

# M LOCAL BUSINESS MARKETING

*The Marketing Guide for Local Business Owners*

August 2020

## 10 Proven Traffic Generation Strategies for Your Website

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*Tips on  
How to Use  
Pinterest to  
Grow Your  
Business*

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**Stuck at  
Home? Try  
Implementing  
These 7 Business  
Mindset Hacks**

**Infographic:  
Top Social Media  
Platforms 2020**



## Sharpen Up Your Business Image with These Five Tips

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**13 Common  
Content  
Marketing  
Mistakes**

**8 Design  
Elements for a  
High-Converting  
E-Commerce Store**

**FREE!**

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Greetings!

2020 will go down as a year many business owners would like to forget. Dealing with forced closures, an increased emphasis on customer and employee safety, as well as a volatile political environment has made this year a challenge to say the least.

From our entire staff, we hope that you, your family, your business and your employees are all well!

We're proud that each issue of our magazine is focused on providing informative articles that can help a local business owner improve or grow their business. In this month's issue, you'll find interesting articles and tips that we hope will resonate with you and that you can apply immediately.

This month, we feature articles on driving traffic to your website, improving your business' image, content marketing mistakes to avoid and more.

As always, you'll also find new versions of our popular Marketing Calendar and Infographic.

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

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

David Akers  
President / CEO  
LMS Solutions, Inc.

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# A Little About Us

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



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

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

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

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- Online Marketing
- Social Media Marketing
- Direct Mail
- Email Marketing
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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

1st - Play Outside Day  
1st - Girlfriend's Day  
1st - Spider-Man Day  
2nd - Friendship Day  
3rd - Watermelon Day  
4th - Chocolate Chip Cookie Day  
4th - National Night Out  
5th - Underwear Day  
7th - International Beer Day  
8th - Bowling Day  
8th - National Garage Sale Day  
8th - International Cat Day

10th - Lazy Day  
10th - S'mores Day  
10th - Spoil Your Dog Day  
12th - Vinyl Record Day  
13th - International Lefthander's Day  
15th - Relaxation Day  
15th - International Homeless Animals Day  
15th - World Honey Bee Day  
16th - Roller Coaster 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 - Bacon Day  
31st - Eat Outside Day

