

# M LOCAL BUSINESS MARKETING

*The Marketing Guide for Local Business Owners*

July 2020

## 10 Ways to Humanize Your Brand and Connect with Customers

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*Conversion Rate Optimization: 10 Strategies to Improve Conversions on Your Website*

## Ten Ways to Get More Subscribers to Open Your Marketing Emails

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**10 Ideas for Video Marketing Content**

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**Top SEO Tips for Optimizing Video Content**

**Infographic:**  
2020  
Pinterest Stats

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Greetings!

2020 continues to be a challenging year for many local businesses who are dealing with forced closures, increased emphasis on customer and employee safety, as well as a volatile political environment.

We sincerely hope that you, your family, your business and your employees are all well!

Each issue of our magazine is focused on providing informative articles that can help the local business owner. This month's issue contains several interesting articles and tips that we hope you can apply immediately to help you grow your business.

This month, we feature articles on email marketing, increasing conversion rates on your website, how to optimize video content for SEO 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.

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# Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

## July

National Anti-Boredom Month  
National Cell Phone Courtesy Month  
National Hot Dog Month  
National Ice Cream Month  
National Picnic Month

July 4 - Independence Day (U.S.)

1st - Creative Ice Cream Flavors Day  
2nd - UFO Day  
6th - Fried Chicken Day  
6th - Kissing Day  
7th - Father Daughter Take a Walk Day  
9th - Sugar Cookie Day  
10th - Motorcycle Day  
11th - Cheer up the Lonely Day  
11th - Pet Photo Day  
11th - Slurpee Day  
13th - French Fry Day  
14th - Nude Day

14th - Mac and Cheese Day  
15th - Pet Fire Safety Day  
15th - Give Something Away Day  
15th - Be a Dork Day  
15th - Hotdog Day  
17th - Emoji Day  
19th - Ice Cream Day  
20th - Lollipop Day  
21st - Junk Food Day  
24th - Drive-Thru Day  
24th - Cousins Day  
25th - Hot Fudge Sundae Day  
25th - Day of the Cowboy  
26th - Parents Day  
28th - Hamburger Day  
29th - Chicken Wing Day  
30th - International Day of Friendship  
30th - Father-In-Law Day  
30th - Cheesecake Day  
31st - Mutt Day

## 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 Leftlander'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



## Top SEO Tips for Optimizing Video Content

Video is king in digital marketing today. Video content is being consumed at a rate much higher than other forms of content, with 78 percent of people watching videos online every week and 55 percent watching videos every day. Video content is expected to take up more than 82 percent of all online consumer traffic by 2022.

Due to the spread of the coronavirus and ensuing lockdown in countries across the world, video consumption has skyrocketed even more. Now, more than ever, content marketers should include video content in their campaigns. It takes a lot to make an effective video that pulls in exposure to your brand. You cannot simply create a video, post it, and wait for the views to come rolling in. Videos, like all other content, must be optimized for search engines. In this article, you will find the seven top tips for optimizing video content.

## Make Excellent Content

It sounds obvious, but you would be surprised how many people miss the mark on this first tip. Search engines today, especially Google, are designed to help users find quality content. Useful, informative content has become a cornerstone of ranking on search engine results pages.

High-quality content is especially important for videos. With so much competition out there, your video will not be noticed if you have poor production value or stuff it full of unhelpful, irrelevant information. While there are several SEO (Search Engine Optimization) factors to keep in mind when posting videos, do not get so bogged down in optimization that you produce bad content. Make sure your video is in line with your overall marketing strategy, a piece of content that people will want to like and share.

## Incorporate Your Keywords

Just as you would incorporate your keywords into an article or blog post,

you should also do so in your video. If you have not already done your keyword research, then you need to figure out which keywords you want your video to rank for.

You can use tools like Google Adwords to help you pinpoint your keywords. You must also put yourself in the mind of your audience - what questions are they asking that your video can answer? The most engaging and highly ranked videos do one of three things:

- Entertain
- Answer a direct question ("how to" or instructional)
- Inform on a buzzworthy issue

Your video content should fall into one of these three categories. Finding keywords also involves competitor research. What kind of content is the competition posting? Which keywords are their videos ranking for? You can quickly conduct competitor research with free tools like Ubersuggest.

