

M LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

April 2017

*4 Tips for Creating
Clickable Headlines*

*4 Reasons Why Email
Marketing Should be
a Priority*

**7 Top Social
Media
Marketing
Tips for
Small
Businesses**

*Advertising
On Facebook:
How Much
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**40 Crazy
SEO
Statistics**

**7 Fundamental
Marketing
Tactics You
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**Infographic:
SEO
Statistics**

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Welcome!

Thank you for taking the time to read this month's magazine. We hope you find it full of interesting articles, and more importantly, that you'll one or two tips that you can immediately apply to your business.

This month, as usual, we address several ways to help you grow your business. You'll find tips that will help you get the most from your email marketing, your social media marketing, and help you understand Facebook Advertising.

You'll also find new versions of our popular Marketing Calendar and Infographic.

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 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.

David Akers
President / CEO
LMS Solutions, Inc.

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A Little About Us

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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.

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Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

April

National Autism Awareness Month
National Humor Month
International Guitar Month
Keep America Beautiful Month
Lawn and Garden Month
National Poetry Month
Stress Awareness Month
Sexual Assault Awareness Month

April 1st - April Fool's Day
April 11th - Passover Begins
April 16th - Easter Sunday
April 18th - Passover Ends
April 26th - Administrative Professionals Day (US)

2nd - Reconciliation Day
2nd - Peanut Butter & Jelly Day
5th - Caramel Day
5th - Walking Day
6th - Sorry Charlie Day
7th - No Housework Day

7th - National Beer Day
9th - Winston Churchill Day
10th - National Siblings Day
11th - Barber Shop Quartet Day
11th - National Pet Day
12th - Grilled Cheese Sandwich Day
13th - National Scrabble Day
15th - Tax Day
15th - Titanic Remembrance Day
16th - Wear Your Pajamas to Work Day
20th - Pineapple Upside Down Cake Day
20th - Look Alike Day
22nd - Earth Day
22nd - Girl Scout Leaders Day
22nd - Jelly Bean Day
25th - Picnic Day
26th - Pretzel Day
27th - Take Our Daughters and Sons to Work Day
30th - Adopt a Shelter Pet Day
30th - Bugs Bunny Day
30th - Hairstylist Appreciation Day

May

Mental Health Awareness Month
Military Appreciation Month
Foster Care Month
National Pet Month
National Barbecue Month
National Bike Month
National Blood Pressure Month
National Hamburger Month

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

1st - Mother Goose Day
3rd - Two Different Colored Shoes Day
4th - Star Wars Day
5th - National Space Day
5th - Hoagie Day
5th - Military Spouse Appreciation Day
6th - Nurses Day

6th - Kentucky Derby
7th - Lemonade Day
9th - Teacher Appreciation Day
10th - Receptionist's Day
12th - Fibromyalgia Awareness Day
13th - Apple Pie Day
13th - Babysitter's Day
13th - Stamp Out Hunger Food Drive Day
13th - Miniature Golf Day
15th - Police Officers Memorial Day
18th - Visit Your Relatives Day
19th - Pizza Party Day
19th - Bike to Work Day
19th - NASCAR Day
20th - Armed Forces Day
24th - Scavenger Hunt Day
25th - Missing Children's Day
25th - Brown-Bag It Day
25th - Wine Day
26th - Heart Awareness Day
28th - Hamburger Day



7 Fundamental Marketing Tactics You Might Not Be Using

A website without any promotion will almost certainly fail to draw significant amounts of traffic. Similarly, a website that focuses on gimmicks and hyped marketing methods might find they fail to gain traction or only receive occasional spikes of traffic.

The reality is most successful businesses are using fundamental marketing tactics that have been proven to work over many years. Of course, it is possible to put a unique twist on a recognized method, but the overall strategy has been built on solid ground.

So what are some of the fundamental marketing

tactics you should be developing your business around?

Give Away Free Information

Offering a free gift or sample is an old tactic, but it has been made even easier online. The ability to give away free reports, video series, or software with limited costs means you can reach a large audience cheaply. You could also offer quality information in an email series that gradually helps build a relationship with subscribers. If you want to offer physical goods, asking people to cover shipping costs for a low-cost item helps build a database of targeted leads.

