

M LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

June 2018

GENERATION Z

Generation Z:
Beyond the Role of
Consumer

Strategies for
Marketing To
Generation Z

*The 3Ms of
Successfully
Handling All
Your Online
Content*

Infographic:
Marketing to
Generation Z



20 Ways to Be a Better Blogger

Topics and Tips
to Keep Your Blog
Posts Flowing

Ways to Make
Your Brand
Visible on
LinkedIn

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Get More
Followers on
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LOCAL BUSINESS MARKETING

Hard to believe that we're halfway through another year. Seems like the Christmas and New Years were just a few weeks ago. You know the saying... Time Flies When You're Having Fun.

We do have fun putting this magazine together each month. We enjoy the challenge of developing content that is timely and relevant, and we really enjoy hearing the comments from subscribers that they like reading it every month. Our goal is to provide tips and information that a business owner can use to improve their marketing and other aspects of the business. When we hear from a business owner that something they read in our magazine helped them, it makes us proud, and makes all the hard work worth it.

We hope you enjoy the subjects of this month's articles, including Generation Z, Blogging, LinkedIn and Instagram

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 know other local business owners that could benefit from receiving our magazine each month, please forward a copy to them.

We'd love to hear from you. Let us know how you like the magazine.

To Your Success!

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.

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Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

June

Adopt a Cat Month

Candy Month

Camping Month

Dairy Month

Fresh Fruit and Vegetables Month

Great Outdoors Month

Zoo & Aquarium Month

June 14 - Flag Day (US)

June 17 - Father's Day

June 21 - First Day of Summer (US)

1st - Doughnut Day

1st - Leave The Office Early Day

1st - Heimlich Maneuver Day

1st - Go Barefoot Day

1st - Say Something Nice Day

2nd - Rocky Road Ice Cream Day

3rd - Animal Rights Day

3rd - Cancer Survivor's Day

5th - World Environment Day

6th - Running Day

6th - Yo-Yo Day

7th - Chocolate Ice Cream Day

8th - Best Friends Day

9th - Donald Duck Day

9th - Belmont Stakes

11th - Corn on the Cob Day

12th - Superman Day

14th - World Blood Donor Day

14th - Bourbon Day

15th - Flip Flop Day

15th - Nature Photography Day

15th - Ugliest Dog Day

16th - Fudge Day

18th - Picnic Day

21st - Handshake Day

22nd - Take Your Dog to Work Day

26th - Chocolate Pudding Day

27th - PTSD Awareness Day

27th - Sunglasses Day

30th - Meteor Watch Day

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

3rd - Fried Clam Day

3rd - Chocolate Wafer Day

4th - Caesar Salad Day

5th - Graham Cracker Day

6th - Fried Chicken Day

7th - Father Daughter Take a Walk Day

7th - Strawberry Sundae Day

8th - Chocolate with Almonds Day

9th - Sugar Cookie Day

11th - Cheer up the Lonely Day

11th - Pet Photo Day

11th - Blueberry Muffin Day

13th - French Fry Day

14th - National Nude Day

14th - Mac and Cheese Day

15th - Pet Fire Safety Day

15th - Give Something Away Day

15th - Ice Cream Day

17th - Emoji Day

19th - Hotdog Day

20th - Lollipop Day

21st - Junk Food Day

22nd - Parent's Day

24th - Drive-Thru Day

24th - Cousins Day

25th - Hot Fudge Sundae Day

26th - Chili Dog Day

29th - Lasagna Day

30th - Father-In-Law Day

30th - Cheesecake Day

31st - Mutt Day



BRAND VISIBILITY

Ways to Make Your Brand Visible on LinkedIn

Some people may feel that LinkedIn isn't as fun as other social media sites. However, the business networking platform plays a crucially important part for brands. It's vital that you include this site in your digital marketing strategy. With this in mind, here are some strategies you can use to make your brand visible on LinkedIn.

