

# M LOCAL BUSINESS MARKETING

*The Marketing Guide for Local Business Owners*

August 2016

**6** *Ways to Properly Integrate Social Media into Your Website*

**How Your Business Can Make Facebook Live Part of Its Marketing Strategy**

**Infographic:**  
Social Media  
Trends 2016

**Five Creative Customer Retention Strategies** for Small Business Owners

*The Easy Way to Rapidly Build a Lucrative Email Marketing List*

*How to Make Online Business Directories Work for Your Business*

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Greetings!

There seems to be no end in sight for the rapid changes in the business marketing landscape. Facebook and Google both recently rolled out changes that effect how small businesses use their platforms to reach existing and potential customers.

Our hope is that our magazine will help provide you some insight into these and other marketing trends, and contain information you can utilize to help you grow your business.

This month's articles and infographic cover many topics that we hope will be relevant to your business, including Social Media, Customer Retention, Facebook Live, and many other timely topics.

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

Have a topic that you'd like to see us cover? We welcome any suggestions, comments or questions you might have. Of course, we always welcome the opportunity to explain how we've been able to help businesses just like yours increase their revenue by using our effective, yet affordable marketing solutions.

To Your Success!

David Akers  
President / CEO  
LMS Solutions, Inc.

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# A Little About Us

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# Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

## August

Children's Eye Health and Safety Month  
Family Fun Month  
Foot Health Month  
Happiness Happens Month  
Medic Alert Month  
National Golf Month  
National Immunization Awareness Month

Bargain Hunting Week - August 1-5  
International Clown Week - August 1-7  
Summer Olympics - August 5-21  
International Assistance Dog Week - August 7-13  
Elvis Week - August 8-12  
Be Kind to Humankind Week - August 25-31

1st - National Minority Donor Awareness Day  
1st - National Psychic Day  
1st - Spider-Man Day  
2nd - National Night Out  
3rd - Watermelon Day

4th - Chocolate Chip Cookie Day  
5th - International Beer Day  
6th - International Hangover Day  
7th - Friendship Day  
8th - International Cat Day  
10th - National Lazy Day  
10th - National S'mores Day  
12th - Vinyl Record Day  
13th - International Lefthander's Day  
13th - National Garage Sale Day  
18th - Serendipity Day  
20th - International Homeless Animals Day  
21st - National Hug Your Boss Day  
21st - Senior Citizen's Day  
22nd - Eat a Peach Day  
25th - National Banana Split Day  
26th - Women's Equality Day  
26th - Daffodil Day  
28th - National Bow Tie Day  
30th - Frankenstein Day  
31st - Eat Outside Day