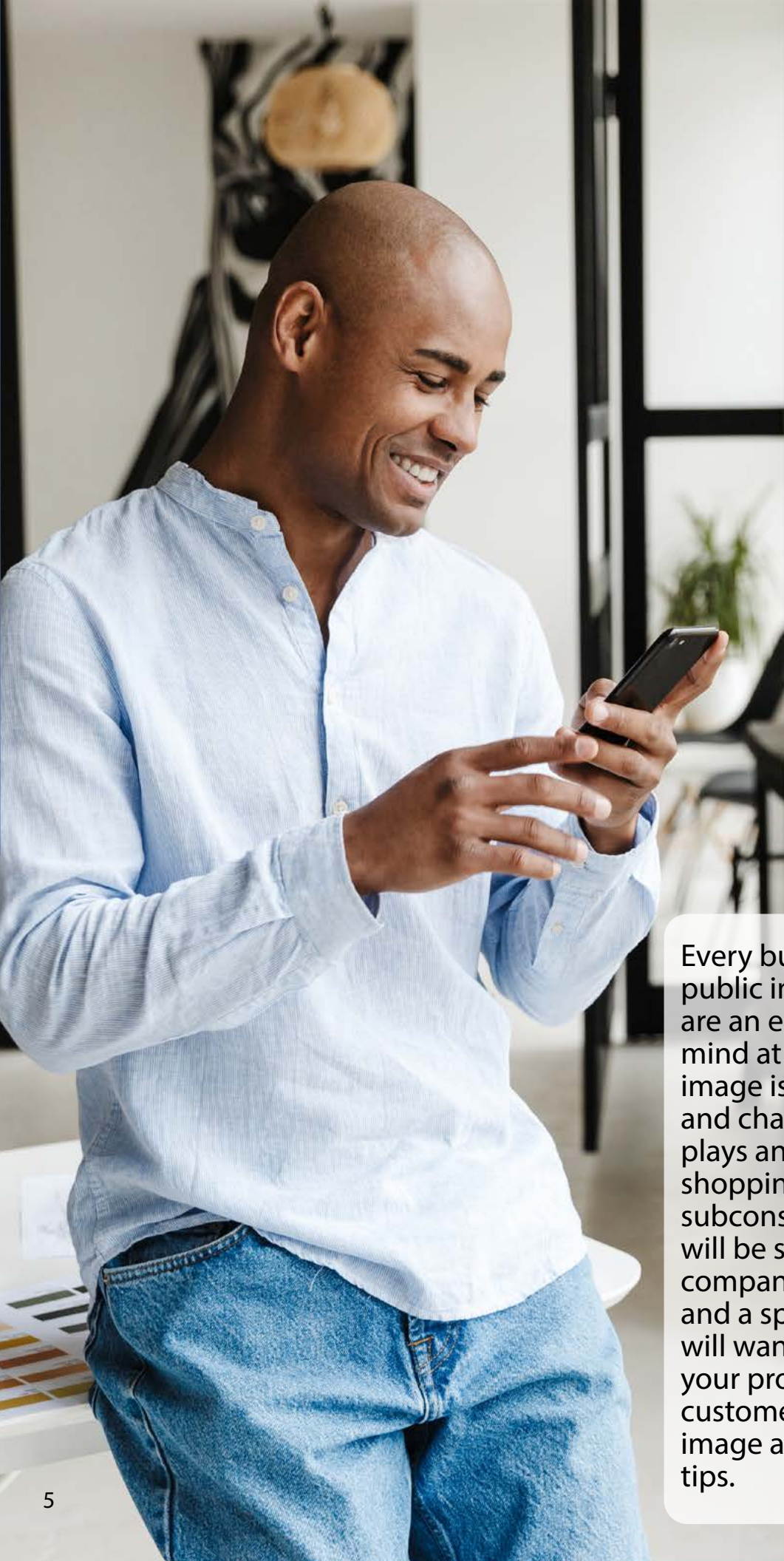
## September

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

Sep 7 - Labor Day (U.S.)  
Sep 11 - Patriot Day (U.S.)

4th - Wildlife Day  
4th - Stand Up To Cancer Day  
5th - Cheese Pizza Day  
5th - Bacon Day  
5th - World Beard Day  
9th - Teddy Bear Day  
11th - Hug Your Boss Day  
12th - Video Games Day  
12th - Chocolate Milkshake Day  
13th - Grandparent's Day  
13th - Scooby-Doo Day

14th - Eat a Hoagie Day  
17th - Citizenship Day  
18th - Cheeseburger Day  
19th - Talk Like A Pirate Day  
19th - Puppy Mill Awareness Day  
19th - Thank a Police Officer Day  
20th - Wife Appreciation Day  
21st - Batman Day  
21st - World's Alzheimer's Day  
22nd - Autumnal Equinox  
22nd - Ice Cream Cone Day  
25th - Comic Book Day  
25th - One Hit Wonder Day  
26th - Pancake Day  
27th - Chocolate Milk Day  
27th - Google's Birthday  
28th - Family Day  
28th - Drink Beer Day  
28th - Good Neighbor Day  
29th - Coffee Day  
29th - VFW Day



## **Sharpen Up Your Business Image with These Five Tips**

Every business needs a good public image to succeed, so if you are an entrepreneur, keep this in mind at all times. A company's image is a guide to the quality and character of its products and plays an important part in people's shopping choices. Consciously or subconsciously, your customers will be seeking signs that your company is reliable and reputable and a specialist in its field. They will want to know you care about your products, and about your customers, too, so build up your image accordingly with these five tips.

## **1. Show your credentials**

If you have any relevant qualifications, awards, achievements or experiences, share them with the public at every opportunity. List them on your paperwork and online documentation, and on any company vehicles or equipment you may have. If feasible, display them on your product packaging, too. Present them on your social media pages and mention them in any speeches or media input you make. Naturally, you will want to avoid boasting about them, but even a brief mention in passing will enhance your reputation.

## **2. Show you care**

Be sure to convey your respect for your customers, and your concern for their product requirements. You can do this not only in person, but through online posts, messages and comments on your website and social media pages. A feedback facility will also be appreciated; show you are listening by responding to negative comments in constructive ways. Your commitment can also be demonstrated

through sustained quality of products. Show your passion for the whole subject area by expressing your views on relevant issues and getting involved in associated events.

