

# M LOCAL BUSINESS MARKETING

*The Marketing Guide for Local Business Owners*

August 2019

## **7** Tips to Create Buzz-Worthy Instagram Ad Campaigns

**5 Tips for Creating  
Effective Marketing  
Goals**

**Keyword  
Research:  
8 Ways to  
Come Up with  
Amazing Long-  
Tail Keywords  
for Your  
Website**

**Infographic:  
2019 Instagram  
Stats & Tips**

## **What is Negative SEO and How You Can Protect Your Website from It**

**Marketing 101: Using  
Social Media to Grow  
Your Business**

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Greetings!

We thank you for taking the time to read our magazine. We hope you find this month's issue full of interesting articles, and more importantly, that you are able to immediately apply some of our tips, and that they help you grow your business.

This month, you'll find a good variety of articles covering many topics that are important to business owners including Negative SEO, keyword research and Social Media.

New versions of our popular Marketing Calendar and Infographic are also included.

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.

We welcome any comments or questions you might have, as well as the opportunity to explain how we've been able to help businesses just like yours.

Until Next Month!

David Akers  
President / CEO  
LMS Solutions, Inc.

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# A Little About Us

Local Business Marketing Magazine  
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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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# Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

## August

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

Bargain Hunting Week - August 5-11  
International Clown Week - August 1-7  
International Assistance Dog Week - August 4-10  
Elvis Week - August 9-17  
Be Kind to Humankind Week - August 25-31

1st - Girlfriend's Day  
1st - Spider-Man Day  
2nd - International Beer Day  
3rd - Watermelon Day  
4th - Chocolate Chip Cookie Day

4th - Friendship Day  
6th - National Night Out  
8th - International Cat Day  
10th - Lazy Day  
10th - S'mores Day  
10th - Spoil Your Dog Day  
10th - Bowling Day  
10th - National Garage Sale Day  
12th - Vinyl Record Day  
13th - International Lefthander's Day  
17th - International Homeless Animals Day  
17th - World Honey Bee Day  
18th - Serendipity Day  
21st - Senior Citizen's Day  
25th - Banana Split Day  
26th - Dog Day  
26th - Women's Equality Day  
28th - National Bow Tie Day  
30th - Frankenstein Day  
31st - Eat Outside Day

## September

National Guide Dog Month  
Hispanic Heritage Month  
Baby Safety Month  
Self Improvement Month  
Shameless Promotion Month

Sep 2 - Labor Day (U.S.)  
Sep 11 - Patriot Day (U.S.)

4th - Wildlife Day  
5th - Cheese Pizza Day  
6th - Read A Book Day  
7th - Beard Day  
8th - Hug Your Hound Day  
8th - Grandparent's Day  
9th - Teddy Bear Day  
12th - Video Games Day  
12th - Chocolate Milkshake Day  
13th - Scooby-Doo Day  
14th - Eat a Hoagie Day  
15th - Citizenship Day

16th - Wife Appreciation Day  
18th - Cheeseburger Day  
19th - Talk Like A Pirate Day  
21st - Puppy Mill Awareness Day  
21st - Thank a Police Officer Day  
21st - Big Whopper Liar Day  
21st - World's Alzheimer's Day  
23rd - Autumnal Equinox  
22nd - Ice Cream Cone Day  
23rd - Family Day  
25th - Comic Book Day  
25th - One Hit Wonder Day  
26th - Pancake Day  
27th - Chocolate Milk Day  
27th - Google's Birthday  
28th - Batman Day  
28th - Drink Beer Day  
28th - Good Neighbor Day  
29th - Coffee Day  
29th - VFW Day



# NEGATIVE SEO

## What is Negative SEO and How You Can Protect Your Website from It

Imagine putting tons of effort into optimizing your site for SEO only to do a test search and find out your page didn't make it anywhere near to the first page of the results page. Sounds terrifying? Welcome to the dark side of SEO; a place where unscrupulous site owners bend the rules by using bad SEO practices to harm the ranking of their competitor's website.

Although Google and other search engines have done a lot to detect and counter these attacks in the last few years, the best strategy against them is to maintain a proactive defense. In this article, we'll discuss the basics of what negative SEO is, show you what a negative SEO attack looks like, and give you the weapons you need to defend your website's search ranking.

### What is negative SEO?

Negative SEO, also called Black Hat SEO, describes a range of unethical practices which are used to lower a website's search engine ranking. Negative SEO is an easy way to get to the top of a search results page without having to do the time-consuming work of link-building.