1. Create a company page

When someone is researching a company, one of the things they will do is see if they can find them on LinkedIn. Simply put, the business will lose credibility if a company page isn't found. Similarly, when a page is present, it creates a level of trust about the business, and it's an innovative opportunity to explain some further detail about your brand. Create a company page to gain

confidence and exposure on LinkedIn.

2. Ensure the key people are also visible

It's a great start to have a compelling company page on LinkedIn. The next thing that is needed is information on the people behind the business.

Ensure the key people in the business all have professional and detailed LinkedIn profiles. It can look suspicious when it's not clear who the key people are, so to maximize visibility on LinkedIn you want to avoid making that mistake.

3. Discuss your brand on LinkedIn in a variety of ways

The next thing to do is combine both approaches. Of course, it's great to have good pages and profiles.

However, it's crucial that people are directed to that information and encouraged to find out more. Therefore, be active in groups so you can discuss things relevant to your business and your brand.

LinkedIn offers extensive options for sharing your news, writing status updates and articles. It's crucial to take full advantage of this and that way your brand becomes much more visible on the platform. It will undoubtedly take a bit of consistent work, but you will reap significant benefits in the long-term.

LinkedIn is a crucially important business networking site. You want to maximize the opportunities on the platform to make your brand as visible as possible. Follow these strategies to fully leverage this platform to your benefit.



20 Ways to Be a Better Blogger

There are numerous reasons that blogging is beneficial and profitable for businesses of all sizes, regardless of what those companies are selling to their audience. Creating and regularly posting to a blog is an excellent way to build and strengthen relationships with your target audience, and it allows you the freedom to do so in a more casual, conversational, and personal way. In addition to deepening engagement and connections with your audience, it also gives you the opportunity to establish yourself as a reliable, trustworthy, and authoritative expert in your market, niche, or industry.

As an added channel of your marketing line-up, a blog can provide support and reinforcement for other platforms through which you distribute marketing

material like social media, email newsletters, video content, or your company's website or landing pages. When combined with the opportunities for consumer engagement and relationship building, these functions work together to help you increase visibility and traffic, attract more leads, and boost the profitability of your business.

If you do have a blog that is not as profitable or effective as you believe it should be, don't give up on it just yet. You can give it a new lease on life with a variety of expert-driven tips that have been proven to help even the worst blogs go from "blah" to "bang!" Here are 20 winning ways to be a better blogger and start seeing more success with your blog:

1. Do some research

before crafting a blog post, and make sure the subject is something your target audience would be interested in or find valuable. Writing blog content just for the sake of saying something is never the right way to attract or maintain the attention of your readers.

2. Read other blogs before writing your own. That is especially true if you are preparing to create a blog post about a subject that has likely been discussed and written about a great deal. You don't want to go over the same key points and facts that other bloggers have already covered, so read what others have written and strive to keep your content as unique as possible.

3. Know who your target audience is, and what they

want, before creating blog content. Defining your audience is one of the most important aspects of developing a successful blog, because you cannot create content that provides value, creates engagement, or attracts interest if you have no idea who you are writing for and what information they want to hear from you.

4. Never create blog content about you or for you. The people who visit and read your blog do so because you are providing meaningful, valuable, or engaging information that relates to their interests and concerns. They care about their wants and needs, not

yours, and you should, too.

5. Whenever possible, restrict each post to a single subject or theme. Not only does this help you keep your content organized and manageable, but it also helps your readers by giving them highly specific data relating to their subject-specific interests. That is crucial to on-the-go readers who access your blog on mobile devices while they are out and about (and likely pressed for time).

6. Make sure your chosen keywords and phrases are as specific and relevant to your subject or theme as possible. Vague, broad, or generic keywords

are a dime a dozen, which means the amount of content using those keywords is equally plentiful. You should perform diligent keyword research and select keywords and phrases that reinforce your blog content and strive to match the long-tail, conversational, and natural language queries that searchers are using today when looking for content.