## **3. Show you are up to the mark**

You may keep tabs on all the latest trends in your product area, but does the world know this? Show you're on the ball and up to the mark by adapting your business to the latest styles and approaches, or if you choose not to, make it clear that it's your positive choice not to follow the crowd. Keep your website and profile pages up to date, and comment on any relevant events or issues that crop up. Introduce innovations in your business wherever you spot an opportunity. Let it be seen that your business is alive and ticking.

## **4. Show you are strong and steady**

Provide a regular presence, online and anywhere else relevant to your business. Your steady, habitual input will indicate ongoing success, sending a positive

message to shoppers. Whether you present yourself, your logo some other representation of your business, such as a particular image or slogan, its regular appearance will become reassuringly familiar to people, and so will your company, by association.

## **5. Capture the imagination**

Now that you have worked on these key elements of your image, add something new and exciting to set browsers dreaming. Look at similar products on the market and consider ways of making yours stand out. The smallest of adjustments can make a vital difference, and it does not have to be in the product itself. It could be a tweak in your adverts or a slight change to your packaging, for instance. A touch of humor, a catchy tune or a punchy slogan can also work their magic. The choice is yours.

Running a business is no easy matter, and you are sure to have lots to think about. But however busy you are, remember to keep an eye on your image, day by day - it will be worth it.



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## 10 Proven Traffic Generation Strategies for Your Website

You can have a professionally built, visually appealing, fully responsive website. You can own a brand that features the very best products or services in your niche. However, if your site has little-to-no traffic, none of that will matter. Your target audience won't know you exist, you will not have any sales, and your brand won't grow. Every brand owner needs to attract a high volume of targeted traffic to their site if they expect to thrive - or

even just survive. Here are several proven strategies that will increase traffic to your website.

### 1. Search Engine Optimization

Search engine optimization (SEO) should be your first strategy to drive more targeted traffic to your website. SEO refers to techniques that are used to optimize your website to generate free (organic) traffic on search engines like Google and Bing. There is no

way to cover everything you need to know about optimizing your site for higher search rankings in this article. Therefore, you should consult Google's SEO best practices to find in-depth explanations on everything you should do. Here are a few quick highlights:

- Your website must be user-friendly and mobile-friendly.
- Your site should load quickly.

- Optimize your title tags, headings, and image tags for good SEO.
- Your site's content must include relevant keywords that your target audience uses in Google search queries.
- Attract high-quality backlinks to your site.

You can learn more about these and other SEO techniques in greater detail online. Above all, your website must create value for your visitors if you want it to generate a lot of search engine traffic.

## 2. Search Engine Marketing

While search engine optimization refers to website techniques that can generate free traffic - search engine marketing (SEM) refers to paid advertising that will drive traffic to your site.

The most popular form of SEM is Google Ads. Google Ads are pay-per-click (PPC) ads that you only pay for when a visitor clicks on them. Furthermore, the amount you pay is based on how much you are willing to pay for the

keywords in your ads, and the competition for those keywords. Bing and Yahoo offer similar PPC ads too. SEM is one of the fastest ways to drive targeted traffic to your site.

## 3. Content Marketing

Content marketing is about creating and distributing content just for your target audience, on various digital platforms. For example, you can publish your content on a blog, email newsletters, social media posts, and in videos. However, your content must be high-quality, valuable to your audience, engaging, and enjoyable to read if you want it to successfully drive traffic to your site. Here are a few benefits of content marketing:

- You provide free value to your audience.
- You get to present yourself as an expert in your niche.
- You can engage and grow your audience - while increasing brand awareness.

- Your audience will see you as an authority in your niche and want to visit your website.

## 4. Social Media Marketing

Many brand owners use social media marketing as an effective traffic generation strategy. You can use one or both of the following ways to do that as well. The first technique is free. You simply create a profile page for your business on the social media networks that your target audience uses. Then, you can publish engaging content that promotes your brand to your followers. Your content should include links that your followers can click on to visit your website. The second technique involves buying social media ads to promote your brand directly to your target audience. For example, you can buy Facebook and Twitter ads that will be displayed to users based on their demographics. Therefore, social media ads are a good way to get your message to exactly who you want to see it. You can research social networking sites to learn more about

their paid advertising options.

## 5. Good Branding

Creating a memorable brand will make you stand out to your audience and generate a lot of traffic for your site. Memorable brands have more than just a cool logo. For example, good branding requires creating a mission statement that clearly explains your purpose:

- The products or services that you sell.
- What makes you unique.
- Why you created your brand.