The history of negative SEO goes back many years, but it was in 2012 when it really went mainstream. That year Google released Penguin, an algorithm update which should've put a stop to manipulative practices like keyword stuffing and

link schemes. Instead, it became a weapon for black hat SEOs which discovered they could use it to sabotage their competitors' website ranking to the point of de-indexing them completely by search engines.

Today, negative SEO lives on in many ways despite the frequent algorithm updates made to combat them. Whether it's duplicating your content and publishing it in hundreds of pages throughout the web, repeatedly linking unrelated content to your website, or trashing your company's reputation with fake bad reviews, your site's ability to attract a healthy amount of traffic depends on you knowing how to counter SEO attackers.

### Type of negative SEO attacks

The resourcefulness of black hat SEOs knows no limits. From their humble beginning as link spammers, they have developed a wide range of techniques to harm their competitors' websites. Since there are too many to deal with in detail, we'll focus on the most commonly used types of attacks.

### Link spamming

The oldest and most commonly used negative SEO tactic is also one of the least effective today, thanks to Google's continuous efforts to improve its linking algorithm. Nevertheless, it's still too soon to let your guard down.

Link spamming involves creating unrelated external links to your website. Though mostly ineffective today, this tactic is extremely easy to implement but can be particularly damaging if your competitor decides to link your page to untrustworthy gambling or adult websites.

Although these places are more likely to put you under Google's radar and move them to de-rank your page, link-spamming is most often done using poorly-moderated forums, comment sections, and low-quality directories.

### Content scraping

Content scraping is a technique that involves duplicating your content word-for-word into other websites and then attempting to index these before your own. The

attacker, therefore, hopes to confuse Google's bots by overwhelming their ability to tell your website from all of its fake copies.

If the attack succeeds, your page could be ranked after your attacker's copy pages, which would invisibilize it for potential visitors and potentially earn you a penalization. The effects of content scraping succeeding are higher if it's carried using a website which is more authoritative than yours, such as the forum of a highly-regarded website.

### Website hacking

The most qualified, and dangerous, black hat SEOs will look to hack your page directly and insert malicious code into it. Hackers will often go for popular, authoritative websites and try to find a weakness that allows them to insert and hide a code with links to the pages they're trying to rank.

The other popular strategy used by hackers is the Distributed Denial-of-Serve Attacks (DDoS). The aim of a DDoS attack is to make Google bots crawl your site continuously until it slows it down or even brings it down

completely.

## Fake reviews

A less tech-heavy technique involves leaving hundreds of negative reviews of your company's products and services all over the internet. Bad reviews, the digital equivalent of gossiping, can corrode your company's reputation if left uncontested and negatively impact your ranking.

Reviews are one of the factors that Google's algorithm takes into account when listing and ranking pages. Attackers know this and that's why they try to use fake reviews to destroy your credibility, ranking, and try to get your site penalized.

## Bounce rate manipulation

Bounce rate manipulation happens when attackers use multiple bots to repeatedly visit and then immediately leave a site. Since both high bounce rate and low dwell time signal a poor user experience, a successful attack could lead to your site losing rank or being de-indexed for good.

How to prevent and fight off a negative SEO attack

## Audit your links

Regular link audits are a healthy SEO practice which helps you measure the success of your campaigns. Furthermore, keeping an eye on your links can allow you to detect and stop a negative SEO attack before it has time to cause further damage to your website.

Depending on the site of your website, you can either audit your links manually or use specialized software such as CognitiveSEO. Whichever you choose, remember that a sudden increase or decrease in traffic should raise your alarm bells.

## Disavow backlinks from untrusted sources

If you suspect any of your backlinks could be part of an organized spam attack against your site, you can tell Google to stop considering it in future assessments of your site. This can easily be done by using the Google Disavow Tool that comes as part of Google's Webmaster Tool package.

Keep publishing great content as often as possible

Search rankings are constantly changing, so today's top result might be located on the second or third page next week. Building high-quality website content as quickly and often as possible is the best way to keep your site on the top search results.

Remember that no matter how many tricks the bad guys throw at you, in the end the sites which have more to offer to their users will always come on top.

Regardless of how despicable they are, the truth is that negative SEO practices aren't going anywhere. For every algorithm update Google makes, black hats SEOs will always find a way to counter them. That's why it's so important that you learn how to mitigate the risks by keeping a proactive defense.

Keep an eye on your backlinks and quality indicators while also building engaging content and see how your unscrupulous competitors watch powerlessly as you consistently raise your company's website to the top results page.