7. If you are using curated content in your blog post, make sure you avoid plagiarizing the work of other people. Never copy-and-paste unless it is a direct quote, and always cite sources if you are using more than just a few key

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points. Regardless of what and how much content you curate from existing material, always make it your own by rephrasing it in your style or adding your unique point of view.

8. Work on building your reputation as a dependable and authoritative subject, market, or industry expert by providing readers with credible, topical, and relevant material. You should always avoid deceiving or misleading your audience, even if you do so inadvertently. That is especially important when citing facts and figures or quoting other sources. Double-check the data before including it in your post, and provide a bibliography or source links wherever possible.

9. Make your blog post easy to scan, read, and navigate by including sub-headings where appropriate, and break up paragraphs or sections with white space (blank lines). A blog post that is a messy jumble of words with no apparent beginnings or endings to paragraphs and sections is a blog that no one will bother to read, so don't lose potential readers simply because your blog looks confused and confusing.

10. Put extra effort into giving your blog posts a captivating and irresistible title. The best content can sometimes get ignored simply because the title or subject line was vague, generalized, or failed to convey the "reward" for reading the material.

Another thing to keep in mind when creating titles is to front-load the title with the most important or actionable words. Often, search engines truncate this information and only display the first five or six words in search results.

11. Add at least one original and relevant image to your blog content, preferably at the beginning of the post. Some indexing systems will include this image and certain social media networks, like Instagram and Pinterest, are image-based, which means you can expand your cross-channel marketing efforts and reach potential readers on those social networks, too.

12. Try to keep each post in the 700-1,000 word range, despite the dire warnings from SEO experts that search engines will ignore anything under 2,000 words. In reality, search engines

have become adept at weeding out thin, duplicate, and devalued content, regardless of length, which means the usefulness and value of your content (to your readers) is far more important than word count. Also, most people are searching and surfing while they are on the go, which means they want to-the-point content that deals with a topic as succinctly as possible.

13. Focus on creating blog content that is evergreen, meaning that it will retain its value and relevance for a reasonably substantial period. A lot of online content has a very short shelf-life and quickly fades into obscurity as its timeliness or topical relevance fades. By developing evergreen blog content, you will be keeping your information in front of more readers for a longer period.

14. Proofread and edit your blog relentlessly before publishing it. When doing so, you should not only check the content for typographical errors or other grammatical mistakes, but also look for facts that need sources, words or phrases that you could eliminate without detracting from

the content, and errors or inconsistencies in form or format, to name a few. You may think a missing punctuation mark or misspelled word is a trivial matter, but it can speak volumes to your readers about your level of interest and investment in them.

15. Make sure the comments section of your blog is user-friendly and encourage readers to share their thoughts. When they do so, you should strengthen the engagement by responding to their comments (positive and negative).

You can also request that readers provide suggestions for future blog posts or ideas on how you could refine existing material to make it more valuable, meaningful, or informative.

16. Most blog platforms offer the option to include social sharing buttons, icons, or links on each blog post. Use those social sharing features and encourage your readers to share noteworthy posts with their friends, peers, social communities, or on their blogs (but be careful about getting low-quality backlinks, which can negatively impact your search ranking).

17. Once you have published content on your blog, don't expect to see earth-shattering results immediately. Successful blogs with solid reputations and a large following of loyal readers won't come overnight. Be prepared to invest time and effort to see your blog through on a long-term basis.

18. Make use of analytics tools to keep track of the performance of your blog posts. There are many different performance monitoring and measurement applications and programs available, so spend some time evaluating them and pick the tool that offers reporting data that best fits your needs. Some of the data you can obtain from blog analytics tools includes the number of readers, where visitors got referred from, keywords used to find your content, and how much time visitors spend reading your blog posts.

19. Publish content to your blog on a regular basis to prevent it from looking out-dated, stale, or inactive, which can cause search engines to down-rank it or remove it from search results altogether. Also, a blog that appears active

and has a regular infusion of new information will bring readers back time and again so that they can check out your new material.