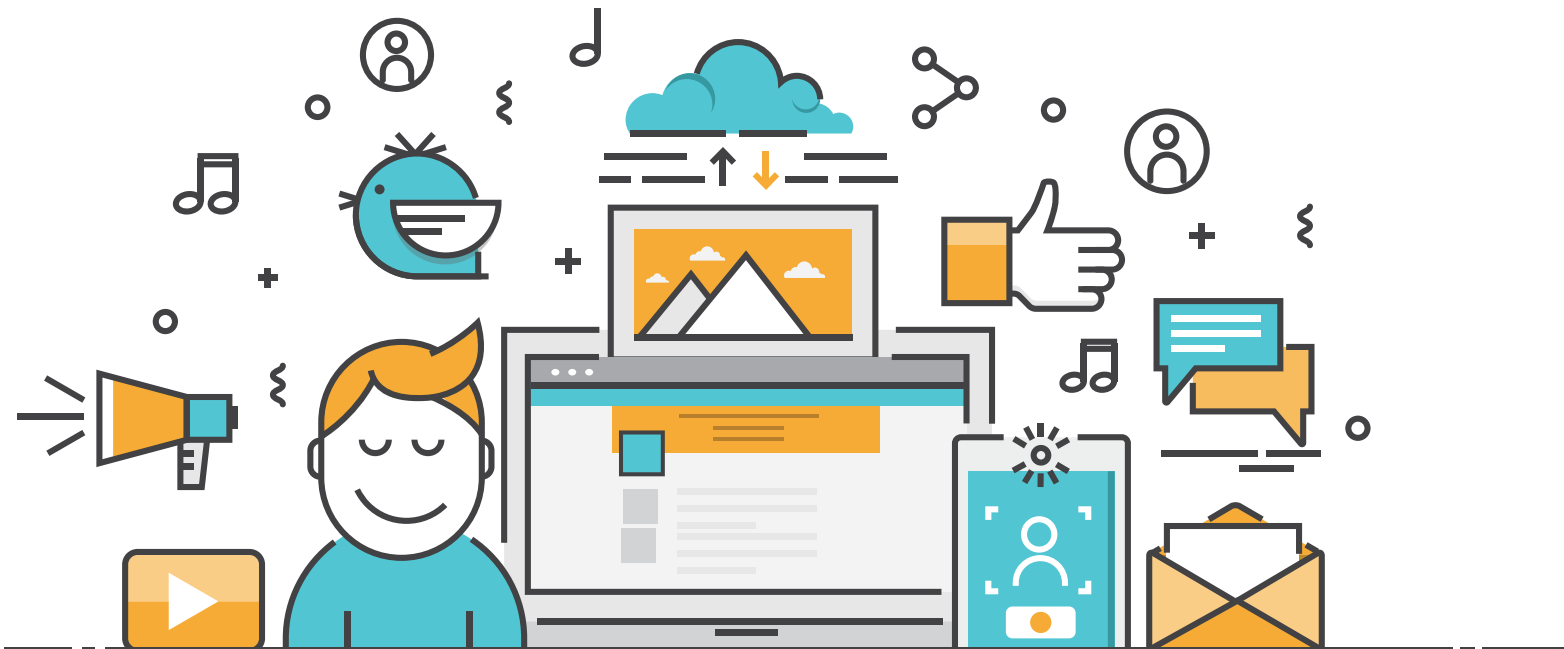
## September

National Guide Dog Month  
Hispanic Heritage Month  
Baby Safety Month  
Little League Month  
Self Improvement Month  
Sep 5 - Labor Day (U.S.)  
Sep 11 - Patriot Day (U.S.)  
Sep 16 - Mexican Independence Day (Mexico)

3rd - International Bacon Day  
4th - Hug Your Boss Day  
5th - Cheese Pizza Day

6th - Read A Book Day  
9th - Teddy Bear Day  
9th - Stand Up To Cancer Day  
10th - TV Dinner Day  
11th - Grandparent's Day  
11th - Hug Your Hound Day  
12th - Video Games Day

12th - Chocolate Milkshake Day  
15th - LGBT Center Awareness Day  
17th - Big Whopper Liar Day  
17th - Citizenship Day  
17th - Puppy Mill Awareness Day  
18th - Cheeseburger Day  
18th - Wife Appreciation Day  
19th - Talk Like A Pirate Day  
19th - Thank a Police Officer Day  
21st - World's Alzheimer's Day  
21st - International Day of Peace  
22nd - Autumnal Equinox  
22nd - Ice Cream Cone Day  
24th - Family Health and Fitness Day  
25th - Comic Book Day  
26th - Pancake Day  
27th - Chocolate Milk Day  
28th - Drink Beer Day  
28th - Good Neighbor Day  
29th - Coffee Day  
29th - VFW Day



## 6 Ways to Properly Integrate Social Media into Your Website

Social media permeates everyone's activities online. Properly integrating social media into your website helps drive traffic and conversions. Here are six things you can do to effectively integrate social media to your website.

### Feature fans' content on your website

Show appreciation to your fans by featuring them on your website. Share Instagram photos, testimonials, fan art, or videos made by your fans. Doing this is one of the easiest ways to build a community around your brand. People can then share your post about them on social media, driving more traffic to your site.

Curate images by making a

collage of user-generated photos showing off your product or brand. Invite fans to guest blog, or create a forum where fans can answer questions from other fans.

### Integrate comment systems similar to ones used in social media

Consider making your comment section resemble comment sections used on sites like Facebook or Reddit. Add like buttons similar to ones used by Facebook, or upvote and downvote buttons used on Reddit, to create an experience that visitors are familiar with. Nested comments are also a nice way to organize and encourage discussions.

Alternatively, you can integrate social-based comment systems. Similar to social logins, social-based comments require users to log in using their social media accounts to leave a comment on your website.