Use Analytics to Make Decisions

Most day-to-day decisions can be made intuitively, but there will be a number of choices where you need help. The amount of data available online makes collating statistics easy, though you do need to be able to interpret the information. Anything related to advertising spending, conversion data, and ROI should be looked at with reference to analytics.

Show Personality

Personality has been used for a long time in marketing, helping to create a bond with consumers. Smaller online businesses can

benefit from showing a face next to the brand, but larger companies also like to include personalities within their marketing. Understanding your audience makes it easier to create a customer avatar, so you can develop marketing messages that directly address this representative.

Design a Plan

Making changes online is far easier than in the past. This adaptability is a positive thing if your advertising is not producing results and needs improving, but it can lead to constant tinkering.

Creating a plan allows you to develop a consistent brand, promoting your business in a way that gradually becomes accepted and acknowledged by your audience. You will certainly need to adapt and improvise in certain circumstances, but the focus and direction of your communications should be based around a broad plan.

Develop Consistency

Consistency is an often overlooked part of successful marketing. Many

new businesses introduce a social media, content, or paid advertising plan, but give up if they don't get immediate results. Instead, work on consistency, looking for gradual gains that add up. For example, a blog is unlikely to have a large immediate following, but each new piece of content can add to the overall readership.

Accept Contributions and Opinions

There are many areas where working with others can have benefits. Your audience can be surveyed to find out how they respond to various marketing messages, while blog or forum comments could provide opportunities to address common questions or concerns. Additionally, it is worth collaborating with other business owners and influencers, helping you reach a different audience with a mutually beneficial arrangement.

Simplify and Streamline

Many online marketing strategies are quick and inexpensive to implement, so this leads to businesses trying many different things.

However, marketing plans can get out of control, becoming overly complex and difficult to gauge in terms of response and ROI.

It is usually far better to start with a simple and streamlined sales funnel, only adding new channels when you have understood your results. This simplicity can also apply to content where simple and clear language is usually more effective than complexity.

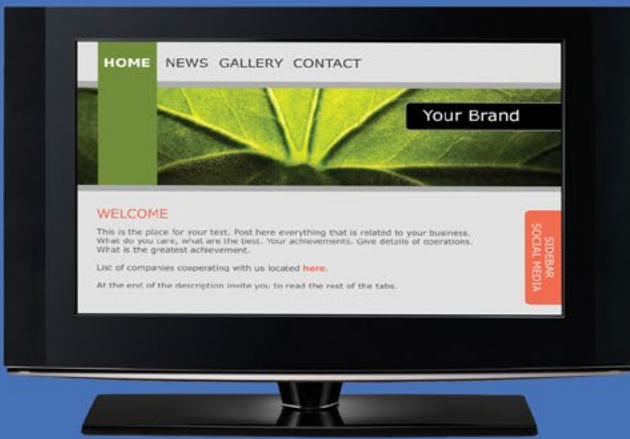
Focusing on marketing fundamentals puts your business in the best position to succeed. It may be necessary to adapt tactics to suit new platforms, but the core principles will typically stay the same.

When you come across a new method, consider how it will help your long-term plans, appeal to your core audience, and underpin the principles of your business.

While the internet has radically shifted the ways businesses operate, marketing and customer services still remain driven by many of the same ideas that have always worked.

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4 Tips for Creating Clickable Headlines

Headlines can make or break content marketing, pay-per-click advertising and social media marketing campaigns. The headline is the first thing potential customers see when viewing your content and marketing messages.

If your headline doesn't grab their attention and compel them to read on or click through to the main content, you have lost your audience. Here are four tips for creating clickable

headlines.

Keep it Short

Succinct headlines are usually best, particularly when using social media to promote your content. Social media users scan content quickly, often reading only the first and last few words of a headline to see if it interests them. Long headlines are also difficult to read on mobile phones and other small devices, as the screen may

not be big enough to display the full headline. Ideally, headlines should be between four and eight words.

Use Lists and Numbers

Lists and numbered headlines are among the most clicked and shared of all links posted on social media. One of the reasons that lists are still popular is that readers know what to expect. Lists can be easily scanned and skimmed

through, enabling the reader to pick out specific parts of the article they want to read. List headlines should also state clearly what the reader will gain by reading your content.