Once you have your keywords, you should

include them in your video's title, description, and metadata. Do not use them too much, though, as your content will appear "spammy". But your keyword should appear at least once, and you should add related words and phrases as well.

## Do not Forget About Mobile

Half of all digital videos are viewed on mobile. When users search for something, 69 percent reach for the smartphones first. If you have not optimized your video content for mobile search, your ranking potential will decrease.

Ensure that your video can play on mobile devices and that your website will load on mobile as well. Some video types, like those with Flash, cannot run on mobile at all. If you are hosting a video on your website, you do not want it to slow your load time - or not load at all. This frustrates users, who will quickly navigate away from your site, hurting your overall SEO. One way to make sure your videos load properly on both desktop and

mobile is to use a hosting platform like YouTube or Vimeo. These sites are already optimized for mobile viewing, so you can save yourself some hassle.

### Take Advantage of YouTube

If you are creating high-quality video content to post on your website, you are off to a great start for improving your site's rankings. Keep in mind, however, that self-hosting will only help boost conversions if your video is optimized properly.

Instead of hosting the video on your site, post it to platforms like YouTube, Dailymotion, or Vimeo. You will take a small hit by directing users away from your website to a video streaming platform, but you will reap more benefits in the long run. If you have included your keywords in your title and description, you stand better chances for your video to rank in Google searches if you post on YouTube. Since Google owns YouTube, many global search results are pulled from the video platform.

If you post a video to YouTube instead of your own site, always include a call to action with a link to your website in the video description. If viewers like your content, they will be more inclined to visit your website after viewing.

### Focus on Text

Although Google's algorithms for ranking videos have grown more sophisticated, the search engine is still better at crawling text. Consequently, you should include as much text as possible along with your video. Keywords and phrases in the title and description are a good start but consider adding a video transcript as well.

You will have to put in extra work to create a transcript but doing so gives Google even more content to crawl. It also helps usability, as some people might prefer to read the transcript than watch the video.

Getting into the habit of posting transcripts along with your video might also motivate you to write your scripts ahead of time!

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## Make an Eye-catching Thumbnail

One of the most important contributing factors to your video's "clickability" is your thumbnail. This is the image that appears alongside your title, date, and description in search results. Treat the thumbnail like a preview of your video. It should be appealing and enticing, catching a viewer's attention so that they want to watch your video to see more.

Keep in mind that thumbnails featuring people, rather than some text or an icon, have much higher chances of being clicked on. You will have the option to make the thumbnail as a

still shot from your video, but you should avoid this if possible. To make the highest-quality thumbnail, take some photos before or after the video is shot and upload one of these images as the thumbnail instead.

## Optimize the Webpage You Host the Video On

If you host a video on one of your webpages, make sure the page is also optimized for search engines. You may have incorporated keywords and written an optimized description for your video, but if it appears on a webpage that is not SEO-friendly, your page (and video) will not appear in search results.

If you want to put more than one video on a webpage, try to limit the number to as few as possible. Too many can slow down your website. Also, put the video you want to rank for first on the page, since search engines will not crawl your other videos after they find the first one.

In today's content marketing landscape, video content has become more important than ever. While optimizing your video is only one component of creating and publishing great content, it is an important one. By incorporating these seven top tips, you will have an SEO-friendly video that is ready to boost your rankings.

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## 10 Ways to Humanize Your Brand and Connect with Customers

'People buy from people' is an adage that is as accurate today as it has always been. Here is a simple example of what the phrase means. There are two coffee shops that you could visit in the morning on your way to work. One coffee shop serves average-quality coffee, but the staff always greet you with a smile and pass the time of day with you. The other coffee shop serves excellent-quality coffee, but the employees are rude and abrupt, and you never seem to see the same face twice. The chances are that you

would choose to frequent the coffee shop that gives you a personal service with a smile and put up with the less than perfect coffee.