### Feature socially trending products

Feature products that are making an impact on social media on your site. Feature products that are often shared and talked about on Facebook, Twitter, Google+, and Pinterest. You can achieve this goal by adding something like a "popular product feed" on your site. You can also blog about them or feature them on your header or sidebar. Finding out which of

your products or services are making the biggest impact on social media can help you plan your marketing campaign for the future.

### **Introduce sharing opportunities across your store's buying process**

Sometimes you have to push your customers into sharing your content. As long as you don't force them to share on social media, you should be fine. Include sharing opportunities while your customer is in the process of buying a product. For example, you could automatically prompt customers to share their purchase right before checkout. You could also offer small incentives like discounts, giveaways, or contest entries to your customers.

### **Including share buttons on product pages**

The easiest way to integrate social media into your website is by adding social share buttons on your blog. But share buttons can go just about anywhere you want, so if you're running an ecommerce site, consider adding share buttons to your store. Encourage customers to share their purchases to their friends on social media. Consider adding Facebook,

Twitter, Pinterest, and Google+ buttons on individual product pages.

### **Social login**

Providing social login is one way to improve user experience on your website. Instead of requiring visitors to sign up or sign in by providing an email and password, why not just let them log in with their Facebook or Twitter accounts? This increases your visitors' retention and conversion rates. Social login streamlines the process of registering for your site. In addition to this, services like LoginRadius allow you to collect important data on social logins done on your site. This data can then be used on future campaigns.

Integrating social media into your website is something you'll need to do, regardless of your niche. Social media provides an excellent opportunity for you to build connections with your fans, and is a great source of traffic on its own. But remember not to overdo it. Learn how to properly integrate social media into your website. Integrating too much social media into your website can distract audiences from your message.



- Promotional Products
- Online Company Stores
- Trade Show Giveaways
- Executive Gifts
- Stress Relievers
- Team and Collegiate Items

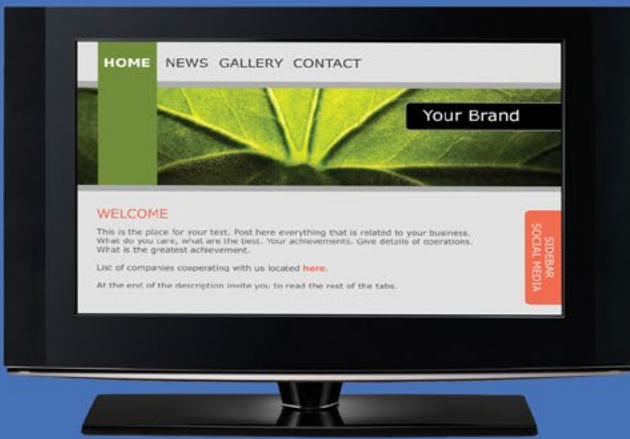


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# CUSTOMER RETENTION

## Five Creative Customer Retention Strategies for Small Business Owners

Experienced business owners can tell you all about the heartache of spending too much money on new customer acquisition. Simply put, it's expensive to seek new customers, whether you're doing it through traditional or online marketing.

Researchers from Harvard Business School have found that for some businesses, the better investment is in customer retention. Long-term customers can fill the

void and keep your business charging forward even when you're struggling to reach new people. If you're wondering how to better retain those customers as a small business owner, here are five strategies to get you started.

### **Personalized experiences make a difference**

Studies have shown that when a restaurant server provides his diners with an extra set of mints, his tips go

up by as much as 20-percent. What does this mean for you as a business owner? The little things matter, and a personalized experience can go a long way to helping you retain your existing customers.

Find ways to make the customer feel like they're receiving something personal from you. This might mean including a hand-written note with every delivery. It might mean offering discounts on customization of products.

Whatever your product and business model, you should find a way to make the customer feel like their experience isn't cookie-cutter.

### **Use the Internet to complement your offline services**

Many small business owners fall into the trap of thinking that customer retention is about one or the other. They think that they should be selling to customers either online or in the store. In truth, these tools can be used in concert. If a customer purchases something online, use an offer to try and bring the customer into the store.

If you sell something in the store, follow up with an email inviting the customer to visit your website. This helps customers understand that they're valued, and it has the added bonus of allowing you to market specific products to customers with known preferences.

### **Rewarding customers up front**

As a small business owner, you might be tempted to start a loyalty program where the customer gets the reward only after shopping with

you 10 times. Six sandwiches might equal a free meal or eight car washes could equal a big discount. The research suggests that if you want people to come back to your business, you'll need to entice them with up-front offers.

