

# M LOCAL BUSINESS MARKETING

*The Marketing Guide for Local Business Owners*

February 2018

**Cost-Efficient  
Practices for  
Promoting  
Your  
Business**

**What is  
Reputation  
Management?**

**What Makes  
a Good  
Advertorial**

**6 Reasons to  
Outsource Your  
Social Media  
Marketing**



**10 Ideas  
for Easy  
Marketing  
Content**

**14 Tips to  
Revitalize Your  
Email Marketing  
Strategies**

**Infographic:  
Small Business  
Facts 2018**

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Are you making the most from the economy boom?

What are you doing to ensure consumers are spending their money with you, instead of your competition?

If you're like many business owners, you are reactionary, and don't take the time to develop plans ahead of time. If so, maybe now would be a good time to start.

Our hope is that the articles in this month's issue might help you make a positive difference in your marketing efforts. You'll find we've covered a variety of timely and important topics.

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.

Wishing you a very successful 2018!

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 five years straight!

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- Video Marketing
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- Online Marketing
- Social Media Marketing
- Direct Mail
- Email Marketing
- Graphic Design
- Promotional Products



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# Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

## February

Black History Month  
American Heart Month  
International Expect Success Month  
National Cancer Prevention Month  
National Children's Dental Health Month  
Spay/Neuter Awareness Month

February 14th - Valentine's Day  
February 19th - President's Day

1st - National Freedom Day  
1st - Change Your Password Day  
2nd - Groundhog Day  
2nd - Rheumatoid Awareness Day  
2nd - National Wear Red Day  
2nd - Working Naked Day  
4th - Facebook's Birthday  
4th - World Cancer Day

4th Super Bowl Sunday  
4th - Popcorn Day  
8th - Boy Scout Day  
11th - Autism Sunday  
12th - Lincoln's Birthday  
13th - Pancake Day  
14th - National Organ Donor Day  
14th - Ash Wednesday  
16th - Chinese New Year  
17th - Random Acts of Kindness Day  
18th - Daytona 500  
20th - Love Your Pet Day  
20th - National Cherry Pie Day  
22nd - Washington's Birthday  
22nd - World Thinking Day  
23rd - National Banana Bread Day  
26th - Bacon Day  
27th - Polar Bear Day  
27th - Spay Day  
28th - Pink Shirt Day  
28th - Rare Disease Day

## March

Irish American Heritage Month  
Women's History Month  
Employee Spirit Month  
National Cerebral Palsy Awareness Month  
National Endometriosis Awareness Month  
Multiple Sclerosis Education and Awareness Month  
Red Cross Month

March 11 - Daylight Savings Begins  
March 17 - St. Patrick's Day  
March 20 - 1st Day of Spring

1st - Peanut Butter Lover's Day  
2nd - Dr. Seuss Day  
2nd - National Salesperson Day  
3rd - Frozen Food Day  
4th - Pancake Day - IHOP

4th - Academy Awards Ceremony  
4th - Hug a G.I. Day  
6th - Dentist's Day  
6th - Oreo Cookie Day  
9th - Crabmeat Day  
10th - Pack Your Lunch Day  
12th - Girl Scout Day  
13th - Good Samaritan Day  
13th - National Napping Day  
14th - Potato Chip Day  
17th - Corned Beef and Cabbage Day  
19th - Client's Day  
21st - Common Courtesy Day  
22nd - Goof Off Day  
23rd - Puppy Day  
26th - Spinach Day  
29th - Mom and Pop Business Owners Day  
30th - Take a Walk in the Park Day  
30th - Doctors Day  
31st - Tater Day



## Cost-Efficient Practices for Promoting Your Business

Promotion is an important factor in achieving success in business. However, most business owners do not want to deal with it because it takes a lot of time and effort. It requires spending at least one hour daily to plan out how to promote the business or execute those plans.

The objective of a promotion is to get the word out about your business. No matter how hard it might be, using your resources efficiently is essential. While you do need the budget for a marketing campaign, it does not need

to be expensive. Below are some ways to promote your business without having to spend a lot of money.

### Promote the Business Through Conversation

When doing business with others, you use various documents in the process. Make sure that your business name, contact information, and logo are part of your correspondence. Any document you send out to others must include a letterhead that contains all your company information.

You can also make sure that your email has a signature that includes a promotional tagline and your business contact details. The email signature can also include links to your LinkedIn, Twitter, and Facebook profiles. That way the recipient of the email can connect with your business through social media accounts.

