. This open door to prestige makes LinkedIn a powerful tool for long-term business growth.

5. Employee-Ambassadors

Your LinkedIn account automatically links the majority of your employees on the platform to your organization. For instance, when an employee updates their current "Experience" section on their personal profile, and they use your company's name, then they are automatically attached to your company page via a clickable image of your brand's logo.

What this means is that, in effect, your employees

become indirect "ambassadors" for your organization. Anyone who views your employee's page will also be able to visit your company page by means of the embedded link. This ensures that your company will become more visible to other professionals. Moreover, as your employees update their personal accounts with new posts and share their stories, job seekers will gain a fuller understanding of your corporate culture. It's likely that some will be motivated to apply for open positions!

6. More Networking Opportunities

As with most social media platforms, there is a certain "etiquette" associated with introducing yourself and/or your company to other LinkedIn users. While some users may welcome a "cold intro," others will likely find it annoying, even offensive.

That's where LinkedIn Groups come into the picture. By joining select groups (either individually or under your official company profile), you'll be able to form connections with new people without worrying about bad manners. As other group members become familiar

with you, both in terms of brand voice and expertise, you'll be able to leverage those connections into new leads.

Of course, you also have the option to create your own LinkedIn Groups. There are certain steps you can take to attract high-value prospects to these forums, such as:

- Incorporating keywords into your group description for LinkedIn's search engine
 - Adding keywords to the title of the group for Google Search
 - Adding your company website or blog to the group
 - Sending a weekly message to group members
 - Introducing group members to one another, especially if the members could engage in mutually profitable business at some point in the future
- When you make proper use of LinkedIn Groups, whether as a creator or a participant, you're almost certain to see an influx of new leads for your business.

7. Top Talent Sourcing

One of the main components of LinkedIn's platform is recruitment. High-performing professionals around the globe have LinkedIn profiles, and when they are looking for a job or career change, LinkedIn is one of the first places they go to seek out a new employer.

Fortunately, LinkedIn makes it extremely simple for recruiters and candidates to connect with one another. For example, LinkedIn's premium packages allow employers to find prospects more quickly and enjoy unlimited browsing capabilities.

Just how effective is LinkedIn as a recruitment platform? Research shows that 2 million small businesses leverage LinkedIn as part of their recruitment strategy; that approximately 20 million open jobs and 36,000 skills are listed on the site; and that well over 4 million candidates are hired through LinkedIn every year (or 1 hire every 7 seconds). Clearly, LinkedIn is a top platform for

sourcing new talent.



8. Widespread Brand Awareness

A consistent content delivery strategy on any social media platform contributes to greater brand awareness, and LinkedIn is no exception. As your company uploads new content on a regular basis, your messaging will gradually disseminate throughout your target audience -- especially if your content offers great value. For instance, LinkedIn users tend to love articles that contain actionable tips.

In addition, a company's senior officers act as the public "face" of a brand, so it only makes sense that robust, up-to-date LinkedIn profiles (on both an individual and a corporate level) will place

the organization in a positive light. Interestingly, some experts feel that "having a completed and up-to-date LinkedIn Profile has a high ROI for [an executive's] time."

As company executives pay more attention to their individual LinkedIn profiles, any connections

they make on the network will, by default, expand the organization's overall network. In other words, the company will enjoy increased brand exposure and awareness.

9. Strong Thought Leadership Credentials

Many LinkedIn users browse the platform to find thought leadership articles that can help them address organizational alignment issues, customer pain points, and other challenges. For this reason, LinkedIn is one of the best mediums for subject matter experts to publish in-depth content for a professional audience. In fact, studies show that thought leadership pieces are extremely popular among a certain demographic of LinkedIn

users, and that they are huge contributors to brand perception. For instance:

- 48% of B2B decision makers consume thought leadership content for one hour or more each week.
- 49% state that thought leadership has a significant impact on their purchase decisions.
- 89% of decision makers have had their perception of a brand enhanced because of well-written and insightful thought leadership pieces.

If you consistently generate insightful and helpful thought leadership content around your areas of expertise, then your brand's reputation will soar among industry peers and customers alike. Ultimately, of course, your company's trustworthiness will translate into concrete outcomes: specifically, more leads.

10. Powerful Lead Generation

When it comes to B2B companies, LinkedIn is a more powerful lead generation engine than any other social media platform. In fact, LinkedIn marketing has generated 80% of all B2B social

media leads, according to one study. There are a number of reasons for this, including:

- LinkedIn's primary audience. Since LinkedIn attracts the professional crowd above other demographics, your B2B content will almost always have a higher engagement rate compared to other social media sites. Moreover, since many professionals browse LinkedIn for solutions to specific problems, a large percentage of your audience can already be considered "high-intent" prospects.
- LinkedIn's reputation. Over the years, LinkedIn has formed a reputation as one of the primary purveyors of trustworthy, actionable thought leadership for the business world. Simply put: B2B prospects are more likely to trust your content when it's posted on LinkedIn, as opposed to Facebook or other platforms.
- LinkedIn's versatility. LinkedIn's platform allows you to publish content for each stage of the buyer's journey, including high-level overviews to drive awareness, in-depth case studies and

comparison charts for the evaluation stage, and special promotions to "seal the deal" with a lead. This versatility makes content marketing on LinkedIn, when executed properly, highly effective.