Do something to get them started before you ask them to invest in you over the long term. In a small business world where customers are used to jumping through hoops to get some small reward, providing your incentive on the front end can build trust.

### **Don't forget the element of surprise**

There are many circumstances where your customers will expect something from you. They'll expect to be offered a birthday month discount or a discount for purchasing a large quantity of goods.

Research suggests that when business owners surprise their customers, the effect of the reward is multiplied. This speaks to the need for business owners to reach out to customers just because.

Find ways to put into place rewards that are planned on your end, but surprising on the customer's end.

### **Fix problems generously**

Uber Eats is a new food delivery service under the wing of the well-known ride-sharing company. When a customer files a complaint about the delivered food, Uber Eats evaluates the claim and takes action within an hour. In many cases, the company will refund the customer completely if the meal wasn't suitable.

While you may run into people who will take advantage of your generosity, you'll benefit significantly on the back end with the added repeat business from customers who had a bad experience turn into a great one. Don't just fix the problem. Use the opportunity to plant good memories in the mind of a customer who may be close to calling it quits.

Customer retention is not easy. With so much competition out there, it can be difficult to stay on top of your existing customers. These strategies will help you connect better with the people most likely to buy your products. In a business world where finding new consumers is costly, holding on to your existing customer base may be the best decision you can make.



## The Easy Way to Rapidly Build a Lucrative Email Marketing List

As soon as you set up your online store, you should start collecting addresses to add to your email list. This is one of the very first things that all small businesses should do - before they start creating unmissable videos or running competitions and sales, and well before expanding their product range.

With a well-populated email list, you can reach out to customers whenever you need to. Because they have signed on via your site, email contacts will probably already have an interest in

what you sell, leading to high conversion rates. That's why email lists are indispensable. There's no better way to communicate with people who are engaged with your business.

But what are some surefire ways of quickly building a solid email list?

### **Design Your Site to Attract Sign-Ups**

Your landing pages and home page are the most important part of the list building process. These are

the places where casual browsers will find out what you have to offer and decide whether they would like to know more.

This means that your site needs to direct customers towards easy to use, accessible sign-up forms. Don't tuck them away on separate pages or hide them at the bottom of the screen. Include them in the body of the page, right underneath persuasive content that motivates people to enter their details. Try to keep the information required to a

minimum. People don't like giving away their phone number or address, so stick to emails. Anything else can be added in email surveys or post-purchase feedback forms.

In some cases, you might also want to consider adding a pop-up to be shown when visitors leave your site. This can be limited to people who visit for a certain amount of time (to ensure that it is seen by engaged visitors). However, pop-ups can be irritating. People leaving your site may still intend to return, even if they don't engage. An intrusive pop-up form could turn them off for good.

### **Provide Content that Encourages People to Sign-Up**

A well-designed site needs to be complemented by well-written and produced content. This is the bait that hooks site visitors, turning them into engaged fans of your company who are intrigued by what you have to offer. Badly written landing pages and blogs won't cut it. You need to source or produce copy that informs visitors who you are, what you do, and what you can do for them.

Always include language that energizes and inspires, and

try to lead customers from discovery to understanding and then to engagement. By following this three stage process, you can quickly introduce yourself and spark their interest. After a concise call-to-action, they should be ready to enter their details to join your list.

### **Make Your Content and Email Newsletters Shareable**

When you have signed up engaged customers to your email list, that shouldn't be the end of the story. A single list member has the potential to spread the word about your company to everyone they know. Friends tend to have similar interests, so awareness of your products or services can quickly spread through social networks, if you make your content shareable.

It should be common sense by now to add Twitter and Facebook buttons to your blogs and other content. However, it's less obvious to add them to your email messages. When you work via email, you can also harness networks of friends on Google+, so offer contacts the option of telling their friends en masse if they desire. Alternatively, a simple "email this article to a friend" button will do the job.

### **Offer Real Value to Subscribers**

Most email lists provide regular messages, but very little actual value for subscribers. That's probably why they tend to experience high attrition rates as people drop off the lists, having been sent uninspiring, dull marketing materials.

You need to avoid becoming seen as spam. That's a fundamental of email marketing. But it's not easy to achieve. Every message you send should offer a new angle or piece of information about your products, and it should feature relevant videos and blogs that help readers use your products.