Humanizing a small, local coffee shop is not difficult to do. But the 'people buy from people' idea applies to all types of businesses. Whether you are selling to consumers or other companies, your customers are human beings who like to interact with other people and not faceless corporations. So, how do you transform your business from an

inanimate object into a brand with a personality? Here are ten tips on how to go about humanizing your company.

### 1. Start at the Top

Humanizing a business is a process that must start the top and then work its way through the entire organization. In the above coffee shop scenario, for example, the reason that the employees are friendly is not entirely down to the individuals who serve the coffee. It is probably down to staff training and the ethos of the business. In a

humanized business, the entire team is transparent and on show. There will be pictures and biographies of the management team on the company website and the CEO might even have his or her own Twitter account.

## **2. Start Treating Customers Like Friends**

If you want to humanize your business, you cannot treat customers as though they are merely numbers on a spreadsheet. You must start to use the language that friends use when they talk to each other instead of the relentless hard sell. If you are launching a new product, for example, explain why you are so excited by this innovation rather than why your customers should buy it. If your friend tells you why they love a product, it will be much more convincing than a conventional advertisement.

## **3. Create Two-Way Engagement**

Start a two-way conversation with your customers and make that conversation publicly available. Respond to

comments left on your website, your social media accounts, and on review sites. When you respond to comments, demonstrate that you are open to ideas and that you take on board and act on criticism. Let your customers know that there are human beings behind the brand who are working to resolve issues and provide a better service.

## **4. Make Good Use of Video Content**

Video is an excellent medium for showing the human side of a business. If you use real employees in your marketing videos, it will help to create a connection between your brand and your customers. There is nothing wrong with written content, but video content is much more personal. And, with more than 50% of people now watching online videos every day, marketing videos are an excellent way of getting your message across to a broad audience.

## **5. Open the Door and Let People In**

Demystify what goes on

behind the closed doors at your business by holding open days and producing behind-the-scenes marketing videos. People have a natural curiosity about how products are made and how companies are run, so let people see for themselves what happens inside your company. The objective of humanizing a company is to make your customers your friends. You would be happy to invite a friend into your home, so why not let your customers look behind the scenes of your business?

## **6. Communicate on the Same Level as Your Customers**

Friends do not talk down to each other, so talk to your customers in a tone that recognizes you are equal and that you understand the customer's issues and needs. Work with customers to solve their problems and, as mentioned above, encourage customer feedback and comments. If you want to humanize your brand, you will need to consider the tone you use in every letter, email, and post on your blog.

You will need to use the same friendly style of language, whether you are promoting a special offer or reminding a customer about a missed payment.

## **7. Inject Some Humor into Your Business**

Try not to be so severe all the time! Everyone enjoys a good laugh, so look on the bright side and inject a bit of humor into your marketing campaigns. Share some of your calamitous failures with your customers and let them see that you are human. Crack a few jokes on your Twitter account and lighten up in some of your blog posts. There are some types of businesses that do not lend themselves to humor, of course. Still, for most companies a bit of fun will make it easier for customers to relate to the brand.

## **8. Become a Storyteller**

As a part of your transformation from a monolithic corporate entity to a business with a human side, you will need to stop trying so hard to sell and start telling more

stories. You are aiming to cease being merely a business and become a group of friends instead. Of course, you will still need to market your products. But you do not need to hard-sell to get a trusted friend to buy something from you.

## **9. Get Your Employees on Board**

It will be crucial that employees at all levels get on board with your company's humanization project. Everyone who works for your business will have a part to play in projecting the personality of your brand. Every employee should be encouraged to think of themselves as a brand ambassador. And all employees should be encouraged to talk about the brand outside of work as well. If employees speak about your business in a positive way on their social media accounts, for example, it will add to the connection that people have with your brand.

## **10. Plan and Be Consistent**

The humanization of

a business will not be achieved without planning and a consistent approach. The new-look personality of your brand will have to be rolled out right across the company. If the company has a well-entrenched formal approach to business, it will take time for a more approachable persona to take root. You may also find that some employees may resist the change. You cannot, of course, force an individual to be friendly and cheerful. With persistence, though, you can change the personality of a brand.