### Develop Valuable and Meaningful Content

Most businesses today already maintain a website as part of their marketing strategy. However, a website

is useless if it does not have good content. To make the website stand out from competitors, make it a priority to publish great content.

If you are not good at writing, delegate the task of making content to someone on your team who does. You can start by giving tips, top ten lists, or best practices for your industry, and then have the content specialist string the necessary words together.

Set up Business Profiles on Social Media Websites

To build a strong social media presence, start by setting up your business profile on networks such

as Google Plus, Facebook, Instagram, LinkedIn, and Twitter. The business profile can include a good description of your company, keywords, and a website link. You can also monitor social media channels to find people talking about your products and services. This is a good opportunity to engage with customers, but do not spam them with promotional materials.

Make Your Car a Billboard

You may see other business owners with bumper stickers or magnets on their cars promoting their business or displaying their phone number. Potential clients will see

your car when you are driving it around town, especially when traffic is heavy. Modern marketing-purposed stickers are available and can withstand many types of weather conditions, and magnets can be removed easily.

When it comes to starting a new business off on the right foot, frugal marketing practices are important. These are the cost-efficient practices that can help promote your business. There is no need to spend a lot of money to start seeing results. By incorporating these tips into your marketing strategy, your business finances can be managed as you build your brand.

## Is Your Website Mobile Friendly?

Over 50% of all online searches are now performed on a mobile device.



*With Google's Recent Algorithm change, having a mobile-friendly website is more important than ever!*

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## 10 Ideas for Easy Marketing Content

Content marketing is almost as typical to businesses now as ads in phone books were decades ago. The idea of inbound marketing, as it's sometimes called, has flourished with the internet and social media in ways its pioneers probably never even saw coming. Everybody's doing it.

In its infancy and continuing through its development, though, businesses using content marketing have echoed the same complaint: It's hard to come up with fresh ideas for quality content consistently.

Every producer of content runs into this issue eventually. Whether you're a writer, TV reporter, artist, photographer or film

producer, there will be times that feel like a rut. Heck, how many times have you heard someone say "Hollywood has run out of ideas for movies?" It can seem that way, even for the most illustrious producers of content.

Sometimes, it takes the removal of your content-marketer hat and switching to something else. Try other hats on, change how you see your role, and the ideas might flow. With that in mind, here are 10 easy content ideas that can come with simply putting yourself in another part:

**1. Be a contrarian** -- This is simple. Find something in current events that someone else has published

and disagree. As long as you cite and quote the other content, it's fair to use it to establish a contrarian position. It can be directly or even loosely related to your business. And with the overflow of news and opinion online now, this is always available content.

**2. Be an interviewer** -- With today's technology, almost anyone can record and upload an interview or similar conversation with ease. Write out five or 10 questions to ask of an expert, co-worker, employee, vendor, favorite customer or anyone else related to your business, and record your talk with that person. Upload it, and, voila, instant content.

**3. Be a storyteller** -- One of the misconceptions of some content marketers is that all marketing has to sell. Post a video or article telling a funny, moving or inspirational story connected to your business, and you might be surprised how your audience reacts.

**4. Be a promoter of something else** -- It's easy to get caught up in the daily promotion of your own business, but try taking a step back and think about what you like about another enterprise. Share your thoughts on good things you see local businesses, governments or non-profits doing in your community. If you're not a local business, pick an industry leader and highlight what you like about what they're doing.

**5. Be a filmmaker** -- Again, technology has made it so that anyone can quickly and easily produce videos. Record a walking tour of your business. Or take photos of people and things in your business and set them to a slideshow with music. With a short written intro, this is accessible content that requires little time or real talent.

**6. Be a recycler** -- How many blog posts start with "In a previous post ..." then re-examine old content? If you don't already do this and are struggling to find content ideas, go through the old material and use it again, mixing in a few fresh takes. You might be surprised by how much subject matter you find.

**7. Be an instructor** -- This is an overlooked content idea that shouldn't be. Take anything that would be useful to your customers or clients and give them a how-to on it, either written or recorded. If your business sells 100 products, meals, services, etc., you could have 100 pieces of content.

**8. Be a myth-buster** -- This is an easy one because there are myths everywhere. Again, even if it's only loosely related to your business, you're doing your customer/client base a service by merely explaining some common perception that just isn't true. That is a fairly popular content mechanism, by the way, which means audiences are receptive to it.