Offering a reward for existing and potential subscribers is another essential element of a good email marketing strategy. If people know that your company offers competitions, free items and discounts to subscribers, they will be more likely to spread the word, and less likely to unsubscribe.

### **Promote Your Email List on Social Media**

You've probably already set up a Twitter account for

your business. That's great, but is it generating leads for your email list? If not, be sure to tweet every few days about the reasons to sign-up and include a link to the subscription form. Tweet about your competitions as well, and engage with customers when they make enquiries. If they ask about your products, there's nothing wrong with giving them the information they need, along with a short ad for your email list. They will appreciate the help and may well choose to engage because of it.

Whenever you release content via social media, you need to include a CTA directing readers or viewers to sign up. That applies as much to expert blogs on your site or

others, as it does to YouTube videos. Always include a link to your landing pages on every piece of content you create.

You can also use Facebook ads to attract sign-ups. One great way to do so is to include a giveaway contest in your ad, and make entry conditional upon entering an email address. That way, you can attract subscribers using the free product as an enticement.

### **Don't Treat Email List Building as an Optional Extra**

Building email lists is not an add-on for small businesses, it's a necessity. Some studies from the Direct Marketing Association have found that

email marketing returns \$40 for every \$1 spent, with a much higher conversion rate than paid ads or SEO.

Don't ease up on your list building efforts. As long as you are growing your online business, you should be building your contacts and providing them with inspirational marketing material.

Don't relax when you have 10,000 subscribers. Keep going, and turn those 10,000 into 100,000 or more. You'll find it gets easier, the more engaged customers you accumulate, and you'll also see revenues going through the roof.

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# How to Make Online Business Directories Work for Your Business



Businesses depend on visibility. Before potential customers can even think about making a purchase, they need to be able to find information about a business, which is why business listing sites have so much power.

Yelp attracts 145 million unique monthly visitors, and LinkedIn has 450 million users. As for Google, it seeks to list every business on earth, whether they like it or not. Numbers like this make it essential to claim and optimize your business profiles. Here's how to do so on some of the web's most influential business directories.

## LinkedIn

LinkedIn is the No. 1 B2B networking and recruitment tool on the web, and it's an invaluable place for small businesses to be listed. With a LinkedIn profile, you can create a brand identity via blog posts and videos, drive traffic to your landing pages, create sales networks, and search for the best employees in your sector.

Setting up a LinkedIn profile should be one of the first things a B2B or professional services startup does, but there are some important things to remember. First of all, don't get bogged down in

personal details. You're selling the business, not your life story.

Secondly, when you build your personal network, try to keep it guarded from competitors, so be careful about accepting connection requests from similar companies.

Finally, don't spend too much time optimizing your profile for SEO or lead generation. That's important, but you can achieve much more success via Google or Facebook in these areas. Focus on building your network, recruitment, and sourcing expertise instead.

## Google

Google listings are absolutely essential. They can hook you up to local networks via Google Maps and help to drive your company's website up the Google search rankings too, so you definitely need to spend some time creating the right profile.

The first thing that you need to do is to "claim" your Google profile. You may well find that your business is already listed. This happens automatically when companies are indexed by Google's web crawler, but the quality of automatic listings can be low.

Now, make sure that all of the information you list is consistent with your other profiles and web pages. If not, Google's search bots will become confused, denting your search ranking.

Add as much information as you can about your business, whether that's the opening hours, full address, phone or fax number, or website address. Be sure to enter your full ZIP code, and double-check for formatting errors too. Any slight mistakes can ruin your Google Maps location, which is vital for directing customers to your business. Also, remember to

request that Google verifies your My Business listing. It all adds up to more credibility and higher rankings.

## Yelp

When people search for businesses online, there's a good chance they will stumble upon Yelp, one of the web's largest business directories. Yelp's popularity stems from its comprehensive listings, but also from its rating system, which gives customers a sense of what to expect.

Yelp operates a ranking system like conventional search engines, so all listings

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need to be well written and full of useful and accurate information. Rankings are also heavily influenced by customer reviews, but sourcing complimentary reviews can be problematic. It makes sense to ask customers to submit feedback via Yelp whenever they make a purchase. Try to do so in an unobtrusive, polite manner, but make your request visible. Even one or two reviews per hundred purchases is a pretty good return, and will make a real difference to your Yelp ranking.