Arouse Curiosity

Using questions, bold statements and poignant facts can help to arouse the reader's curiosity, prompting them to click through and find out more. Understanding your audience will enable you to brainstorm ideas that will appeal to their interests.

Adding a little suspense and mystery to your headlines is an effective way to boost your click rate.

Speak to Your Reader's Fears

Fear is a powerful motivator used in many of the best marketing campaigns. People are often motivated to buy products and services in an attempt to alleviate their fears and insecurities. For example, advertisements for anti-wrinkle creams use the fear of aging and looking older to help sell their products.

Speaking to your reader's fears and concerns can produce great results when used effectively.

The headline is the most important part of your content, as it will determine whether or not your audience reads the rest of your message. Using short headlines based around lists or numbers, arousing curiosity and speaking to your reader's fears helps to encourage your audience to click through and read the rest of your content.

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4 Reasons Why Email Marketing Should be a Priority

Email is a part of people's everyday lives. Most people start their days by checking their emails, whether on their phone or desktop. This makes email one of the most efficient ways to promote your brand. Nonetheless, some business owners still hesitate to start an email marketing campaign. If you're one such person, here are four reasons you should consider making email marketing a priority.

Increased engagement

Email is one of the best ways to engage your audience. General emails and newsletters with

alluring calls to action can get your readers to visit your site, purchase a product, or subscribe to a service. Including social share buttons on your emails can also increase click-through rates.

Email's flexibility is best exemplified through HTML. The power of a web page can now be coded into an email, allowing you to include anything from pictures to videos into your content. All of these tools can be used to improve both branding and customer engagement. Your emails can also include sign-up forms and other useful

features that allow you to engage your audience directly from their inboxes.

Measurability

Analytics is an important part of any online marketing effort. Email functions in a highly data-driven environment, and email marketing campaigns function through dozens of metrics that can be analyzed. This provides brands with a variety of avenues by which to track their readers' interactions with their emails.

While you can get these insights on your own, most

email campaign platforms make it easy for you to acquire such data as click-through rates, coupon reception, open rates, and browsing habits. These concrete metrics can be used to adapt your brand to the market.

Nurtured relationships

Newsletters are often described as the backbone of email marketing. In the same way a social media presence is important for a brand, newsletters are a consistent channel through which the brand can maintain a good relationship with the fans. Newsletters that are released on a consistent basis provide customers with insight on what their favorite brand is up to.

Newsletters are effective because they allow fans to better connect with brands, especially if they are personalized for individual buyer personas. A brand can nurture relationships with followers through a variety of ways, ranging from welcome emails to weekly newsletters to testimonials. Just remember that not all newsletters have to be promotional in nature.

Effectiveness

Email marketing makes it easy for you to share information with your customer base. Informing your subscribers to your latest sale or giveaway can be done on social media, but you can do it just as well, if not better, on email. Most brands also use email as a means of announcing new brands or services.

Email marketing works. That is a fact. While brands may struggle to establish committed audiences on social media, email remains one of the most cost-effective and dynamic ways to engage audiences. Most importantly, smaller brands can enjoy the same benefits from email marketing as do larger brands. Brands of all sizes should take advantage of the opportunities afforded by email marketing. It has an equalizing presence, allowing small brands to compete with their larger counterparts.

Email marketing is constantly evolving, but its effects on brands are more consistent than those of social media and other marketing approaches.



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- Executive Gifts
- Stress Relievers
- Team and Collegiate Items



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Almost 80 percent of businesses surveyed in a 2015 report revealed that did not meet their revenue goals averaged less than 10,000 visitors a month. (Source: HubSpot)

Around 70 percent of businesses that were able to attract at least 10,000 visitors a month reached their revenue goals. (Source HubSpot).

Around 53 percent of marketers revealed that at least 50 percent of their budget goes towards lead generation. (Source: BrightTALK)

Almost half of all search queries are four words or longer, which once again shows the importance of well-researched, long-tail keywords. (Source: WordStream).