## **Conclusion**

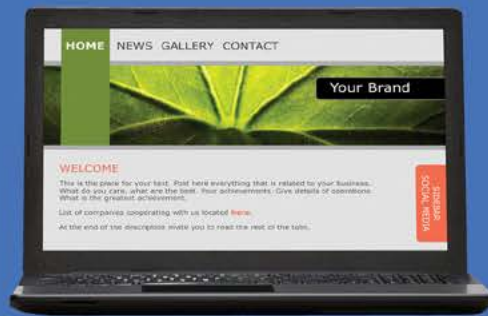
The above points will help you get started with humanizing your business. But you will need to continue with your efforts if you want to maintain a consistent brand image. After the isolation that the coronavirus crisis has caused, people are looking for a personal approach to business more than ever before. So, if you have not done so already, now is the time to begin humanizing your brand and making your business more approachable.

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# Ten Ways to Get More Subscribers to Open Your Marketing Emails



If your marketing emails are not getting opened, then you are wasting your time sending out emails. But how do you go about improving your open rate? Getting more people to open a marketing email takes more than a sensational subject line. To increase the number of people who are reading your marketing emails, you must work on nurturing your mailing list over time. Here are ten ways that you can get more of your subscribers to open the emails you send them.

## 1. Treat Your Subscribers Like People

The first step to improving

your open rate is to start treating your subscribers like individuals and not a list. No one wants to see hundreds of emails with clichéd subject lines appearing in their inbox. So, think about how you would react to the emails you are sending to your subscribers. Would you open your marketing emails?

## 2. Build Trust in Your Brand

If your subscribers know that you only send relevant and useful information to them, they will be more likely to open your emails. Mix up your email marketing

campaigns so that you provide both informative and valuable content as well as sales content. Never send an email to your subscribers that might damage your brand. It only takes one poorly worded or misleading email to make a subscriber unsubscribe.

## 3. Segment Your Mailing List

You will see your open rate increase if you target your emails at the relevant subsets of your mailing list. If you segment your mailing list by subscriber interests and demographics and target your emails accordingly,

you could see the number of people opening your marketing emails increase by as much as 15%.

#### **4. Get Your Timing Right**

The time of day that you send your emails can have a dramatic effect on the number of people who will open your messages. The best time of day for sending marketing varies according to the target market. One way of finding the best time of day to send your emails would be to look at the peak time for visits to your website.

#### **5. Personalize the Message**

Personalize your emails by including the subscriber name in the subject line and the body of your email. Word your marketing emails in a friendly, conversational way, and make your emails sound like you want to build a relationship. Remember, you will always open an email from a friend, but you will often skip the over-hyped sales emails.

#### **6. Offer Something of Value**

Give people a reason

to open your emails by telling them what is in it for them. Whether it is something for free, a significant discount just for them, or some valuable information they need to know, tempt people with something of value in your marketing emails.

#### **7. Appeal to Your Subscribers Needs**

An excellent way to grab the interest of your subscribers is to offer them a solution to a problem. Consider what issues people on your mailing list face and how your products can solve those issues. Highlight in your emails how what you're offering will improve the lives of your subscribers.

#### **8. Use Humor**

If your email subject line puts a smile on someone's face, they will be more likely to open your message. Everyone likes to have their day brightened up, so inject a little fun into your marketing emails, and then you will see more people opening your emails and reading your content.

#### **9. Make Every Email Count**

Getting people to open your emails is only half the battle. When people do open your messages, you must make sure that they find something of value. The quality of the last email from you that a subscriber read will influence the person's decision to open your next email.

#### **10. Value Your Subscribers**

Treat your mailing list like the valuable asset it is. Aim to build a relationship with your subscribers and build their trust over time. Building a loyal list of subscribers is much like building a community. Become a trusted friend of your subscribers, and then they will be more likely to open your emails.

#### **Conclusion**

Nurturing a mailing list takes time, so don't expect your open rate to increase overnight. Even so, the above tips should boost the number of people who open your marketing emails. Try out some of the above ideas and track the results. When it comes to email marketing, the best way to improve your success rate is often through trial and error.