## 5 Tips for Creating Effective Marketing Goals

Coming up with accurate, specific marketing goals can be a challenging task for any marketer. Your aim should be to find the most precise way to measure whether you achieved your objective. But how do you decide what to measure? When do you measure it? What's an appropriate goal to assign yourself? The following five tips will answer these questions. Follow them, and you'll be on your way to setting up robust and effective marketing goals for your marketing plan.

Make sure that your marketing goals align with the company's overall goals. Doing this is as simple as making a list of all the relevant business objectives that you will be trying to achieve through marketing. Prioritize the list into the most important three objectives for the business. These three business goals will define your marketing goals and ensure that your efforts are serving the top-level business objectives of the company.

Set reasonable goals. When starting a new project or campaign, don't go for a pie-in-the-sky goal; instead, choose a modest one. For example, setting out to gather 250 new Facebook likes with one Facebook ad is highly ambitious. If your company has 1,000 likes total, consider adding 25 likes as your goal. If you exceed well beyond your goal--great! You'll have a better sense of what the goal should be next time.

Define a window of time for measuring success. If you don't set a length of time to hit your goal, you'll be measuring indefinitely. Remember, when setting a marketing goal, ask yourself, "by when?" For example, are you looking to see those 25 new Facebook likes appear in one week? In one month?

Be sure your goals are measurable. How will you know that you succeeded if you can't measure your success? Some marketing goals are harder to measure than others. For example, if your goal is to increase your sports association's reputation, how would you go about measuring that? You can

always find a way to gauge what you're looking for if you put your mind to it. For example, you could survey the community about the association's reputation before your marketing campaign and then survey them again when it's finished.

Check in regularly. Meeting consistently with your supervisor to discuss priorities, timelines, and projects will help ensure that in the long run, you continue to be in sync with the strategic direction of the company. Sometimes a company's priorities change, and as the marketing director, you must be aware of those changes so that you can alter your priorities and goals.

Thoughtful, strategic goals are the building blocks of any good marketing plan. Creating reasonable, measurable, time-sensitive goals that align with the company's overarching goals, in addition to checking in regularly with your supervisor, will put you on the road to successful marketing efforts.

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## **Keyword Research: 8 Ways to Come Up with Amazing Long-Tail Keywords for Your Website**



It's an open secret among SEOs that optimizing content for long-tail keywords can radically improve the ranking of a website. Long-tail keywords have many advantages over their shorter cousins, such as being optimized for voice search and semantic search, having significantly less competition, attracting visitors who are ready to buy, and offering a higher Return on Investment (ROI) for a much lower cost. Furthermore, short tails are already a part of long-tail keywords, so by using them you're already killing two birds with one stone!

The only issue with long-tail keywords is that they're low-search volume, so you have to carefully pick the ones you use. Here are eight ways to find great long-tail keywords for your site.

## 1. Make a list

Before you open your favorite keyword research tool, you need to understand what your website has to offer. Grab a pen, a piece of paper, and set aside some dedicated time on your calendar to think about how you can translate your business's offering into long-tail keywords. Make sure you list every product, and variation of it, that you can think of. Once you have everything listed, pick your best sellers and re-write your keywords to match the way your customers speak and write their queries.

## 2. Google "Searches Related to..."

The "Searches Related to..." box is a useful resource that lies at the bottom of every Google Search Engine Result Page (SERP). You can use related searches to come up with many variations for your long-tail keywords in a matter of minutes. Just type a long-tail keyword you know would drive traffic to your website and scroll down to see the related searches. Take the related keywords and Google them as well, then repeat this

process with their related searches. Once you have a good amount of long-tail keywords, you can use your favorite keyword research tool to pick the ones that best target your users.

## 3. Questions in forums and boards

Modern-day customers spend a lot of time in online communities, where they can share their opinions and experiences with other consumers. These forums and boards are an excellent place to mine for keyword ideas because they're full of hundreds of people asking or answering questions about your website's topic. To use forums for keyword research, you need to find a place where your target audience hangs out. If you can't think of a name, try to Google strings like "keyword" + "forum" or "keyword" + "powered by vbulletin" to find them.

## 4. Google Autocomplete suggestions

Google Autocomplete provides an easy way to come up with long-tail keyword ideas that come straight from Google. All you need to do is to take a broad topic or

head keyword and write it into the search box. Immediately you'll be able to see about a dozen popular variations of your search terms you can use as long-tail keywords. The only downside to this method is that it's very time-consuming (especially if you're typing a keyword + every letter of the alphabet), so you can save yourself a lot of time by using tools such as Ubersuggest to scrape Google's autocomplete data for you.