Responding to reviews is also good practice on Yelp. The site tends to look favourably on companies that show engagement with its users, so try to reply to any complaints. Unanswered complaints never look good to potential customers either.

## **TripAdvisor**

Whether you are in the restaurant, recreation, or accommodation sectors, TripAdvisor is the leading online tourism listing site, and any company that is even remotely connected to tourism should have a listing there.

In fact, if you run a hotel or restaurant, there's a good

chance that your business already has a TripAdvisor listing. To find out, just carry out a TripAdvisor search for your business name.

Whether there is or isn't an existing profile, sign up as an administrator on the TripAdvisor home page so that you can start editing your company's page. Now, start creating an attractive and informative listing page. Find three or four high-quality images that sum up your business and add them to the profile (remember that they need to be 150 x 200 pixels).

Next, curate the reviews that your site has received (if any). Go to "write a management response" and respond to any criticisms or thank happy customers. You should also add essential information such as your website, phone number, and full address. Include the facilities or services you offer as well. TripAdvisor listings with more information always do better than basic pages.

## **Other Listings Sites**

The web is full of business directories, and you should aim to have a presence on as many as possible. From YellowBot and SuperPages to

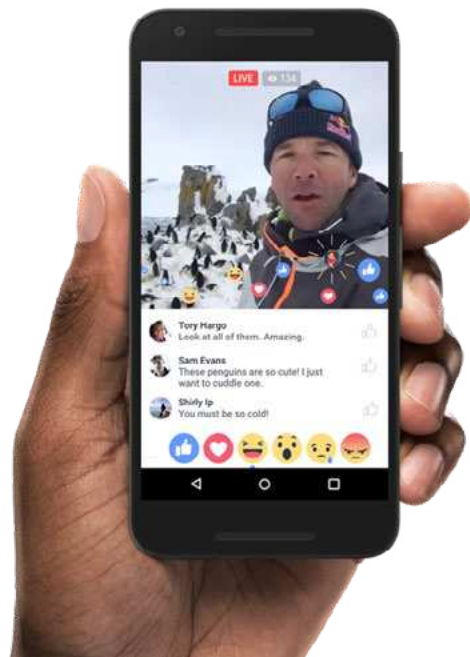
MerchantCircle and HotFrog, all of them attract high volumes of traffic and can make a difference to your revenues.

However, be realistic. You can't set up and maintain hundreds of listings. Remember that most listings sites include customer reviews, and that unanswered reviews can be bad for your online reputation. They also need to have accurate information, so when your details change, it can be hard work to update all of your profiles.

Select directories that suit your business. If you deal with tourists and leisure activities, spend time on a TripAdvisor profile. If you work on home renovations, go for a Kudzu listing, while B2B companies should definitely perfect their LinkedIn presence, and every company should claim their Google My Business profile.

Listings sites are a great way to make your business more visible and to build trust. If you are just starting up, they can be a good way to attract local visitors and web traffic, so don't neglect them. It doesn't take long to create an accurate profile on any platform, and the benefits can be huge.

# How Your Business Can Make Facebook Live Part of Its Marketing Strategy



The extension of Facebook Live to all Facebook users has been one of the biggest online marketing events of the year. Now, you can launch live streams to thousands of viewers using only an iPhone. It should be a goldmine for marketers.

Facebook's own data shows that users watching content on Facebook Live stay tuned in for three times as long as they do to conventional videos. With that level of engagement, you can use Facebook Live feeds to promote your brand identity, showcase products, interact with customers and build an expert reputation.

There's no doubt that live broadcasting offers huge potential, and here's how your company can use it to your advantage.

## An Introduction to Facebook Live

Before talking about how to use Facebook Live, it's worth recapping what it actually is and what it can be used for.

Facebook Live started in 2010 as a live broadcasting experiment, with the aim of providing live streaming video. Initially, the content was dictated by Facebook, and tended to mainly feature celebrity interviews, but Facebook soon realised that the service had much more potential.

Recently, Live has been rolled out to all Facebook users, allowing them to broadcast straight from an ordinary iPhone to a global audience. Footage can be beamed straight to the news feeds of their followers, allowing businesses and individuals

an unprecedented ability to connect with audiences.

The videos aren't erased immediately and forgotten about, and can be archived, edited and rebroadcast if required. Viewers can also comment in real-time on every broadcast, providing a chance to engage as well as a useful source of feedback.