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## Conversion Rate Optimization: 10 Strategies to Improve Conversions on Your Website

A company's website should be a tool for driving conversions. Unfortunately, many businesses focus too much on website traffic and overlook conversion rates. While attracting visitors is important, visitor engagement matters more, which is why conversion rate optimization should be a priority for any business operating online today.

What is Conversion Rate Optimization (CRO)?

Put simply, CRO is the process of increasing the number of website visitors that take a desired action,

whether it is filling out a form, making a purchase, or something else. Once you understand how users behave on your site, you can make the necessary adjustments to encourage visitors to perform certain actions. And this is the key to achieving more of your marketing goals.

It is not as complicated as it sounds. With a few simple modifications, you can ensure your website is more engaging to users and primed for conversions. Here are 10 CRO strategies you can use to improve conversion rates on your website:

### 1. Update Old Pages

First, it is important to clean up your website by removing or upgrading outdated content. Visitors are unlikely to be engaged by out-of-date information and it could seriously undermine your credibility. If you do not want to delete a page, at least make sure all the information is up to date and relevant to your business today.

### 2. Communicate Your Unique Value Proposition

On any landing page, you should emphasize

your unique value proposition. It is often the first thing visitors read about your company, so it is important to get it right. Usually in the form of a headline or large statement at the top of any page, it should include:

- Who your target customer is.
- What you offer.
- How potential customers will benefit from your offer.
- What makes you different from your competitors.

### **3. Incorporate Multimedia Content**

Including images or videos of your product or service is a quick way to make your site feel more trustworthy. Videos are especially effective, as most consumers today prefer this content format to learn new information. According to recent research, including a video on a landing page can increase conversion rates by 80 percent (1). Whether they are animated explainers, real-person interviews, or slideshow presentations, videos can

clearly convey your unique value proposition and demonstrate the value of your products and services.

### **4. Shorten the Checkout Funnel**

In terms of sales, the shorter the path to a paid transaction, the more likely it is that you can convert a visitor. This is why it is so important to make the checkout process uncomplicated. There are a few ways to make it as pain-free as possible:

- Don't make visitors register for an account first.
- Don't offer anything else at this point.
- Use short forms, only asking for the minimum amount of information.
- Make the payment process simple.

### **5. Include Social Proof**

According to a PowerReviews study, 97 percent of consumers use product reviews before making a purchase decision (2). This is why you should include some kind of social proof on your site. You could link

to review sites, although showing testimonials and reviews on specific pages of your site is ideal.

### **6. Survey Your Customers**

There are plenty of online tools you can use for customer research. Whether it is on your website or via email, a survey is a great way to discover what potential customers really want. Ask people what kind of content they want from you, and what they want from your products and services. Instead of multiple-choice questions, let users tell you in their own words.

### **7. Write Stronger CTAs**

Clear calls-to-action should be placed throughout your website and landing pages. To ensure more visitors take the desired action and click on CTA buttons and links:

- Include them at the top, middle, and bottom of pages.
- Make sure they stand out on the page by using contrasting colors.

- Make them benefit-oriented. For example, “Download My Free Guide” is more powerful than “Click Here to Download.”
- Apart from buttons, try using anchor text within content to encourage users to take a specific action.

## 8. Try A/B Testing

A/B testing tools are useful for testing CTA buttons and many other elements of your website. Use them to test out two versions of the same page to discover which version converts more visitors. The difference between the two versions could be the headline, the color of buttons, or the size and placement of visual elements on the page. See what works for your audience. You can run multiple tests to help improve your conversion rates. Here are some tools to try: Google Optimize, Optimizely, and Crazy Egg.

## 9. Optimize Page Speed

According to Kissmetrics, 40 percent of users abandon sites that take more than three seconds

to load (3). For this reason, page speed is closely linked to conversion rates. To get started, try Google’s PageSpeed Insights tool, which also offers tips on speeding up load times. Here are a few recommendations:

- Switch to a more reliable web hosting service.
- Compress image and video files.
- Enable browser caching.
- Use a content delivery network.
- Remove unnecessary plugins if you use WordPress.
- Compress JavaScript and CSS files.