20. Create a thorough marketing plan to guide you in creating, publishing, and promoting the content you post to your blog. A well-rounded and well-defined marketing plan will include provisions for publication schedules, variations to a blog format to enhance reader interest (video, image, infographic, text-only, etc.), and maintaining an inventory of your published and unpublished content, among other things.

Creating and maintaining a successful blog involves just a bit more than putting together some information and publishing it to your blogging platform. A large part of the success or failure of your blog depends entirely on you and the amount of effort you are willing to make.

With the right amount of commitment and dedication, you can take full advantage of the benefits blogging can provide to your overall marketing strategy.

Anecdotes and humor

Tell stories about real-life events connected in some way with your business. Humorous and poignant tales are likely to be particularly well received. Invite anecdotes from your readers, too, to feature in future posts. This is a great way to engage your readers.

Games and challenges

Offer competitions or puzzles for your viewers, linked in some way to your line of business. Depending what type you find easiest to prepare, you might present anagrams, word searches, photo competitions or invitations for a new company slogan. Check out other websites offering these sorts of attractions for more variations.

Seasonal observations

By making reference to the here-and-now, you'll give your site extra vibrancy. Make observations about the season or weather, or related events, linking them to your product in some way. References to the time of year and unfolding events will give your website - and product - a fresh feel.

A historical perspective

Write about the history

behind your product - the public need or desire for it, the gap it's filled, and any interesting facts related to it that you can dig up from the past. Talk about how circumstances have changed, and the role your product plays in the story.

Let the blogging community inspire you

If you're still short of topics to write about, see what ideas other bloggers have come up with - they're sure to provide you with food for thought. Browse a wide range for a broad spectrum of concepts and approaches to work with.

Pay a writer to blog for you

If your budget will stretch to it, you could buy content from freelance writers, either directly or via a content mill. If taking this option, you'll need to put quality before price to make it worthwhile. An inappropriate piece could be worse than useless, while a top-quality one will boost hits, raise your profile and save you time, too.

If your business is going well, you may not need a blog to attract customers. But if you do, you'll find plenty to blog about once you start thinking outside the box.



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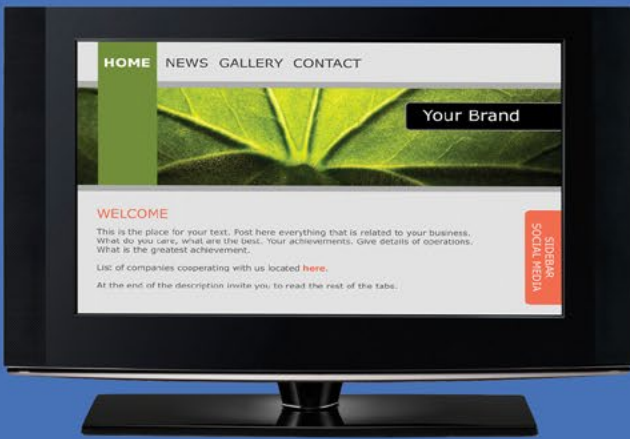


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How You Can Get More Followers on Instagram

There are some great tactics that you can use to get more followers on Instagram. It's simpler than you might think: with a good niche and some decent content, it's not so hard to reach an audience and grow your page.

Most brands fail due to a lack of persistence. They post for a few days and then bail. You need to do the opposite, using patience to develop a good style and understanding that it takes a few months to see great results after that.

Follow the tactics from this guide, and you'll feel a

big improvement in your Instagram experience.

Content Strategy 101

The most important thing about your Instagram page is your content strategy. That refers to what kind of content you create and how frequently you post on your page.

Brands have been built upon a myriad of different forms of content over the years. Some people gain an audience through vlogs and funny video content. Others share beautiful photographs and educational content, and others use Instagram as

a live streaming and "stories" platform.

Try all of these things and see what works best for you. You can even create a "dummy account" under a fake name if you want to try some stuff that isn't attached to your brand. Cultivate a curious mind within yourself for a month and explore as much as possible.