**9. Be an aggregator** -- How many blogs or other

content platforms do you see putting together and posting what amount to link dumps? With some of your own words creating a narrative around them, collecting links to other content then piecing together a six-paragraph summary gives you quick content. It's also straightforward to make this a regular feature, an idea you can use every week.

**10. Be an answerer** -- This is an old trick of columnists everywhere: Get your audience to give you content. You accomplish this by asking your customers, clients or followers to submit questions about your business. You publish the questions and your answers, and you have content. That is another idea that can be recurring, something to use once a week.

Again, the need to constantly come up with fresh content can be frustrating. The well can sometimes run dry for even the best content marketers. And when that occurs, sometimes it helps, to switch those hats - to stop being a content marketer and start being something else.

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## 14 Tips to Revitalize Your Email Marketing Strategies

Quite a few marketers and business professionals no longer use email marketing as a way to attract leads, gain greater visibility for their company, or strengthen a budding business-to-consumer relationship. The primary reason for this is simple: a substantial percentage of marketing emails get deleted without ever being opened. Following closely behind are those that do get opened, only to almost immediately get discarded into the recipient's trash bin. Marketers do not feel like

the investment of time and effort in email marketing is worth the meager returns they achieve through those struggles.

Before you cast email marketing into the dustbin of strategies that don't work, you might want to give it a second chance as a useful tool in your overall marketing arsenal. With a few revisions to your methods, you can turn a flagging or non-existent email campaign into a powerhouse of marketing potential. Here are 14 tips

you can add to your email marketing strategies to start standing out and achieving success:

1. Never use a generic sender name. One of the first things people look at when they receive an email message is the sender's name. The first emails that get dumped in the trash bin are ones that have some variation of "do not reply" as the sender, either in the name itself or the email address. Even if recipients cannot reply to your message because it is a

catch-all sender (which you should avoid if possible), you should still indicate who it's from by using a recognizable individual's name or the name of your company.

2. Just as you should personalize the sender's name, so should you also do so with the recipient's name. Whenever possible, include at least the first name of your intended recipient. Personalization of marketing messages is a good way to catch someone's eye, and it makes them more inclined to open an email message when it appears to be sent to them personally (rather than being a generic message sent to thousands of other recipients, as well)

3. Keep your subject line as short as possible to accommodate mobile users. Most people are accessing online content via mobile devices, including their email. In general, only the first four words (or an equivalent number of characters) of a subject line get displayed when being viewed on a smartphone, tablet, or another mobile device.

4. In addition to keeping your subject lines short, you should also front-load the most critical or

actionable words to ensure the reader can see them. If your subject line is "Here's How You Can Cure Baldness With Oregano," the only part that most people will see is "Here's How You Can." That tells the recipient nothing about the message, which means it will likely get ignored altogether.

5. Use an original and eye-catching image above the fold within your email message's body. Because most people are using mobile devices to check emails in today's digitally-driven world, this means they are likely on the go.

A message body with tons of text is going to be an instant turn-off. Even if your message still contains a paragraph or two of written content, try to preface the email's body with an appealing image.

6. Leave plenty of white space, so the critical point of your email's content does not get missed. Cramming a bunch of text into an email message without sentence or paragraph breaks can cause relevant information to be easily overlooked. Make sure the key components of your content stand out in some way.

7. Use a single call-to-action in your email. The paradox of choice has proven that people will refrain from making decisions at all when given too many options, but when it comes to creating an actionable email marketing message, you want to give your recipient a single choice. One CTA, designed to be irresistible, leaves the recipient with only one option concerning acting on your content. If it is well-designed and well-presented, the recipient will click forward into your sales funnel rather than clicking the delete button for the message.

8. While you should only use one CTA in an email marketing message, you should be sure to include it in a few places throughout the message. Ideally, the CTA should be at or near the beginning, somewhere around the middle, and once again at the end of the email content. That gives the recipient several opportunities to act upon the message while they are reading it, instead of forcing them to search for the CTA (which they often will not do) or scroll through the entire message to reach it.

9. Send your emails when they are most likely to be seen and read. Studies have

shown that most emails get read on Tuesdays over any other day of the week, and the time of day when they are most likely to be read is between 2 p.m. and 5 p.m. These are general figures, however, and your target audience may have slightly different behaviors depending on their demographics. For example, career-oriented business professionals are more likely to read emails at a different time of day from stay-at-home mothers. Invest some time into researching your audience to know when they are most likely to see and read your email messages.