## 5. "People also ask..." boxes

People also ask, or PAA, is another powerful Google SERP feature you can use to come up with long-tail keywords. A type of featured snippet, PAA has been growing in use and power since it first appeared in 2015. By entering a single question or search term you can get potentially infinite variations of it for the same, or a slightly different, topic. For example, querying for "Is white rice a bad carb?" and then hitting PAA could give you "What are the side effects of eating white rice?" or "Why white rice is bad for you." As you can see, the possibilities are limitless.

## 6. Google Trends

Keywords are never static, so their popularity rises and plummets through time. Google Trends free tool that allows you to see which long-tail keywords are trending at the moment. All you need to do is to go into Trending searches, look for topics relating to your content, and see which keywords are trending. Furthermore, you can also use Google Trends to look at historical data and find which topics and keywords are trending for the season.

## 7. Quora

Quora is a popular Q&A website full of useful questions and answers

you can use to come up with keyword topics. Many of these questions are low-search volume keywords you can copy and paste or use to brainstorm new keyword ideas. Even questions in short-tail format can be used to create long-tail keywords with the help of Google Keyword Planner.

## 8. Competing websites

Since it's impossible to come up with all the possible long-tail keywords for a topic on your own, a good way to get new ideas is to check your competitors' websites. Using a keyword research tool you can analyze your competitor's URL to see which search terms he's

targeting, the position on which his website shows up when a user searches those keywords, and even the pages that rank for certain keywords. All of this should give you plenty of ideas to add to your long-tail keyword list.

Long-tail keywords aren't as straightforward to use as their shorter cousins but, when well applied, they can have a much larger impact on your search traffic. So as long as you pay attention to details, as well as to what your competition is doing, you'll get tons of traffic to show up for your hard work.



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## Marketing 101: Using Social Media to Grow Your Business

It's no secret that managing a corporation isn't easy, which is why it's vital that you discover and implement the most effective methods for digital marketing. Any strong company needs to connect with customers. Working in a service-based industry means you're frequently interacting with customers in person and during service calls, but are you reaching new clients digitally? More importantly, are you effectively utilizing social media as a way to connect with potential clients who are in need of your services?

As a service provider, you know all about delivering great customer service

and reliable products, but do you know what it takes to conquer the world of digital marketing? Even if you don't have a thorough background in marketing or sales, it's possible to utilize social media effectively in a way that will help you reach more clients and build a brand that potential clients will trust and count on. Here's what you need to know.

### Planning

One of the most important elements of dominating the world of social media is to plan accordingly. Never jump into social media marketing before you know what you're getting into. A few misplaced Facebook posts or awkward tweets can

drastically impact your viewership's opinion of you. Make a solid plan that showcases how you're going to market and that determines what your marketing goals are. You can move forward from there.

### How to get started

Determine what your specific marketing goals are. These will vary based on the type of services you're offering or what specific products or packages you're currently promoting. Do you want to offer a coupon to your current client base? Are you trying to increase your base number of customers? Are you simply interested in building your brand's reputation? The

way that you market and promote your organization will determine how you begin marketing.

You'll also need to decide how you're going to reach your target audience. Are you going to use several social media platforms or are you going to stick with one? Many brands choose to become comfortable utilizing a single platform before moving on to other sites. This is an effective way to make sure you're reaching people in the way that you want and in a manner that makes sense to them. The rules for posting on Twitter, for example, are quite different from Facebook's policies. It's not a bad idea to carefully consider focusing on one platform before you move on to another.

As a service provider, make sure you thoroughly understand your own services and benefits that you're offering to customers. If you're not sure what you have to offer your clients, your marketing may be rendered ineffective, so focus on developing a solid knowledge base of your services, pricing tiers, and benefits.

### **Creating an effective marketing plan**

It's vital that you develop a thorough marketing plan that details how much you plan to spend on marketing, how much time you want to invest in this aspect of your brand, and what your goals are. What do you hope to achieve from this marketing endeavor? Are you interested in building your reputation or your client base? Are you trying to promote a specific type of service or a particular service package? Understand what your goals are so you can begin working toward them. Developing a marketing plan is incredibly important as it gives you a tangible way to measure how successful your marketing efforts truly are.

### **Identifying your audience**

It's no secret that identifying your audience is key, so make sure you understand exactly who is buying your services. This will help you to determine which social media platforms are best for you to begin using. For example, the people who use Facebook aren't the same people who use Instagram. While there is often overlap between

different social media platforms, understand that many adults are segregated based on their age, physical location, and educational background. Understanding your particular client base and target audience will help enable you to effectively reach the clients you want to.

### **Tactics**

After you determine which platform will work best for your potential client base, it's time to start effectively focusing on tactics designed to connect you with clients. There are several popular methods for reaching customers through social media targeted marketing. Here's what you need to know.