The use of a strong keyword in a business name allows businesses on average to rank 1.5 spots higher in search engine rankings than if no keyword is used. (Source: Local SEO Guide)

Even though SEO has been around for decades, 82 percent of marketers responding to a MarketDive survey believed that SEO is actually becoming even more effective. (Source: MarketDive)

According to 61 percent of B2B marketers, their biggest challenge in creating an effective lead generation campaign is a lack of resources, including funding, time and staff. (Source: BrightTALK)

Around 80 percent of marketers in general revealed that their lead generation efforts were only somewhat effective. (Source: BrightTALK)

Google is as big as it's ever been. At the moment, it holds 80.5 percent of the search engine market share, which is almost a 15 percent increase from 2016. (Source: Net Market Share)

Google produced 86 percent of all American organic search visits and 90 percent of all organic search visits performed on mobile devices.

The average length of content found on the average first search engine results page of Google was 1,890 words, which shows how much content matters to SEO - specifically, long-form content. (Source: Backlinko)

Content and link building are two of the biggest signals that Google uses to factor a website's search engine ranking. (Source: Local SEO Guide)

According to a survey of marketers, 72 percent believe that content marketing was the most effective SEO tactic. (Source: Ascend2)

An average of 47 percent of buyers will view between 3 and 5 pieces of content before they will engage a sales representative. (Source: Demand Gen Report)

Websites that post new content on their blog 16 or more times a month receive 3.5 times as many leads as websites that publish between 0 and 4 times a month. (Source: Hubspot)

Around 70 percent of B2B marketers do not think that their organization is effective at content marketing. (Source: Content Marketing Institute)

Only 32 percent of B2B marketers even have a documented content marketing strategy. (Source: Content Marketing Institute)

A Search Engine Journal study revealed that 78 percent of marketers strongly believe that business should have a full SEO audit performed on their website at least once every six months. (Source: Search Engine Journal)

Around 59 percent of marketers that responded to a Search Engine Journal last year revealed that they spend between \$1,001 and \$5,000 a month on SEO tools. (Source: Search Engine Journal)

According to another Search Engine Journal study, around 62 percent of responding advertisers spent between \$1,000 and \$5,000 on PPC (pay

per click) campaigns every month. (Source: Search Engine Journal)

Around 48 percent of consumers who perform mobile research will begin by using a search engine, while 26 percent will use a branded app. (Source: Smart Insights)

According to Google, 40 percent of the people who performed searches on Google in 2016 did so using only their smartphone in an average day. (Source: Google)

The number of searches performed on mobile devices has eclipsed those done on desktops in ten different countries, including in both Japan and the United States (Source: Google)

According to a report published by Reuters, media buying agency Zenith forecast that 75 percent of all Internet use will be done on mobile devices in 2017, up from 71 percent in 2016. (Source: Reuters)

Around 66 percent of all emails are read on mobile devices, such as tablets or smartphones. (Source: Marketing Land)

Mobile commerce continues to grow as 30 percent of all American commerce is done via mobile devices (Source: Marketing Land)

Around 81 percent of all shoppers will perform online research before they make a major purchase online, which proves the need for relevant content. (Source: Retailing Today)

Local SEO proved to be extremely effective in 2016, with 72 percent of consumers who performed local searches visiting a store within five miles as a result. (Source: Wordstream)

According to data gathered in 2014, local searches resulted in half of all mobile visitors to visit physical stores within a single day. Considering how mobile use has grown substantially since then, that number may have increased even more. (Source: Google)

Around 28 percent of Google searches for nearby items or locations result in a purchase. (Source: Google)

According to data collected in 2014, 78 percent of local searches done on mobile devices led to offline purchases. (Source: Search Engine Land)

Google generated roughly \$63.11 billion in net digital ad revenues around the world in 2016. Not only is that a 19 percent increase from the year before, but that number accounts for 32.4 percent of the worldwide digital ad market. (Source: eMarketer)

Around 71 percent of businesses will begin their B2B research with a basic search engine query (Source: Google)

Only 61 percent of marketers believe that they have an effective marketing strategy. (Source: HubSpot)

These are 40 unbelievable SEO stats that you probably didn't know about.

Hopefully, learning about these stats will give you a good idea in regards to what you need to do in order to improve your SEO strategy and where you should focus your SEO efforts on in 2017.

<http://www.marketingdive.com/news/study-creating-content-is-most-effective-and-most-difficult-seo-tactic/430335/>
<https://www.netmarketshare.com/search-engine-market-share.spx?qprid=4&qpcustomd=0>
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7 Top Social Media Marketing Tips for Small Businesses

A great way for small businesses to increase their marketing reach beyond local borders is to tap into the almost unlimited potential for exposure offered by social media. Studies and statistics routinely demonstrate that the number of social media users continues to grow, and more people are using their preferred social networks to learn more about companies and products before finalizing a purchasing decision. Social media users often reach

out to friends, family, and acquaintances to get information about the shopping habits and preferences of others, and they use their social media accounts to share details about their own consumer experiences.