- LinkedIn's advertising capabilities. Not all LinkedIn marketing is organic in nature. LinkedIn also offers advanced targeting and reporting capabilities in the field of paid advertising, too.

Leverage LinkedIn to Grow Your Business

There are several more reasons why your LinkedIn account matters, besides the 10 discussed above. But here's the key takeaway: while LinkedIn shouldn't be your only B2B marketing channel, it absolutely should be one of your channels. In fact, you could be leaving a lot of money on the table if you don't optimize your LinkedIn profile, regularly post content to your account, and explore networking opportunities on the platform.

Simply put, your LinkedIn account matters a lot to your company's reputation, and your bottom line - so don't neglect it!

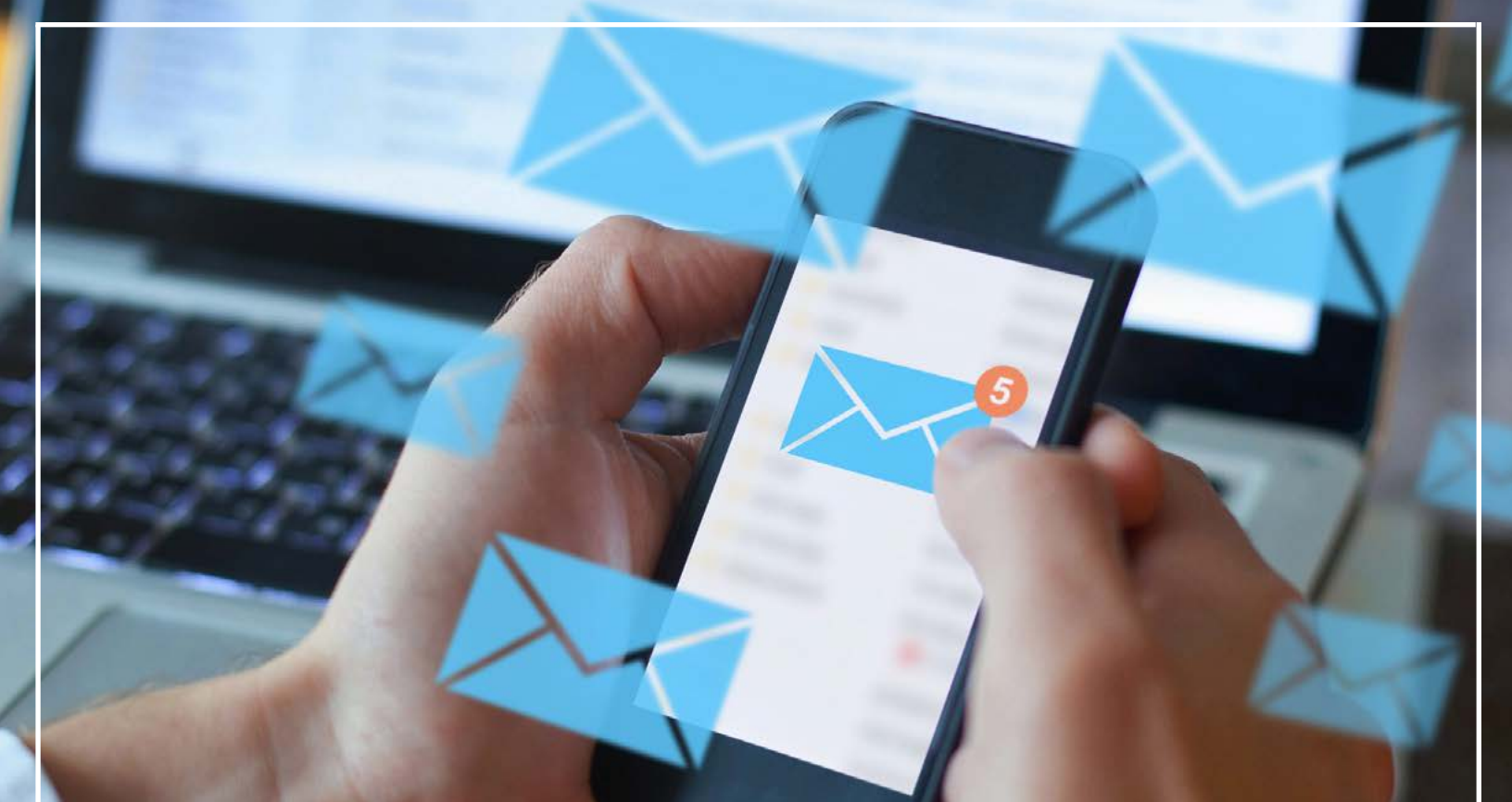
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Delivering the Personal Touch: Seven Ways to Personalize Your Emails

As consumers are steadily getting bombarded with more and more email messages, personalization in email marketing is becoming increasingly important. Personalized emails are nothing new, but they remain effective on a number of levels:

- They stand out in the inbox.
- They're more likely to be opened by recipients.
- They build customer confidence in your business.