### **Paid ads**

If you've ever been browsing Facebook or Twitter and noticed a small "Sponsored" tag at the bottom of a post, you've seen a paid ad. Paid ads are an effective way to reach specific audiences who use your social media platform of choice. When you choose to pay for an ad, you'll be able to specify what age range, gender, economic background, educational background, and personal lifestyle preferences users

are required to have in order to view your ad. This enables you to accurately target your ad specifically to certain parties. For example, if you want to target your ad toward female homeowners who are politically liberal with college degrees and who enjoy reading, you can do so. If you want to target your ad toward male students who enjoy skiing, you can specify this as well.

Paid ads enable you to track how many times your ad has been viewed and how often users engage with it. This could include “liking” your post, sharing it, or even clicking on an enclosed link. If you include a promo code that is specific to your marketing campaign, you’ll be able to further track how effective your ad is. Analytics are key when it comes to reaching new audiences, so make sure you regularly assess how effective your paid ad is performing. Sometimes you may need to adjust your keywords or target phrases in order to better reach your chosen demographic, so don’t be afraid to try several sponsored ads to find a style that works for you.

## **Giveaways**

Another popular way to expand your brand using social media is to utilize giveaways to reach your target audience. Note that this does not need to be something that breaks your budget. You don’t need to give away a free Internet package or a year’s supply of your services. In fact, your giveaway doesn’t even need to be something provided by your company. Hosting a giveaway is simply a way to get users to engage with your page, to like your social media profiles, and to share your posts and information with their friends. You can give away a gift certificate to a local restaurant, computer accessories, art supplies or something entirely different. The possibilities are endless.

Make sure you choose an item that particularly appeals to your target demographic. Then write an engaging and interesting post advertising your services, as well as the giveaway. You can choose to utilize a giveaway manager, such as Rafflecopter, but if you prefer to manage your own giveaway, you may do that as well. Ask

users to like, share, and comment on your post for entries. You may also request that they “tag” a friend in your post. This will help your giveaway to spread throughout the social media site you’re using and can be an effective way to reach new viewers.

## **Content**

Never underestimate the value of incredible content. It’s important that you write engaging and thoughtful posts to share on your social media page. These may be related to your services in particular, but it’s also effective to write about a variety of topics present in your industry. For example, if you’re a commercial printer, you can share information on effectively copying or producing documents. You can offer information on different types of ink or products. You can even discuss the best ways to effectively use printing services in local businesses. Make sure your content is interesting and applicable to your target audience. It’s also a good idea to close each post with a question to encourage discussion among your target audience.

## **Post variety**

Make sure you post a variety of content. Don't just share pictures, memes, or jokes with your audience. Similarly, you shouldn't just post about your services. Readers who use social media frequently may become bored with repetitious posts, so it's important that you use different types of content to keep your readers continually interested. Consider creating a posting schedule or even hiring a social media manager to create a schedule for you.

You may also choose to pre-schedule posts with a service such as HootSuite or SocialMedia Jukebox. These sites enable you to upload your posts and share them at designated times. If you want to minimize the amount of time you spend on social media while simultaneously engaging your audience on a regular basis, creating an effective schedule can help you stay on track with the least amount of stress.

## **Best Practices**

As you learn to navigate the world of social media marketing, make sure you focus on creating a fantastic experience

for your audience. It's important that you keep your target demographic in mind as you create your marketing plan and utilize targeted posts, as this will help you to focus on what works for your audience, as well as what will encourage them to engage with you on social media. With that in mind, there are a few practices you should implement immediately in order to get the most out of your social media experience.

## **Pictures and images**

If you're planning to just share links or content, you need to stop now. Viewers who browse your social media page and just see blocks of text or constant links will become bored and uninterested. You need to create a variety of posts that will encourage engagement. One of the best ways to do this is to share pictures or images along with your content. This also encourages users to share your posts with their friends, colleagues, and family members, which can further extend your client base and your social media reach.

## **Reliability**

Users will have the chance to message you specifically. Note that

when users message you, you should try to respond as quickly as possible. Your response rate, as well as your response time, will be displayed on your social media page for audiences to see. Keeping a fast, high response rate will help ensure that your viewers trust your brand. Never respond to readers and ask them to call your office for more information. They messaged you on the Internet for a reason. Instead, cater to their specific needs and preferences by offering them the assistance they need directly through social media. Remember to be prompt, polite, and professional with each interaction.