It's easy to see how valuable this could be from a marketing point of view. The question is, how can you use it most effectively?

## Promote Your Broadcast Before Starting

This is probably the most important thing to remember when using Facebook Live. There's no point in going live if nobody knows you are doing so, and no-one is there to watch. Always send a few

preparatory messages to your followers in the days leading up to a broadcast. Tell them what time you will be on air and a brief description of what you will be doing or talking about.

Think about the best time to broadcast as well. Do you really want to compete with major network shows or sports events? Maybe if you are commenting on them, but possibly not if your followers are watching those shows. Sometimes, late evening can work well. People often check their social media as they wind down before bed. Weekends can catch people at home with a few spare hours. You can even broadcast during working hours if your content is applicable to professionals who may well make it part of their working day.

### **Get the Technical Side of Things Right**

Most people using Facebook Live will never have produced a live broadcast before, and there can be a steep learning curve if you don't prepare properly.

Make sure that you have a well-lit place to host your show (if it's based indoors) or a safe place without too much background noise if you are broadcasting outdoors. Check the signal strength too.

You can't use Live if your wi-fi signal is too weak, and you definitely don't want to cut out in the middle of your flow.

Positioning your camera is also really important. It's really off-putting for viewers when broadcasters have to adjust their camera every couple of minutes, so plan where you need to sit or stand, and double check that you are framed properly by the camera before starting to broadcast.

### **Engage Your Followers to Watch Your Videos**

Facebook allows you to ask followers to request notifications when you go live, so that they don't miss a broadcast. Make sure that you send out a request before every show, so that any new followers know that you are broadcasting. When you are live, it's a good idea to direct viewers towards the follow function, as they may not realize that the facility is available. Make it part of your regular script to maximize your viewing figures.

### **Personalize Your Facebook Live Shows**

Shout-outs from video broadcasts are a great way to make your followers feel valued. People love to feel that they have a connection with

the people they watch and take information from, and they are easily turned off by cold, impersonal broadcasters. So try to reference the best comments of the week or any intelligent customer queries. You could even spend a couple of minutes running through common complaints. It all shows that you are keen to engage with customers and treat them with respect (and it makes for a more entertaining viewing experience).

### **Don't be Afraid of Extended Broadcasts**

Facebook allows you to use Live for anything from zero to 90 minutes - whatever suits your material and style. However, it makes sense to broadcast for more than 15 minutes at a time, if you can sustain the interest of viewers and deliver engaging material. That's because the longer you broadcast, the more chance viewers have of sharing your feed with friends. More casual viewers will drop by as well after seeing you on their news feed.

You can also use Continuous Live Video to broadcast even longer shows. In fact, there is pretty much no time limit. The major drawback of Continuous Live Video is that your footage cannot be saved or shared, so may have limited use.

## **Experiment Privately Before Going Public**

Facebook Live allows users to keep their feed to themselves before they open it up to the general public, and this can be a great way to try different approaches to find one that works. To keep your video private, go to the “Share With” menu and scroll down to the “more” button. Click this and select the “Only Me” option.

## **Get Your Descriptions Right to Attract Interest**

Facebook Live isn't all about live video. In fact, text descriptions play a major role in alerting your followers to upcoming broadcasts, and it's vital that you describe your content well. Keep your description short. One or two sentences is enough. Focus on the core message of your broadcast, or its major theme. For example, you could be broadcasting from your yard or the local park.

## **Always Encourage User Interaction**

When you use Facebook Live, you'll probably want to rise up Facebook's news feed rankings as much as possible. Who wants to languish in obscurity in the depths of their followers' feeds?

The best way for broadcasters

to become more visible on news feeds is by attracting comments and likes from viewers. So try to ask questions every now and then that viewers can respond to. Answer their questions as they are submitted, use their names and offer solutions to their problems (if they have any). Replying to comments can be cumbersome if you are focused on your delivery, so many people like to bring in an assistant to field comments as they arrive. That way, you can engage more effectively without sacrificing the quality of your show.

## **Don't Forget to Save Your Videos Afterwards**

While Facebook Live videos can be saved to use later, this function isn't automatic. To save your footage, you'll need to select the “save your video to camera roll” toggle after your broadcast has finished. It's almost always a good idea to do so unless your show has been a complete car wreck, as a roll full of lively shows is a great showcase for you and your company's talents.