Various studies have backed this up. Around 74 percent of marketers say personalization increases customer engagement (1). Personalized subject lines can generate 50 percent higher open rates (2). What's more, around 52 percent of consumers say they're likely to switch brands if a company fails to personalize their messages (3).

Fortunately, thanks to email list segmentation and automation tools, personalizing email campaigns has never been easier. Here are seven personalization strategies you can use to give your email communications a more personal touch.

Personalize the “From” Name

The “from” name is one of the first things recipients see in their inbox. In many email platforms, the “from” field has larger text or is bolded, so it already stands out. In one study, 68 percent of respondents said that the “from” name influenced their decision to open an email (4).

Tip: Using an actual person’s name can increase engagement, so try using the name of the marketing manager or the name of a customer service representative. Test different “from” names to see which ones get the most engagement.

Experiment With Email Forms

Signup forms and other email engagement forms are key to building more relevant email lists. If you haven’t yet gathered information about the age, location, and product interests of subscribers, consider delivering a specific email form to collect additional data. Provide an incentive such as a product discount to encourage participation. Use all this data to divide your email list into specific

groups and then create unique email campaigns and automated content for different segments of your audience.

Tip: Send out an email frequency preference form and then refine your email lists based on subscribers’ preferences.

Use the Recipient’s Name Periodically

According to Experian, using the recipient’s first name in the subject line can boost open rates by 26 percent (5). However, it might be best to avoid including the subscriber’s name in every single email; it can come across as creepy if you use their name too often.

Tip: If you don’t have the subscriber’s name yet, add second-person pronouns such as “you” and “your” to your subject lines to make them sound more personal.

Use Behavior Triggers

Behavior-triggered emails help you deliver timely and relevant content to your subscribers. You can send behavioral emails to:

- Confirm a purchase.
- Ask for feedback

after a purchase.

- Welcome new subscribers after they sign up to your list.

- Recommend similar products based on past purchases.

- Remind customers about an item they’ve left in their shopping cart.

- Say thank you to subscribers at specific times such as their birthday or subscription anniversary.

Tip: Time it right. For example, sending an “abandoned cart” email immediately after someone leaves your site can come across as intrusive and make you look desperate. On the other hand, sending an immediate order confirmation email is professional and reassuring.

Deliver Personalized Offers

You can also use automated emails to offer personalized support and benefits to regular subscribers. For example:

- Offer a discount on the recipient’s birthday.
- Give an exclusive



product preview to regular customers.

- Provide tips on how to use a product or service after a purchase.
- Offer an exclusive industry survey report to long-time subscribers.

Tip: Think about the needs, desires, and challenges of each segment of your email list and create content that is appealing to each subset of your audience.

Reach Out at the Right Time

There's no one-size-fits-all solution when it comes to choosing the right time to send emails. Every business and audience is different. However, through your email platform, you should be able to track when subscribers engage more with your emails. Use this information to optimize future send times and hopefully boost future

engagement.

Tip: If you have customers located in different time zones, remember to segment your lists accordingly. This not only allows you to send international emails at the right time, but it also gives you the chance to track engagement levels in each location.

Suggest Relevant Products

A simple way to build customer relationships is by providing customized product recommendations based on past purchases. As well as coming across as more relevant to subscribers, the emails will also encourage further purchases.

Tip: Think about which products tie in with previous purchases and consider offering a discount to make the product recommendation seem even more personal.

People who are happy with their previous purchases are likely to appreciate these kinds of emails.

Consumers are becoming increasingly frustrated by the amount of email messages they receive; they're looking for brands that understand their unique needs and speak to them on a more personal level. This is why personalizing emails is now an essential strategy for any business that wants to stand out from the competition.

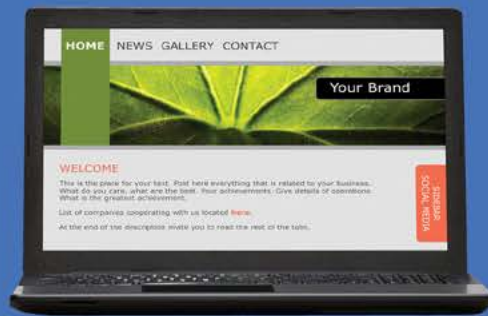
To make your email campaigns more engaging, try to use a combination of the above personalization techniques. When you're guided by the behavior and preferences of each email recipient, you can craft more meaningful, appealing email content that will ultimately give your business the competitive edge.

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FUN FACTS

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 1971 - Walt Disney World opened near Orlando, Florida.
- 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 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.

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Factors Most Important While Shopping

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- 47% Product Information
- 43% Delivery/Pickup Options
- 52% Competitive Pricing/Price Matching

- 
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