The ease with which data can be shared on and across social networks gives small businesses a way to introduce a brand, product, or service to a global audience. This lets you - the small business - go beyond the

storefront of your brick-and-mortar location and reach those who want or need what you are offering but are out of your reach geographically. Social media marketing removes physical boundaries and gives you access to millions of potential leads and customers.

Here are 7 top tips you can apply to the social media marketing strategies for your small business to help you achieve your company's marketing goals:

Pick a user name that is simple, easy to remember, applies to your company or brand, and can be used across all your social media accounts. Maintaining consistency with your online identity makes it easier for people to recognize and remember your company when they come across your content, posts, and other online material. It also helps strengthen brand recognition by eliminating variables and similarities that could cause consumer confusion (and loss of interest).

Include social sharing buttons everywhere you have an online presence. Whether you have a primary website, landing page(s), blog, or a variety of social media accounts to which you publish posts, make sure you have social sharing options available for all your online content. This will make it easier for visitors to share the content they like on their own blogs and social media networks.

Design your content to be as share-worthy as possible. The prior tip encourages

you to make sure people can share your content, which means you need to create content that can be shared. This includes adding a feature image at the beginning of your posts or blogs (for sharing on Pinterest or Instagram, for example), infusing your content with your own unique style and personality, or creating witty or humorous content. Don't be afraid to ask readers and visitors to like, follow, tag, and share your content.

Use hashtags where appropriate and create unique ones to identify your company, brand, products, or services. Twitter is a hashtag-friendly social network where users can perform searches relating to specific hashtags. Facebook also uses hashtags (to a lesser extent), and they can be used on several other networks and platforms, as well. If you are able to create hashtags that are unique and focus on your company, you can add them to your online content and encourage others to use them when referring to your company and offerings. Make

sure you avoid excessive use of hashtags; most experts recommend using two or three in a single, short post (at most).

Involve yourself in the community of your selected social media networks. You don't want your company to appear to be lurking in the background of a social network - you want to stand out and stand above the crowd. You will want to create and maintain a vocal and visible presence, as well as a "real person" behind your company's brand or logo. Make sure you like, follow, tag, comment, share, respond, and interact with others as much as possible on your chosen social media networks.

Publish content regularly. Most people are less than enthusiastic about interacting with a company that appears to have a neglected, stale, or otherwise abandoned online presence. Make sure you post to your blog and social media networks as frequently as possible (without over-saturating your readers with too much content). By staying

visibly active, you let your visitors know that you keep your finger on the pulse of your social media presence and are invested in maintaining regular and open communication with your audience.

Define your target audience. This should be one of the first things you do when preparing your social media marketing strategy. Each social media network has a different user demographic, ranging from the frenetic stream-of-consciousness individuals that

enjoy Twitter to the more visually oriented and casual people who prefer Instagram and Pinterest. Find out which social networks are used by the people you most want to reach, and craft a social media marketing campaign that focuses on compelling, value-enhanced, and engaging content that will be the most effective for each individual social network.

Whether you are just starting the social media marketing journey for your

small business, making some modifications to your existing tactics, or giving your online marketing strategies a complete overhaul, these tips can be invaluable to your efforts.

By applying those tips that most align with your marketing strategies and goals, you can create a streamlined social media marketing campaign for your small business that can significantly increase your visibility, traffic, and profitability.

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Advertising On Facebook: How Much Do You Pay and Why?

Facebook wants to make everybody happy with their advertisement system. What's crazy is that they seem to be making it work.

When businesses purchase advertisements, they are trying to improve one of their key metrics. This usually comes in the form

of traffic to their website, which can be converted into mailing list signups and product purchases.

Consumers, on the other hand, want to be entertained. They hope to see relevant, engaging content that makes them feel good. This can take

many forms, ranging from personal photos to high-budget media projects.

Facebook's self-serve advertising system is a brilliant combination of these factors. If you learn how it works, you'll be able to get better value for your money.