10. Avoid engaging in dishonest tactics to try to trick people into opening your messages. That can include using "RE:" when you are not sending a reply, or by using a subject line that is unbelievably captivating but has nothing to do with the actual content of the message. This type of tactic is known as click-baiting and can hurt your reputation, authority, and credibility.

11. Let the recipient know the benefit to them as soon as possible, preferably in the subject line. Unless there is a visibly stated advantage to opening and reading an email message, most

recipients tend to ignore or discard them. People want to know, first and foremost, what they will get out of their interaction with your company.

12. Write subject lines that readers cannot ignore. That is the most significant challenge in getting someone to open and read your email message, and it is also a challenge when it comes to getting your message past many spam filters. Because the subject line is, in reality, the most important part of your message, you should spend substantial time researching what works and what doesn't when it comes to writing subject lines that get noticed. You can also find information about what words or phrases are most likely to get your email message flagged as spam, too.

13. Leave salesmanship out of your email message. Email recipients already know that most unsolicited emails are selling something. Rather than throwing another sales pitch at your recipients, you need to get their attention by letting them know you can provide a unique solution to a want or need they encounter in their day-to-day routines. Give them something they cannot find

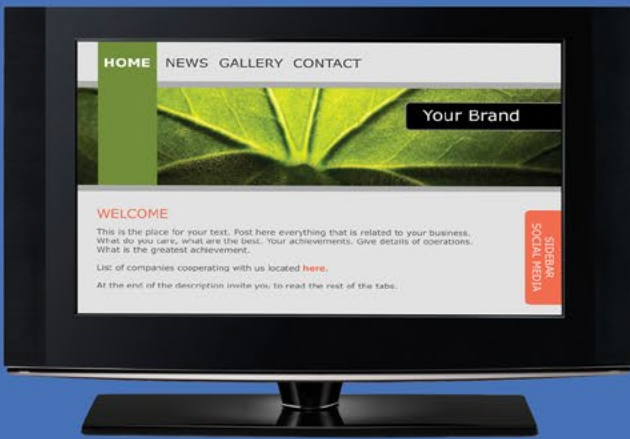
anywhere else, even if it is just information. Once you have started a relationship with your recipient and they have taken action to encourage further contact, you can then lead them deeper into your sales funnel with heavier marketing content.

14. Use a variety of styles and formats for your email messages to keep your content more fresh and engaging, especially if you are reaching out to the same recipients on a regular basis. In addition to rotating the format of your email content, monitor the effectiveness of each type of message. By doing this, you can put to more frequent use the message formats that are most successful.

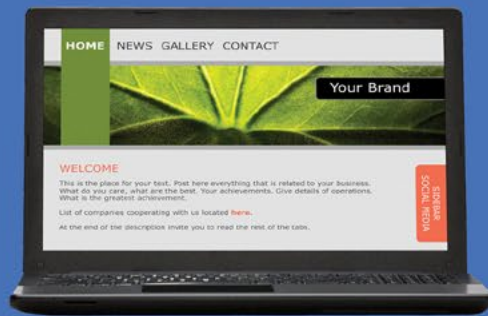
Over 200 million marketing emails are sent to recipients every single day. People inundated with relentless sales material in their inbox can become immune to a variety of messages they would otherwise find useful, appealing, or valuable in some way. The tips listed here will help you revitalize your email marketing efforts and give you an edge over your competition in getting your messages opened, read, and acted upon.

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# What is Reputation Management?



For much of the 20th century, information flowed slowly. Customers shared information about the businesses they bought from, but that communication was largely word of mouth. Over time, the best business owners developed stellar reputations, while their less reputable counterparts did just the opposite.

In the end, the best business owners were rewarded, but the process took time.

Then came the information age, with its speed-of-light communication and its free access. Suddenly everyone could be a reviewer, posting opinions on Yelp!, posting experiences on Facebook and impacting the reputation of businesses with the click of a mouse.

## **A Faster and More Challenging Marketplace**

In that brave new world, face-to-face interactions are no longer the mainstay of

customer reviews. The speed of these online interactions is simply stunning, and that creates both challenges and opportunities for the modern business owner.

The speed of online communication makes it easy for customers to post honest reviews, but it also allows disgruntled employees and competitors to post false and even defamatory information. That dishonest and false information can be hugely

harmful, especially for business owners who allow it to go unchallenged.

## **The Power of Reputation Management**

The potential dangers posed by false and defamatory information is what makes reputation management so important. Reputation management firms help business owners establish their brand identities and communicate with their customers, but they also assist in removing unwarranted criticism and fake information.