After that first month, review your results. Identify the 20% of posts that drive most of your growth and then do content in that style every day. That is a great content strategy with which to start.

Hashtags and Networking

Hashtags are the main tool by which Instagram marketers network with each other. It's astounding how quickly you can identify similar pages to your own by using this method. Simply type the hashtag sign and any word relating to your niche in the search bar. You'll see related content appear in your app as you type.

If you spend some time every day searching and engaging with content on relevant hashtags, you'll make new friends. There are some spam bots out there too so don't get fooled. If

someone leaves a one-word comment, it may be a bot.

Don't obsess too much over hashtags. Spend your 10-20 minutes per day on them and then move on.

Engagement With Fans

As you grow your Instagram page, you will have new opportunities to engage with fans. The easiest way to do this is when people leave comments on your content. Respond to all comments to keep your fans enthusiastic.

The most intimate form of engagement on this platform is the direct

message. Anybody can send a DM to anybody else, but if you aren't already friends, they will have to approve it before it shows up in their private feed. When fans DM you, take the time to respond. It's a good way to boost your relationship further.

If you successfully set up good strategies around content, hashtags, and engagement, you will succeed on Instagram. It's all about the persistent work ethic and the long-term view. Keep up your hard work until you gain many new followers.



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GENERATION Z: BEYOND THE ROLE OF CONSUMER

Written by Julien Padillo

Coming after the infamous Millennials, Generation Z is often defined as the generation that grew up in the world of technology, rather than being introduced to it at a later point in life. They are comfortable with having the digital world at their fingertips and can generally use modern technology with ease.

However, that is not to generalize their abilities at all: Gen Z is a generation that goes far beyond being technologically savvy, and they are most definitely not to be undermined.

According to a report by MNI Targeted Media, by the year 2020, Gen Z is expected to make up 40% of consumers. The report also reveals that Gen Z-ers influence discretionary spending in a total worth \$4 billion, spending "4.8 hours streaming audio, 4.6 hours on social media, 4.2 hours streaming video, 4.2 hours

on websites, and one hour with magazines." In particular, the most popular media forms that are used without interruption are "streaming video (55%), newspapers (44%), digital video (42%), and magazines (34%)."

Multiple sources such as Mediapost and Bizcommunity recognize this group to be the not only the largest, but also the most culturally and racially diverse group in history, and that is why marketing to them is so significant--- for to market to them successfully would mean having the impact of one of the most influential generations of the current time.

Generation Z is a generation of value. Because they have been surrounded by the vast world of digital content for a great majority of their life, they know how to filter pertinent details from the common drivel. As consumers, their savviness

with the media results in them being much more wary of what is being marketed towards them.

Tone, relevancy, and sincerity: if a message does not execute these aspects properly, the effort is immediately lost. For that reason, it is vital that a brand is aware of what tactics can effectively capture a Gen Z individual.

According to a report from MNI Targeted Media, 56% of Generation Z considers themselves to be socially conscious. Furthermore, more than 50% report that their purchasing decisions are impacted by knowledge that a brand is socially conscious themselves. As a generation, they like to see that companies are willing to step up and make a change, and as stated by a survey conducted by business intelligence platform PFSK, 69% believe that brands should help them achieve

such goals.

Because they value value, the Gen Z approach to companies is about more than just being a mere consumer. A recent study titled "Dollars and Change: Young People Tap Brands as Agents of Social Change" by DoSomething Strategic reveals that more than 76% of Gen Z is open to purchasing, or has purchased, a brand or product to support issues the brand stands for, and on the flip side, more than 67% have stopped purchasing, or considered at least, from a company that did not align with their values.

Managing director of DoSomething Strategic, Meredith Ferguson, elaborates on this: "We continue to see the young people of America using their collective power as a driver of social change. Gen Z believes that everything, from what you buy to where you eat, can make a political statement and they wield that power far more often than they engage in traditional politics. With Gen Z expected to account for 40% of all consumers by 2020, this demographic is expecting brands to use their own platforms for good, and to pick up where politicians and politics may have let them down."