Think about brands that you find memorable. What

makes them stand out to you? How can you apply those same techniques to create a strong brand that stands out to your audience? If you need help with branding, consider hiring a digital marketing firm.

## 6. YouTube Videos

Many online users really enjoy watching video content. Therefore, you could create a YouTube channel to promote your brand and website. Your videos do not need to be funny or silly to be popular. Instead, you just need to focus on providing your audience with information that they find valuable about your niche, as well as your products or services. For example, if

you sell a product that is relatively unknown, you might create a video tutorial that demonstrates how to use it.

## 7. Forum Marketing

Internet marketing forums are a great way to drive traffic to your website as long as they are related to your niche. However, before you start posting links to your site all over a forum, you need to make sure that you are respecting their rules and users. For example, some forums require that you be a member for a certain length of time before you are allowed to post links. Furthermore, the forum's users will not take you seriously if they think you are just trying to "spam"

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them. Therefore, you need to contribute valuable content to discussions. Only include a link to your website if it is relevant to the discussion.

## 8. Podcasts

If you have a lot of valuable knowledge about your niche that you enjoy discussing with others, you might consider creating your own podcast. Then, you could use your podcast to raise your brand's awareness, as well as drive traffic to your site. Think of it like your own little internet radio infomercial. You can learn more about how to create a podcast online.

## 9. Infographics

Most consumers respond well to visual images - especially when they contain data and attractive graphics. Don't worry if you do not have advanced graphic design skills. You can buy high-quality, affordable infographics from a number of creative design marketplaces online. Just do a Google search. Then, you can edit your infographics to include a link to your

website - and post them on social sharing sites like SlideShare.

## 10. Online Courses

Finally, many brand owners are creating their own online courses to educate their audience about their niche. Not only are eCourses a good traffic generation strategy, they can also earn you some extra money if you can convince people to pay to take your online class. However, you should only create an eCourse after you become an expert in your niche.

In short, when it comes to driving traffic to your website, the most important thing to remember is to have a site that your visitors will find valuable. If you cannot give your audience a reason for visiting your site, then they will not. Therefore, none of these traffic generation strategies will work unless you focus on creating the best user experience for your visitors.

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# ?

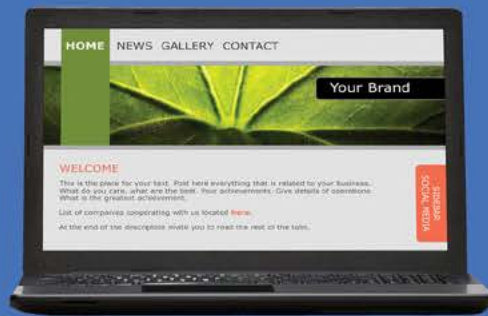
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## 8 Design Elements for a High-Converting E-Commerce Store

The design of an e-commerce store plays a crucial role in the overall conversion rate. If visitors get a negative impression after arriving on your site, they will probably leave quickly. The design of a store involves both the major elements that are immediately visible and the subtler details that are less obvious at first glance. When you can focus on all the important design features, you can increase the conversion rate and get more sales. So, what design elements should you be thinking about?

### Minimal Design

Most e-commerce stores have a lot of products and information they want to convey. It is crucial, however, that you do not ruin the user experience through cluttered design. Visitors should be able to see the information they require without confusing layouts and an excess of information. Minimal designs are the go-to options for modern stores, focusing on their products ahead of flashy design elements.

### White Space

White space helps to simplify the design of a store, offering a pleasing experience for visitors. Without white space, it is difficult for the eye to distinguish the important elements on a page. By separating elements and products using white space, though, visitors can immediately identify what they are searching for. Various studies have shown the improvement in readability when you carefully include white space on a page.

## Simple Navigation

Simple navigation is essential as your store starts to grow. Users can struggle to find individual products or categories if you do not develop user-friendly hierarchies that are intuitive to people. Think about the types of products you sell, developing categories and sub-categories that make the most logical sense. You could also help people by placing your most popular pages in a prominent position in the navigation bar.

## Call to Action Buttons

Call to action buttons may seem obvious, but poorly designed sites often make the process of buying products overly complicated. Use colorful checkout buttons that clearly identify what action a user should take. You can also use a call to action for an email subscription or wishlist feature on your store.