## 10. Analyze User Behavior

By using powerful website analysis tools such as Google Analytics or Crazy Egg, you can check how users are interacting with your website. You will discover important information, such as:

- Where visitors enter your website.
- Where visitors came from.
- Which devices and browsers visitors use.

- How visitors spend their time on individual pages.
- The demographics of users.
- Where visitors leave your site.

You can even get screen recordings of visitors using your site, showing you what they click on, where they look, and more. All this information will help you see what is working on your site and in which areas you can improve.

If you want more of your website visitors to take the actions you want them to take, these CRO strategies are a good place to start. Using these techniques will not only help you increase website conversions; they will also improve the overall user experience for visitors. However, every business is unique, and audiences respond in different ways. Therefore, it is up to you to test different strategies in order to optimize the results for your unique business. Keep experimenting and in the long run you should see a dramatic improvement in your conversion rates.

# 10 Ideas for Video Marketing Content



It has been estimated that 55% of the population watch online videos every day, and more than 75% of people watch videos at least once a week. Videos are relatively cheap to make, and a single video can be used on multiple platforms, including YouTube, Facebook, and your business website. So, there is no denying that video marketing is an inexpensive and

effective way to reach a lot of people. All you must do now is think up some novel ideas for your video content. But, in a world where people watch so many short videos, how do you come up with something new and engaging?

The first rule of video marketing is that you must tell a story. If people want to watch ads, all they will

have to do is wait for the ad break on TV, or they could wait for the YouTube video they are engrossed in to get interrupted at a crucial moment by an advertisement. In other words, people are already overexposed to video advertising, so they are not going to click on another video ad voluntarily. Here are some ideas for topics around which you could build an engaging video

marketing story.

## 1. Make Big Announcement

If you are opening a new store, releasing a new product, or holding a surprise sale, break your big news to the world with a marketing video. Video can be a theatrical medium, so it is perfect for the big corporate announcement. With drum rolls, dramatic music, and few special effects, you can create a mini-epic production for an affordable amount of money. And do not forget that videos can be shared as well. So, if you get the video right, word will spread that something exciting is happening with your business.

## 2. Share Your Failures

Millions of people watched the recent successful voyage of the SpaceX Crew Dragon spacecraft to the International Space Station (ISS). Eighteen million people have also viewed the compilation video of SpaceX failures on the SpaceX YouTube Channel. Elon Musk has never shied away from admitting that things do not always go entirely to plan, and nor should you. If

you prototyped a product that failed miserably, do not be afraid of showing the spectacular footage of your brainchild imploding exploding or falling to pieces. You cannot innovate without having some failures. Admitting that things have gone wrong in the past shows that you are human. It can also be used to highlight your stringent quality control procedures.

## 3. Prove Your Claims

If your product is waterproof and fireproof, do not just list out the standards with which your product complies; prove how good your product is! Set your shiny new product afloat, drop it into a swimming pool, and then demonstrate that the product still works! If you say that your product is easy to use, shoot a video of a child using it.

Proving that the claims you make about your products are valid will be far more convincing than asking people to take your word for it. Plus, videos of you deliberately trying to damage your products or disprove your claims will be entertaining and more likely to get shared.

## 4. Show How It Is Made

People often search on Google for answers to questions like “how do they make...?” and “how do they build...?”. So, whatever line of business you are in, someone will be interested in how you make your products or how you carry out your services. Do not worry if you do not actually make a product, because how you provide a service can also be remarkably engaging as well. These “how something is done” videos are an excellent opportunity to promote the quality of any type of product or service.

## 5. Customer Testimonials

Honest customer testimonials are a potent marketing tool. The third-party endorsement that testimonials provide can remove any last doubts that prospects may have about your products or services. Written testimonials have become commonplace on websites, but video testimonials are even more persuasive. People trust their peers far more than they would trust a salesperson, an actor, or an influencer.

## 6. Product Demonstrations

Marketing videos provide a way to show people your products in use in real-life situations. Product demonstration videos can be used on your web site and social media posts.

Demonstration videos can also be sent by email to prospects after a salesperson's visit. While people are living with the ongoing threat of coronavirus, product demonstration videos can also be used in place of face-to-face meetings.