Generation Z has grown up in a world that, in their eyes,

is an interconnected affair. Entrepreneur.com describes it as that they tend "...to view the earth more as a single community -- and to care for it as such." It is because of this perspective that Gen Z-ers are often more concerned with environmental issues, sustainability, and global injustice and inequality.

A survey by PSFK states that nearly one-third of Gen Z has felt excluded by brands due to their identities; thus, if a brand is inclusive, a wider audience is not only reached, but a wider range of people will feel welcome. If a brand demonstrates a consciousness for issues such as being eco-friendly and having a concern for global warming, Gen Z will listen to them, handing over both their ears and their wallets.

They want to know that the brand cares.

When expectations are met, and authenticity and clear communication is felt, Gen Z will get involved. They will use the social media and technology they are so familiar with to rapidly spread the word about the brand. This a double-edged sword though, because campaigns and petitions against a company can happen in the same rapid time.

To reach this generation, this is what is certain: a brand must be more than

a brand. They should also be human. They should be socially aware, and should demonstrate that they care for others. Just because Gen Z-ers grew up in a world of digital information, a preconceived notion for a preference for pixelated interaction should not be made.

About 74% of Gen Z, according to Business Insider, prefers to communicate and work with people face-to-face, rather than online. People like to know that people are human, and not limited to digital words on a screen – consumers like to know that companies have individuals behind them who care about the world, and are not just a big brand who only sees them as dollar signs.

Gen Z likes to know that a company is utilizing their impact to change the world for the better, and they are willing to support companies that authentically do as such. They, too, want the change to take place: thus, they will want to be a part of movements that are willing to do so.

To market to Gen Z, one needs to be real, and they need to care.

They want to change the world they are living in, and they want you to do it with them.



Strategies for Marketing To Generation Z

Written by Alex Blomstrom

Generation Z, the demographic cohort following the Millennials, are those of the population that were born from the mid-1990's to the early 2000's.

These young adults have grown up in a world of smartphones and digital communication; they do not know of a life in which they lack having the internet at their fingertips. It is estimated that, by 2020, this group of individuals will account for roughly 40% of U.S. consumers. Furthermore, the spending power of Generation Z will reach \$200 billion by the end of this year alone. With numbers like these, businesses must focus on how to sell their product to this demographic.

Fortunately, there are some fundamental characteristics of this group that can help you understand how to successfully market to them.

Here are a few strategies as to how to market to Generation Z:

Social Media Compatibility

One of the most significant characteristics of Generation Z is their compatibility with social media and the internet. Therefore, a key of marketing to them is understanding how they use social media. When advertising, mobile marketing is very important, since Generation Z prefers smartphone usage over TV consumption. This being said, social media, emails, and online ads are the preferred types of

promotions that would grab the attention of most Gen Zers. It is also very important that your website is user-friendly, since 60% of Gen Zers will not use a slow or hard-to-navigate webpage. If your website is user-friendly and features captivating images and videos of your good or service, Gen Zers are likely to share, buy, and promote your product. Make sure your website is accessible through your social media pages as well, since this is the most common way for Generation Zers to find products.

Use The Right Platforms

Within the realm of social media, 45% of teens use Instagram to find new products. It is important to post regularly on Instagram,

and add stories to your page in order to promote your products and services. When posting pictures and videos, it is all about the aesthetic look to them. If what you post is not vibrant or exciting, it is unlikely to catch the eye of a Gen Zer, and therefore unlikely to be clicked on.

Gen Zers also tend to use Youtube, and enjoy advertisements that involve storytelling or visual aids. They are not as likely to use Facebook, but this does not mean you should not promote your goods and services on this base, but rather you should focus more on Instagram, Youtube, and Snapchat, since these are the most widely used by today's young adults. There is also a feature on Instagram in which you can pin past stories to your profile, and these would be seen as "highlights" of your business' services. This is easily accessible to users, and they are likely to explore your page in entirety if your pinned stories are attention-grabbing.