## **Analyze Your Videos to Gain Marketing Insights**

After the camera stops rolling, your work isn't done. You can also mine Facebook Live's analytical data for marketing purposes, and the tools

you can use are extremely powerful. For every video, you can track how long viewers stayed tuned in. You can see how many unique viewers you attracted and what percentage remained absorbed in your show until the end. You can get a good idea of how many people your show reached, along with numbers for likes and shares.

With this information, you can hone your future videos until they are razor sharp, and you can calculate whether your Facebook Live broadcasts are contributing to your marketing efforts.

## **Ignore Facebook Live at Your Peril**

Facebook Live is the kind of social media marketing tool that allows creative startups to get an edge on their competition.

With over 8 billion video views on Facebook every month, it's also the gateway to a massive market. Moreover, changes to Facebook's news feed algorithm make it vital to find new ways to reach out to users and become a regular part of their user experience. Live video can fill that role perfectly, making it a marketing tool that no company should ignore.

# APP Watch

## QuickBooks GoPayment

Price = Free (paid option)

Availability: Android and Apple



Plug your card reader into your mobile device and take credit cards quickly and securely. And a card reader isn't even required. You can always scan a card with your camera, or key in the card details directly.

Your customer signs right on your device to authorize the payment. Then you can email or text a receipt to your customer. Accepting a payment takes just a few taps from start to finish.

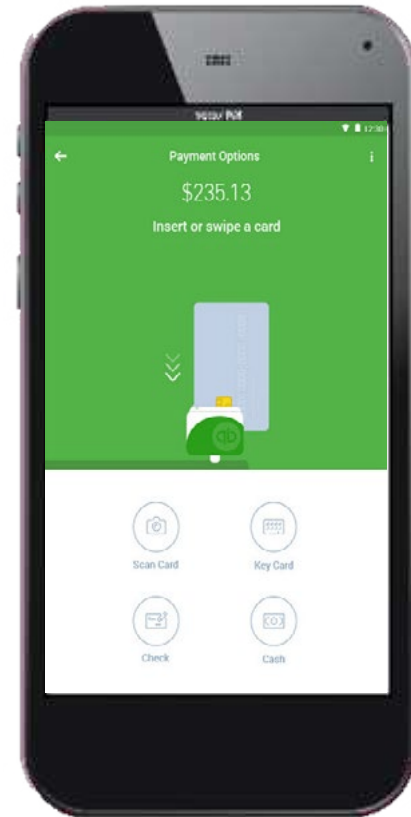
### DO IT YOUR WAY

- Customize your receipts to include your logo, store info, social media links, and a personalized message.
- Add a list of items you frequently sell, including prices, descriptions, and photos. Then create quick orders from your items or enter custom amounts.

- Make it easy for customers to include a tip on a credit card payment.
- What if your customer doesn't have their credit card handy? Tap in cash or check transactions to record them.

### RUN YOUR BUSINESS

- Add up to 50 users to accept payments on behalf of your business.
- Use the online service center to accept, refund, or review credit card transactions.
- Enjoy safe, encrypted credit card processing.
- Sync transactions to QuickBooks for hassle-free small business bookkeeping.
- Build trust with your customers by using tools from the leader in small business financial management software.



You can take Visa, MasterCard, American Express, and Discover cards.

# LOCAL BUSINESS MARKETING

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# SOCIAL MEDIA TRENDS OF 2016

## EMOJIS



The “tears of joy” emoji was Oxford English Dictionary “Word of the Year 2015”

The use of emojis increases comments by **33%** on Facebook.

## LIVESTREAMING



As of August, 2015 Periscope announced over **2 million** daily active users.

## INTERACTIVE CONTENT

Shoppers who view product videos are **1.81x** more likely to purchase.



## VISUAL EXPERIENCE



Content with visuals get **40x** more shares on social media.

Facebook posts with images see **2.3x** more engagement.

## GIFs AND CINEMAGRAPHS

Use of animated GIFs in emails saw a **26%** higher click through rate.



## Fast Facts



**310 million** monthly Twitter active users



**5** new Facebook profiles are created every second.



Instagram has grown to more than **400 million** users

***Is Your Marketing  
Missing  
Something?***

***We Might Be The  
Missing Piece!***



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