## **Frequency**

It's also vital that you post on a regular basis. Ideally, you should post at least once a day; however, you may choose to post more frequently if you have a variety of content, pictures, images, and specials you can share with your audience. It doesn't matter how often you post, but you do need to be consistent. If someone stops by your page and you haven't updated it in over a week, they'll believe that your company isn't active on

social media and they may, in turn, choose to utilize the services of a different organization.

## **ROI**

Your ROI is important. You likely have a reasonable budget, so it's vital that you choose to market in ways that effectively make the most of this spending. Aim to keep your costs low by focusing on ways to engage your customers and by utilizing ads, coupons, and targeted posts to reach your appropriate demographic more easily.

## **Managing your ROI with marketing**

When you choose to pay for ads, you'll be able to view analytics and reports that show you how much you're paying per-click or per-engagement. Note that engagements include when someone "likes" or comments on your post. If you run an ad that has a low ROI with a high per-click fee, you may need to modify your ad to be more effective to your chosen audience. It's vital that you pay attention to your analytics and data reports in order to ensure you aren't overpaying for your marketing. You may also choose to set daily spending limits on your

social media platform of choice. This can help further reduce your spending.

## **Choosing effective and budget-friendly marketing tactics**

There are a variety of budget-friendly marketing tactics you can utilize to make the most of your ads. Remember that you don't have to go all out and throw a lot of money at your ads. In fact, you shouldn't. Start small with a few specific ads that have targeted demographics. If one of your ads begins to perform well, you can adjust your budget accordingly to run that ad more frequently or to reach more people. Similarly, if you're marketing on a tight budget, you don't need to spend a lot of money paying for social media giveaways when you can run your own. Most marketing services offered through social media sites are designed to minimize the amount of time and effort you need to exert. You can reduce your spending by taking on more of the work yourself, including writing your own copy and running your own giveaways.

## **Tracking your ROI**

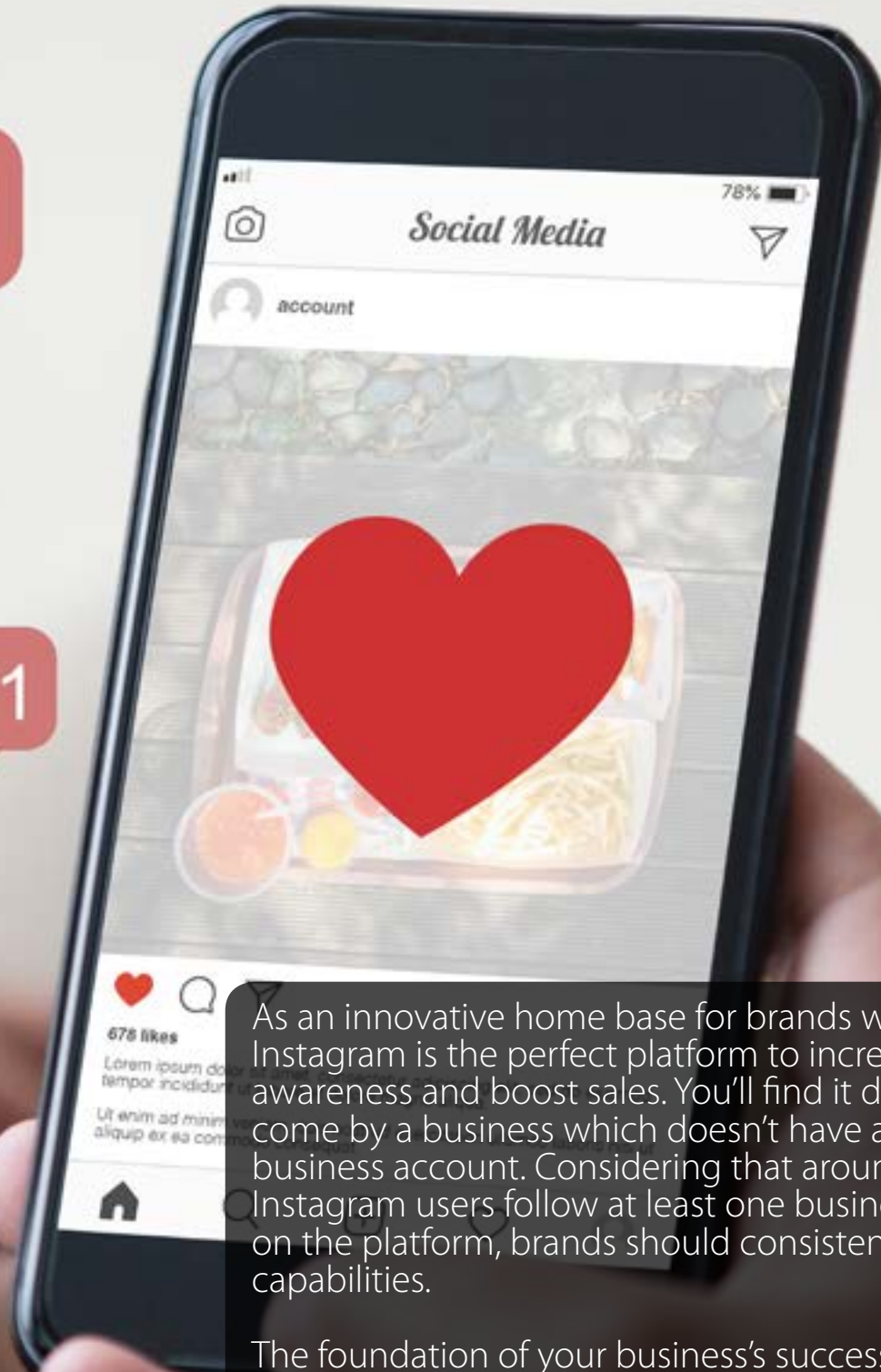
Review data reports on a regular basis. Ideally, you should review these reports each day to ensure your ads are hitting your chosen demographic effectively. If your clicks-per-view is low, for example, you either need to adjust your ad or adjust your demographics to be more effective.