## 7. Put Faces to Names

Technology, for instance online ordering, chatbots, and email, is excellent for streamlining business processes. Technology can also improve customer service. Even so, all this use of technology can alienate people who miss the personal interaction with real people.

If you create a "meet the team" marketing video, you can show that there are real people behind the technology. That will allow people to put faces to the names of people who work for the company.

## 8. Tutorials

Another great way to showcase your products is to make video tutorials that explain how to use what you sell. Tutorial videos serve two purposes. Firstly, prospective customers might view your tutorial videos to learn more about your product. And, secondly, videos explaining how to use your products will cut down the number of customer support calls you receive. Publishing helpful videos like tutorials also demonstrate to prospective customers the importance that you place on supporting your customers.

## 9. Take People Backstage

When you share behind-the-scenes footage of your business operation, you give people the impression that they are getting an exclusive peek into how your company operates. Behind-the-scenes videos are also another opportunity to showcase the professionalism of your business. Behind-the-scenes videos can take lots of different formats. You could show how a customer order is processed, packed, and

shipped, for example. In a service business, you might demonstrate how a customer's project is managed.

## 10. Showcase Events

If you hold customer training days or you attend trade shows, these events can provide you with another source of material for your marketing videos. If your company is in line for an industry award, then this too would be an event that you could film for a marketing video. As mentioned in the introduction, marketing videos should not be all about sales. Marketing videos should tell stories that allow people to learn more about your company and the people behind the company.

There are lots of variations on the above themes, and there are lots of other entertaining ways that you can reach out to your target market through video content. There are lots of people who would prefer to watch a video rather than reading written content. So, if you are not making use of marketing videos, you are missing out on a massive opportunity.



# FUN FACTS

Contrary to popular belief, only two Founding Fathers signed the US Declaration of Independence on July 4, 1776. The majority of signers penned their signatures on August 2, 1776.

## July Milestones:

- July 2nd, 1937 - Amelia Earhart and navigator Fred Noonan were last heard from over the Pacific Ocean while attempting to make the first equatorial round-the-world flight.
- July 4th, 1939 - Lou Gehrig, gave his famous "The luckiest man on the face of the earth" speech, and announced his retirement from major league baseball.
- July 7th, 1947 - The Roswell incident, a reported crash of an alien spaceship near Roswell in New Mexico
- July 10th, 1962 - Telstar, the world's first communications satellite, was launched into orbit.
- July 17th, 1955 - Disneyland was dedicated and opened by Walt Disney in Anaheim, California
- July 20th, 1903 - The Ford Motor Company shipped its first car.
- July 29th, 1981 - A worldwide TV audience of over 700 million people watched the wedding of Charles, Prince of Wales, and Lady Diana Spencer at St Paul's Cathedral in London

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# 2020 Pinterest Statistics

**Pinterest now  
has 322 Million  
monthly active  
users**



**Average visit  
duration on  
Pinterest is 4  
minutes, 56  
seconds**



**50%** of new  
signups are men



**71%** of  
Pinterest users are  
Females

Pinterest ranked fourth after YouTube, Facebook, and Instagram. Its usage in the US is higher than that of Snapchat, LinkedIn, Twitter, WhatsApp, and Reddit.

There are over 2 Billion monthly searches on Pinterest

**84% of Pinners use  
Pinterest to decide  
what to buy**

**98% of Pinners  
report trying new  
things they find on  
Pinterest**

**50% Have Made  
a Purchase After  
Seeing a Promoted  
Pins**

**72% of Pinners use  
Pinterest to decide  
what to buy offline**

**28% of all  
marketers  
worldwide use  
Pinterest to  
market**

**85% of Pinterest  
users utilize the  
mobile app**



**In 2019, Pinterest  
generated  
\$1.03 Billion  
in Advertising  
revenue**



**50%**  
of millennials use  
Pinterest every  
month

**34%**  
of people aged  
18-29 years use  
Pinterest

**42% of U.S. women  
use Pinterest  
80% of U.S.  
mothers who use  
the internet use  
Pinterest**

**There are over 200  
billion pins saved  
on Pinterest**

**Promoted Pins  
are repinned  
an average of  
11 times per  
advertisement**



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