## Visual Checkout Features

A checkout area is a place where conversions can be damaged. Many consumers are debating whether to go ahead with a purchase, and a complicated checkout

structure is an excellent excuse to leave without buying. Visual checkout features make people feel at ease. You could use credit card logos to inspire trust along with a graphic bar that indicates how many steps left in the checkout process.

## Pop-Ups

Pop-ups can be useful ways of conveying important information or leading visitors down certain paths. Most commonly, pop-ups are used to promote an email list, helping to grow your subscriber base. You could use a pop-up to offer discounts to visitors who are leaving without making a purchase. A pop-up could also promote a holiday sale or other eye-catching offer.

## User Ratings

User ratings help to increase conversions, adding social proof to the sales process. If a visitor sees little signs of activity on a page, they may be reluctant to buy. Reviews are an important aspect of increasing conversions, with a visual display of user ratings making it clear when a visitor lands on a product page. A simple star rating can be enough

to indicate that a product is popular and there are many happy customers.

## Attractive Images and Video

Product images are essential for a sales page, adding more than a simple feature list could offer. Low-quality images can have an adverse effect, though, so it is crucial that the product is showcased effectively. Videos can add an extra element, allowing people to see the product being used. Also, you could add user-generated images, allowing people to see how buyers are using the product.

Each of these elements might only contribute a small change to the conversion rate. When you add the improvements together, though, you can see substantial improvements. Many visitors will not be conscious of each element, but they will have an initial reaction. Time is precious, and people will not hesitate to move on to a competing option. Getting the right design features in place allows you to focus on the other aspects of an e-commerce store, allowing your business to grow exponentially.



content engagement and your reputation.

### **3. Not Harnessing User-Generated Content**

Any content that your audience creates can be defined as user-generated content. Why wouldn't you want to amplify it? It is a great way to build customer trust. For example, encourage your social media followers to submit photos of themselves using your products. Challenge your audience to get creative in some way that relates to your products or services and use a unique hashtag to boost engagement.

### **4. Inconsistent Branding**

Some businesses do not provide employees with clear content guidelines. With a variety of people working on content, this can lead to inconsistencies in the look and style of content across different channels. It's confusing for consumers and damaging to the brand. Make sure you have a universal set of content guidelines so that everyone on your team stays on brand, uses consistent visuals, and speaks with one clear

voice.

### **5. Trying to Address Every Stage Of The Buyer's Journey**

While it is important to address different stages of the customer journey, you shouldn't do it all at once. Each piece of content should have a clear goal - whether it's to build brand awareness, nurture leads, drive sales, or strengthen customer loyalty. When content specifically addresses one stage of the buyer's journey - the awareness, consideration, or decision stage - it leads to greater content clarity. It also makes it easier to measure content performance.

### **6. Not Tracking Content Marketing Performance**

If you do not regularly analyze the performance metrics of content, there's no way of knowing what's working and what isn't. How much engagement is each social media post getting? How many people shared your blog post? How much website traffic are you getting from that email campaign? When you have the data - such as page views, shares,

and click-throughs - you can tweak future content to maximize results going forward.

### **7. Too Little Promotion**

All content needs time to find its audience and reach its full potential. This involves regular promotion - especially in the early stages. Don't just promote content once and then forget about it. Email your subscribers to announce every new piece of content. Link to content multiple times on social media. And keep sharing it across different channels for a number of days. This repetition is key to maximizing content impact.

### **8. Forgetting to Add a Call-to-Action (CTA)**

To improve overall content marketing results, each piece of content needs a clear purpose. This is especially important if you are constantly trying to generate leads. What do you want your audience to do next? Fill in a form? Subscribe to your newsletter? Visit another page on your site? Whatever it is, ensure you include a CTA

that supports a specific marketing goal.

### **9. Focusing Too Much On Search Engine Optimization (SEO)**

Obviously, content should include keyword-optimized headings, subheadings, and alt tags. However, don't ignore the core needs of your audience. Some businesses focus too much on SEO and the content quality suffers. Consider how the viewer experiences your content. The tone of language, readability, design, and structure of your content all play a part in how engaged users feel, and how much they trust your brand. Get these things right and your content automatically becomes more search-engine friendly.

### **10. Not Using a Variety of Content Formats**

Different audiences have different content preferences, so it is important to deliver a range of content formats to please different people. Of course, some people like to read. But many people prefer to watch

videos, enjoy the clarity of infographics, or find it more convenient to listen to audio content. Repurpose content into different formats to meet the needs and expectations of different people.