Also make sure you track all of your spending, including receipts for giveaway items and various ads, to ensure you're utilizing the best advertising methods for your budget. It's easy to overspend when you don't appropriately track each expense, so pay careful attention to your data.

The world of digital marketing may seem tricky to enter, but the truth is that you have many options you can utilize when it comes to reaching new audiences, connecting with your current clients, and expanding your customer base. Using social media effectively is important in today's digital era, so make sure you take the time to utilize integrated marketing in promoting your brand.



## 7 Tips to Create Buzz-Worthy Instagram Ad Campaigns



As an innovative home base for brands worldwide, Instagram is the perfect platform to increase brand awareness and boost sales. You'll find it difficult to come by a business which doesn't have an Instagram business account. Considering that around 80% of Instagram users follow at least one business account on the platform, brands should consistently leverage its capabilities.

The foundation of your business's success on Instagram is an effective content strategy. But, sometimes, you need to go the extra mile to reach certain goals and capitalize on Instagram's marketing campaign opportunities.

When you're planning a marketing campaign, create all your content with a single measurable and specific target in mind. Whether you intend to connect to new prospects, launch a service or a product, or boost your brand awareness, Instagram campaigns will help you reach your goal. Most of the famous digital marketers and business owners rely on Instagram's effective performance to develop a strong brand reputation. So, if you have an Instagram business account, here's a list of 7 tips to create buzz-worthy Instagram ad campaigns.

### **Establish S.M.A.R.T Goals**

When you're determining a goal for your Instagram campaign, you should implement the S.M.A.R.T rule. This means defining a specific target audience and a single objective. Also, you must set a baseline to measure your growth. Consider an attainable goal and be realistic about your budget, your growth rate, and the duration of your campaign. Don't aim to jump from 500 followers to 100,000 followers within just 2 and a half weeks. Also, depending on your campaign's goal, set a timeline to achieve it.

### **Scheduling and Planning Your Content**

After you've set your target, you should schedule each piece of content for your campaign. Build a road map of what posts and stories you'll publish every day. If you're collaborating with influencers, make sure you communicate the days when you want them to publish or share your content. Keep everything in sync with your content calendar.

You should aim to develop an overall message for your campaign. Create posts that can stand alone and strengthen the campaign's message. To build momentum, you can use a variety of posts and to engage your audience, post previews of your campaign. For example, you can announce a contest, a discount, or any other promotion before you offer it.

### **Creating Your Content**

Once you've planned and scheduled your content, it's time to create a message which will specifically appeal to your target audience. Most brands make the mistake of skipping this step, but it's the backbone of your campaign's success. That's because, according to Sprout Social,

51% of millennial consumers prefer to see your unique brand personality.

The most important part of your marketing campaign is understanding the best way to convey the brand's message to your followers. So, use a casual voice instead of a formal style. Although many brands choose a friendly approach, the opposite can also work.

### **Stories, Feed and A/B Testing**

According to Hootsuite, about 500 million people use Instagram Stories daily, but only around 50% of businesses are creating Stories. Stories can effectively complement any of your campaign posts and add diversity to keep your followers engaged.