The Facebook Ad Auction

When a user sees an ad show up in their Facebook feed, they expect it to be relevant to their interests. They have no idea just how much work goes into making this happen.

Facebook starts by looking at the user's profile for helpful info. Once the gender, age, location, and other personal trivia are worked out, the server begins considering ads.

Facebook's ads are already organized into categories based on their target demographics. All of the relevant ads for this user's demographic are now measured against each other based on maximum ad price and relevance to the user.

Estimated action rates are an important part of this process. This number is Facebook's best guess at how likely a user is to engage with your advertisement. The higher this chance is, the better your ad's likelihood of winning the placement becomes.

After all of this work happens, the winning

ad is delivered and that company's account is billed for the balance.

Captions

On most social networks, you want to use captions all of the time. Even within Facebook's own ecosystem, your business page can be filled with caption-laden photos. Viewers love that content because it's so easy to comprehend.

Ads on Facebook are different. Any text in the photo's frame sharply reduces its value in the ad auction process. Too much text can disqualify an ad entirely, such that it does not get displayed to anybody for any amount of money.

A good Facebook ad will consist of a clear, colorful photo. Your ad copy goes into Facebook's designated spot above this photo, not inside of it.

Set Your Budget

The great thing about Facebook advertising is how quickly you can adjust your spending. Your daily ad spend is controlled via a budget option in the ad creation interface. This

amount can be adjusted instantly whenever you want.

If an ad does well and gets a better value than usual, increase the ad spend to take advantage. For ads that aren't accomplishing their goals or are costing too much, reduce the budget. This system rewards people who are willing to keep an eye on their data and look closely for opportunities to save money.

The Real Opportunity

The truth is that anybody can use this information to get ahead, yet few people do. The real opportunity right now is to find the courage to give these ideas a try.

If you aren't using Facebook advertising yet, it's never too late to start. Everybody had to try their first few campaigns before they could become masters of social media.

Use these tactics and you'll be happy to watch as your ad money delivers real results for your business.

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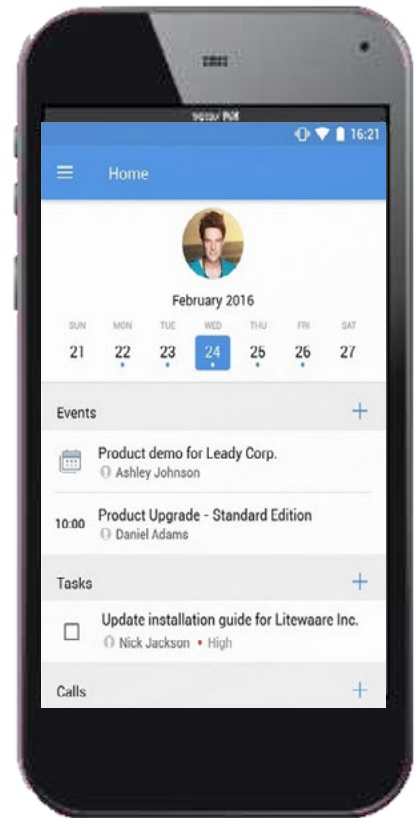


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- Locate leads, contacts, and accounts on maps.
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- Check in and record your visits at customer locations.
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SEO Statistics



Almost half of all search queries are four words or longer, which once again shows the importance of well-researched, long-tail keywords. ¹



Google is as big as it's ever been. At the moment, it holds 80.5 percent of the search engine market share, which is almost a 15 percent increase from 2016. ²



Around 28 percent of Google searches for nearby items or locations result in a purchase. ⁴



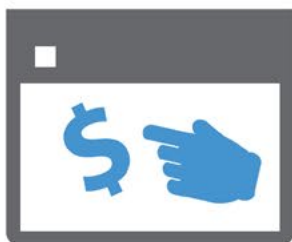
More than 100 billion search queries are performed on Google every month. ³



Only 61 percent of marketers believe that they have an effective marketing strategy. ⁵



A website that manages to earn first position on Google's search engine results page earns an average of 34.36 percent click-through rate from desktop users. ⁶



Around 71 percent of businesses will begin their B2B research with a basic search engine query. ⁴



A website that earns the first spot on Google's search engine results page on mobile devices averages a 31.35 percent click-through rate. ⁶

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

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