### **11. Not Revisiting Older Content**

Over time, content can become outdated and steadily lose its marketing power. This is why it's important to regularly review old content and update it. By updating older content with new information and links, you can improve its search engine rankings and make it more visible online. This also gives you an excuse to promote it again across your social media channels.

### **12. Taking Your Audience for Granted**

Don't make the mistake of assuming what your audience wants. What if you are wrong? Instead of guessing, ask your audience - constantly. What do they care about? What types of content do they want to see? By asking your audience - via

social media and email - you can find out, and then deliver more relevant, valuable content.

### **13. Failing to Provide Sources**

Most people like to know they are receiving the correct information. To build trust, it's important to show your audience the sources for any statistics or data you provide. Including links to trustworthy sources can also boost your search engine rankings.

#### **The Bottom Line**

If your content marketing efforts are not bringing you the results you expect, it's time to review your strategies. These 13 common mistakes are a good place to start, but to make the process easier, tackle one thing at a time.

Content marketing isn't easy for any business, but if you keep in mind these most common mistakes, you can safeguard your reputation, rise above the competition, and benefit more from content marketing for years to come.



## Tips on How to Use Pinterest to Grow Your Business

Pinterest is one of the most popular social media websites on the internet today. Many people have used this site to grow their businesses with tremendous success. It has millions of daily active users, which means tons of potential for promoting your brand.

If you want to grow your business as effectively as

possible, it is important that you consider this option.

### **Creating a Business Account**

The first thing that you want to do is to set up a business account on Pinterest, as opposed to a regular personal account. This type of account will let you view detailed

analytics to provide you access to Pinterest advertising. Those who already have a personal account can switch to a business account very easily.

### **Start Sharing Your Products**

One of the more obvious ways to use Pinterest to grow your business is to

share your products on it. It is important that you pin any new products that you come out with so people know about them right away. You might even want to pin them before they are released to generate some buzz and hype.

Make sure that you group these pins into relevant categories so that potential customers can find them easier. This can go a long way towards helping you expand your business to become more well-known and lucrative.

### **Post High-Quality Photos**

It is imperative that you only post high-quality photos of all your products to make them appear as enticing as possible. You want people to get a positive impression of everything you have to offer. You should focus on every little detail when taking pictures of your products to post on this site, including the angle and lighting.

### **Advertise Your Services**

If you offer services instead of physical products, you

can still use Pinterest to your advantage. If you have your own consulting firm, consider posting photos that represent the goals of your services. You might also want to share photos of the clients you have helped in the past. This will give people who see them confidence in your business as a whole.

### **Focus on SEO**

Every business needs a strong online presence, and Pinterest is a perfect way to get started. You need to focus your SEO efforts by creating quality backlinks and using relevant keywords that don't have a ton of competition. This can really help you get noticed online so that people will learn about your business and everything it has to offer.

### **Engage with the Community**

There is nothing like the personal touch when you are trying to win people over on social media. You should make a point of interacting with other users so you can establish a strong following for

your business. It's always a good idea to welcome customer feedback, positive or negative. People love buying from businesses that actually listen to what they have to say and consider their opinions.

### **Be Consistent**

One of the most important things that any business owner can do on Pinterest is to keep pinning on a regular basis. You should try to post during the evenings and on weekends, which are statistically the best times for reaching the maximum number of people.

### **Embrace Save Buttons**

Putting save buttons on your site that link back to Pinterest can do your brand a world of good. These days lots of businesses are doing this, and it's a great way to stay relevant. Consider using save buttons that only appear when the person's mouse cursor hovers over a photo. This is a non-obnoxious way of offering your visitors this option.



## **Stuck at Home? Try Implementing These 7 Business Mindset Hacks**

Completing focused work that moves you closer to your goals is a critical part of running a business. If, however, you are stuck at home and cannot work on the day-to-day operations, it is a good idea to think about improving your mindset. The way you approach work, from the big picture to the smaller details, can almost always be improved. The following mindset hacks can each make a small difference to your results, contributing to a much greater whole.

## **Incremental Improvements -**

Entrepreneurs often put excessive pressure on themselves to reach new goals. When you fall short of the goal, though, you can feel deflated. It is usually more effective to aim for incremental improvements that build over time. Small improvements to the important elements of your business will add up, but you may not notice at the time. When you assess your improvements after a period of time, you should notice huge growth.