To refine your campaign strategy, you should use A/B testing. Test a variety of ad formats. This will optimize your spending because you'll only be paying for the formats with high-performance rates. Consider testing any element of an ad such as images, text, audience, landing page, and placement. This way, you'll understand what works better, and you'll maximize your ad campaign results.

## Be Consistent in Aesthetics

Although your marketing campaign should reflect the overall aesthetic of your brand, you can still implement distinctive elements. Consider customizing a recognizable and memorable campaign comprising several content pieces, which add up to your brand's message. You'll trigger high engagement rates by familiarizing prospects with your gradually built message.

Every campaign ad will strengthen your main call-to-action, which will result in higher conversions and a significant boost in sales. Also, depending on what reactions you want people to have, you can give your campaign its own voice and character. Make it funny, relaxing, or thrilling. It's up to you to decide how you want users to feel when they see your ads.

## Track Relevant Metrics

Before you even launch your campaign, you must determine what metrics are relevant to you. It comes down to your campaign's goal. So, for example, if you want to build brand awareness, you should track reach, impressions, and engagement.

Also, to make sure you're accurately interpreting your campaign's impact, establish a baseline and adjust your campaign according to high-performance patterns, trends, and growth periods.

Instagram's analytics will allow you to compare growth over specific periods and you can identify what you were doing at those peak times. This, in turn, will help you to adjust your overall campaign strategy, and, by using clear and real metrics, you can make all the correct changes, with no risk of failure.

## Collaborating with Influencers

Influencers can add incredible value to your Instagram ad campaign. Thanks to their large following and increased trust given by their loyal audience, they can efficiently boost your brand awareness. They'll also add authenticity to your business. But any posts, which an influencer creates, must comply with the FTC rules and should be labeled as ads.

A partnership with an influencer will only have a positive effect if it makes sense. You should clearly

identify the influencers who have the same values and aesthetic concepts as your brand. Look through their other ads to see how they normally create content. But you shouldn't work with an influencer only due to his/her large audience. You must also account for the engagement levels of the influencer's following.

## Wrap Up

Instagram is one of the most efficient social platforms that you can use to maximize your business' ad campaigns for huge returns. Depending on your goal, which could be to increase brand awareness or to grow your following, you should create specific ad campaigns using the platform's optimized capabilities. Clearly define your audience, plan your ad campaign, create content, and launch.

Also, with your prospects in mind, track your ads' performance with Instagram's Insights tool or 3rd party integrators. You'll understand how to adjust your marketing campaigns to trigger increased engagement, which, in turn, will result in a huge ROI for your brand.



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# FUN FACTS

August was named in honor of Augustus Caesar. It has 31 days because Augustus wanted as many days as Julius Caesar's month of July had. They took that extra day from February.

Fans of Elvis Presley mourn each Aug. 16th, the day the famed singer died in 1977

August Milestones:

- August 1st, 1981 - MTV network debuted on cable television, actually playing music videos 24 hours a day. The Buggles' "Video Killed the Radio Star" was the first video shown
- August 5th, 1957 - American Bandstand debuted on the ABC television network, with host Dick Clark.
- August 12th, 1981 - The IBM Personal Computer was released.
- August 16, 1954 - The first issue of Sports Illustrated was published
- August 21st, 1911 - The Mona Lisa was stolen by a Louvre employee, Vincenzo Peruggia. It was returned in 1913
- August 25th, 1609 - Galileo Galilei demonstrated his first telescope to Venetian lawmakers.

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# INSTAGRAM

## 2019 STATS & TIPS

**71%**

of users are under the age of 35

**50%**

of Users follow at least one business

**80%**

of Instagram users live outside of the US

**83%**

of users say they discover new products and services on Instagram

**100 Million**

Photos uploaded per day

**71%**

of US Businesses use Instagram

**1 Billion**

Monthly Active Users

**53 Minutes**

spent on Instagram per day on average by users

- Instagram videos get 2 times the engagement of photos than any other social media platform
- The best time to post on Instagram is Thursday between 5 a.m. and 11 a.m. in your respective time zone
- Brands can generate over 4x more interactions on Instagram compared to Facebook
- Images with blue as the dominant color generate 24% more Likes than images that are predominantly red
- Photos showing faces get 38% more Likes than photos not showing faces

### Hold A Fun Contest

Create a custom hashtag and encourage others to post entries.

### Embed In Your Website

Add an Instagram Feed into your website - show off your customer engagement.

### Business, Not Personal

Ensure you set up and are using a business page, not a personal one.

### Incentivize Followers

Provide exclusive savings and promotions to your Instagram followers.

### Behind The Scenes

Show off your team members and give a peek into your your culture.

### Show Your Products

Provide photos showing off your products or services.



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