In fact, reputation management is not one thing -- the field of reputation management encompasses three separate but deeply interrelated categories. The three essential elements of reputation management are:

### **Building a quality reputation -**

Businesses that do not have a reputation have nothing to manage or protect, so the first part of reputation management is developing a positive reputation. This is done through a number

of channels, including social media engagement, customer outreach and quality customer service.

### **Maintenance -**

Reputation management firms help business owners maintain the quality they have worked so hard to create. Reputation management should be proactive, keeping the firm in the public eye and generating positive publicity on an ongoing basis.

### **Recovery -**

The third part of reputation management is the recovery of a soiled reputation. Business owners hope that they never reach the recovery stage, but if they do, the reputation management firm can help by removing negative information, eliminating unwarranted criticism and taking action against material that could be construed as defamatory.

### **A Labor Intensive Process**

When done right, reputation management is quite a labor intensive process.

While some reputation management activities can be automated, there are still plenty of hands-on activities, from posting new blog posts each day to creating press releases for new products and services.

It also takes time for the impact of reputation management to be felt, especially during the recovery process.

It takes time for search engines to be updated, and for negative information to drop in the search ratings. In most cases, it takes a minimum of three months for the effect of reputation management efforts to become apparent.

In the online world, your reputation is everything. When someone Googles your company name, what they see in the search results will make a huge difference in what they do going forward.

That is why every business owner needs to understand what reputation management is, how it works and why it is so important in the modern world.



## What Makes a Good Advertorial

If you haven't considered using advertorials in your advertising mix, it's about time you did. Advertorials, when done well, can deliver substantial bang for the buck and get your product, service, or company the eyeballs it seeks in an increasingly cluttered marketplace. Like press advertisements, advertorials can be produced in campaign form, but unlike the former they can be easily and seamlessly integrated into a digital platform with SEO-enriched text to allow you to exploit the full potential of the internet.

Before one focuses on what makes an advertorial effective, one needs to understand why it was conceived as a means of communication in the first place and how it differs from the regular advertisement. Accepting the premise that editorial content has always enjoyed a higher degree of credibility with readers than advertisements, advertising communicators devised the advertorial to have the look and tone of voice of a feature or news report, with soft-sell subtly woven in to elicit a response from the target audience. An advertorial (the word is a portmanteau

of "advertisement" and "editorial") is, therefore, an advertisement in the guise of an article, with some differences built in to set it apart from surrounding editorial matter, depending on the guidelines laid down by the publication in which it appears.

So, what makes a good advertorial? Here are some pointers to consider:

### **Make it look like editorial content**

An advertorial must be made to look like editorial content for it to blend seamlessly with surrounding

copy. For this to happen it should be copy-heavy (70% text, 30% visual content) and use the same font as the newspaper in which it is featured. It should be in color if it appears on a color page, and in black and white if run on a page with only black-and-white print. Any illustrations that it may feature should be captioned, as they would be if they were part of editorial content. The size of the advertorial also matters: full or half page if it appears in a magazine, and at least half page if it's to be released in a newspaper.

### **Use an appropriate tone of voice**

The advertorial seeks to win the reader's trust by providing useful information in much the same way as an article does. It should adopt an honest-sounding tone of voice and avoid hard-sell. In fact, any selling should be done subtly and seamlessly worked into the content and logical reasoning of the "article" so that the reader doesn't feel he's being pushed towards making a purchase. When crafting an advertorial, it would help to

write copy that mimics the style of editorial content to make it seem as if it were endorsed by the publication in which it appears.

### **Make the right headlines**

Some publications use typical news-style headlines - short phrases that capture the essence of the article they're headlining - while others prefer complete sentences. Some headlines are formal in tone, while others are chatty. While the advertorial's headline should match the style used in the publication, it should always be crafted to pique the reader's interest. There's no excuse for boring headlines, or copy, for that matter.

### **Know your readers**

Any advertising copywriter worth his salt knows the importance of gaining a thorough understanding of the target audience. Before working on an advertorial, try to get a psychographic profile of the readers of the publication in which the advertorial is slated to appear. If it is set to be featured in a special section or a special edition of a

newspaper or magazine, keep in mind the mindset of readers who will be drawn to that section. You will then be in a better position to write advertorial copy that addresses the unique concerns of that group and thus strikes the right chords with it.