## **Goal Setting -**

Setting goals is a crucial part of building a business, but there needs to be a point to your goal setting. You need to be able to measure the goal after a set period, making it important to be specific. Also, an effective goal should be optimistic but realistic, ensuring you are driven to hit the target. Taking the time to set goals of this type increase the chances you will maintain your focus.

## **Visualization -**

Visualization involves using the imagination to create concepts and goals in your mind. Visualizing what you want to achieve

acts as a mental rehearsal for the events you are reaching for. By dedicating time each day to focus deeply on your business and personal targets, you can maintain drive to hit these goals. Repeating the visualization process can also build your confidence, making lofty goals seem far more realistic.

## **Measure and Analyze -**

Get into the habit of measuring the important elements in your business. It is common for companies to focus on a few critical aspects of their business, such as sales and profit figures. However, measuring and analyzing can be done on a smaller level. You could aim to set weekly and monthly targets, taking a brief time to check your performance. This approach helps you remain clear about your productivity and motivates you to go further.

## **Implement Quickly -**

Quick implementation can be the difference between successful entrepreneurs and those who struggle to reach their goals. It is natural to want to study a topic before you get started, but you can quickly start to chase perfection. Slow implementation can often be procrastination

rather than a dedication to reaching a high level. Get used to implementing projects quickly, reducing the time you have to get ready for launch.

## **Planning -**

An effective plan can provide a change in mindset as you start thinking over an extended period of time. Rather than getting up each morning and preparing your work for the day, your plan could cover a duration of months. Set out the target goal for the short term, then work backwards and plot how you will get there. You will, of course, need to adapt to changing circumstances, but the bulk of your plan will be in place for each day.

## **Limit Your Focus -**

Entrepreneurs are used to brainstorming and starting multiple projects. You probably have a host of ideas to work on, but this will only serve as a distraction. Instead, limiting your focus ensures you stick to a single enterprise until it is a success or you need to move on. When you work on multiple projects, you won't know if the concept is working as you won't be giving it your full commitment.



# 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 6th, 2012 - NASA's Curiosity rover landed on the surface of Mars
- August 12th, 1981 - The IBM Personal Computer was released.
- August 16th, 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.
- August 30th, 1984 - The Space Shuttle Discovery took off on its maiden voyage.

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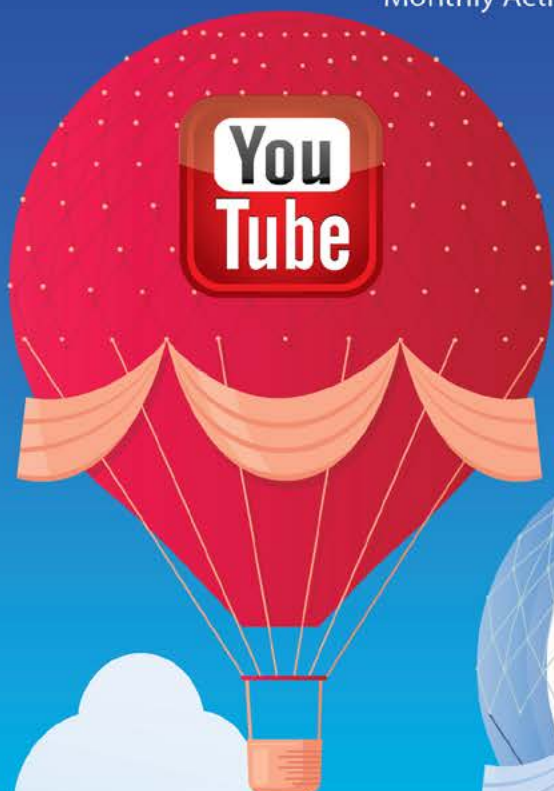
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# Top Social Media Networks - 2020

Ranked by number of active monthly users.

**#2 - YouTube**  
2 Billion  
Monthly Active Users



**#1 - Facebook**  
2.6 Billion  
Monthly Active Users



**#3 - WhatsApp**  
1.95 Billion  
Monthly Active Users



**#4 - Messenger**  
1.3 Billion Monthly  
Active Users



**#5 - WeChat**  
1.16 Billion Monthly  
Active Users

**#6 - Instagram**  
1 Billion  
Monthly Active Users



**#7 - Tik Tok**  
800 Million Monthly  
Active Users





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