### **Give it a byline**

If an advertorial is meant to mimic a news article or a feature, why shouldn't it go all the way and include a byline? The author of the advertorial could be fictitious, a real person writing under a pseudonym, or an authority writing under his or her own name. Of these, the last-mentioned option is the best, if it can be explored. For example, an advertorial for a health product from a wellness center could be written and signed by that organization's chief medical officer or doctor. An advertorial for a dehumidification system could be written by the head of a data center, its focus being the importance of maintaining air quality in such environments. An advertorial has an authoritative ring when

it is written by a real-life authority figure.

### Follow the rules

While it is ideal to design an advertorial that resembles editorial matter, you need to keep in mind the policy of the newspapers and magazines that accept such pieces. Most publications insist that the word "Advertisement" be printed in small-point font at the top- or bottom-right corners of the advertorial. Some publications might insist on a typeface that's markedly different from what's

used by them. Follow the guidelines and you won't go wrong.

### Add a call to action

An advertorial, like any advertisement, must work at two levels: a) Convincing a prospective customer about the product or service it advertises, and b) Triggering a response in the form of an inquiry, a purchase, or a visit to a website. Depending on the response desired, an advertorial could have a coupon for a reader to fill out and send, a QR code to enable quick website access,

or just a telephone number. Response devices such as these will enable you to gauge the efficacy of your advertorial and, in the case of a well-designed coupon, acquire a clear profile your customers.

Advertorial crafting requires no small degree of skill. You need to write like a journalist but wear the hat of an advertising copywriter, keeping in mind that you're pushing a product or a service. It's a balancing act, but a capable writer can pull it off.



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immediately. If social media is not a priority, your business could miss the chance to gain publicity. Outsourcing means you will have individuals who pay close attention to opportunities, creating content that meets the demand as it arises.

### **The Best Software**

You don't need additional software to run social media accounts, but they can significantly improve operations. Quality software can streamline the content creation, posting, and promotional elements, helping you to work quickly. Additionally, analytics can be

used to study exactly what is working and how to plan for the future. The best software is expensive, but agencies will have access to tools for all their clients.

### **Advertising Knowledge**

You don't need to invest in advertising, but it is far harder to gain traction if you don't promote posts. Facebook, for example, is becoming more focused on advertising, hiding many unpromoted posts. You can, however, invest small amounts and make a profit on the results, but this does require optimized campaigns and careful tracking. Outsourcing

to professionals ensures campaigns are monitored and tweaked to provide successful outcomes.

Social media needs to be taken seriously to gain any real benefits and content developed that finds the right audience and sees a high level of engagement. You may already have the expertise and resources within your business. However, many companies will realize the advantages of using an agency. As long as your return on investment is positive, outsourcing social media marketing can allow you to focus on the areas of your business that help you to prosper.

# **NEED HELP WITH YOUR SOCIAL MEDIA MANAGEMENT?**

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# FUN FACTS

Groundhog Day, celebrated on February 2, came about because of a German superstition. They thought if a hibernating animal cast a shadow on February 2nd that winter would last for another six weeks. If there was no shadow, spring would come early.

February is named after the purification ritual Februa, which was a sort of early Roman spring cleaning festival.

February frequently occurs in lists of the most commonly misspelt words in the English language.

Before Julius Caesar's calendar reform of 45BC, February was the only month with an even number of days. All the rest had 29 or 31.

In the Southern Hemisphere February is a summer month the equivalent of August.

## LOCAL BUSINESS MARKETING

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# SMALL BUSINESS FACTS 2018



46% of small businesses do not have a website

50% of Small Businesses Fail Within The First 5 Years

82% of business failures are due to issues with cash flow.

43% of cyber attacks are aimed at small businesses

***Small Businesses have generated 63 percent of the new jobs over the past six years.***



76% of Owners Report That They Face Marketing Challenges

70.8% of Owners Report Doing Their Marketing In-House

28% of business owners surveyed had earned their Bachelor's degree, and the highest level of education for 34% was a high school degree or GED.



40 million small businesses using Pages on Facebook



The top challenge business owners faced was a lack of capital, followed by marketing and advertising efforts, and recruiting and retention of employees.

Over 30% of entrepreneurs were operating independently as their business's sole employee, and over 40% had between just 2 and 5 employees.



63% of small business owners ranked confidence in today's political climate at seven or above on a scale of 1-10



75% of business owners rated their happiness level as an 8 or above on a scale of 1-10



43% of small employers prefer to remain the size that they are now. 51% of small employers want to grow.

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

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