Quality over Loyalty

Generation Z cares substantially about the quality of the product they are purchasing or investing in. They are significantly

less likely to be loyal to a brand, as they are more concerned about the quality of interaction a business gives to them. In fact, 79% of Gen Zers say that quality is their main decision-making factor when they are purchasing products. Nonetheless, there are ways to create loyalty; be constantly innovative and strive to be unique, as this is part of the identity of Generation Z. Doing this is likely to establish and maintain a relationship with your consumer, in which they will remain loyal to you and your products, as long as the quality continues to be high.

Time is Key

There is an incredible need to engage Generation Z. With an attention span of a brief 8 seconds, it is vital that you catch their eye, before they continue to scroll. In order to do this, you have to captivate your audience and conform to their own values.

Teenagers today are entrepreneurs, volunteers, and they want to change the world. A recent study showed that 60% of Gen Zers want to positively change the future of our world, compared to 39% of Millennials who feel this way. Generation Z is an optimistic

group that cares about the planet, environment, and society as a whole. When selling to Generation Z, talk about the positive impact your business is making on society, and how you are contributing to the greater good, whether it be that your product is environmentally friendly or that you work with charities. Their global aspirations make it important to be passionate and to make the interaction personal.

Big Influence

Generation Z is known to be today's trendsetters. They have an enormous influence over their parents' purchases as well, so if you can sell to them, you can sell to their entire family. This creates a domino effect; as products catch the eye of one individual, word spreads to their family and friends, and your product is then continuously promoted.

Gen Zers are also more likely to read reviews and information about your products than their parents, so it is important to monitor the reviews you are receiving on your webpages. Receiving positive feedback is important for marketing to Generation Z.



The 3Ms of Successfully Handling All Your Online Content

When it comes to taking care of business, in terms of your online content that is, companies have realized they now face a two-pronged fork, or pitchfork, depending on your perspective of who wields it, with regard to how content is created and published. On one prong, search engines have relentlessly refined their algorithms in their quest for the highest quality content in terms of search engine optimization (SEO) and in response to user demand for more relevant and valuable data. On the other prong, searchers have become relentless in their quest for higher quality content as part of their user

experience.

This fork (or pitchfork) leaves businesses of all sizes sometimes overwhelmed when trying to control content for email, blogs, online articles, websites, social media, and other locations of their online presence. There are three functions that can reduce this seemingly insurmountable obstacle to a much smaller speed bump on the information highway, and they should form the foundation of all your content-related tasks and activities. These three functions are maintenance, marketing, and management. While they

operate independently from each other, they still work together to enable you to establish a streamlined and cohesive process for taking care of your company's content in an effective and profitable way.

Content Maintenance

The content you create or curate for the many different components of your online presence should be as different as each part it is intended for. Content for an industry blog should not be the same as a website, nor should your email content be published on your social media feed. Each point of publication should

have content tailored for that distribution channel. Website content should generally be more formal and professional, while social media content can be more whimsical, witty, or conversational. Content maintenance factors in these differences as part of its basic structure.

When it comes to maintaining your content for email, blogs, social media, websites, and other distribution channels, there are five activities that form the foundation of what you do:

1. Create your own original content with in-house writers.
2. Obtain externally-sourced content through freelance writers, content creation services, or by curating content.
3. Choose a subject or theme for your content that aligns with your company's goals, objectives, mission, values, or ideals.
4. Evaluate existing published content on a regular basis to check for relevance, value, and timeliness, and revise or replace it as needed.
5. Maintain an inventory of your company's published and

unpublished content using a method that allows you to easily determine what type of content you have, where you have it (published location, unpublished storage), and the topic or focus of the content.

While content maintenance does involve other activities, the five facets provided here form the foundation of all functions involved. When you develop and deploy a comprehensive strategy that incorporates these items, you will be able to formulate an effective and successful content maintenance program for your online content.

NEED HELP WITH YOUR SOCIAL MEDIA MANAGEMENT?

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Content Marketing

To many business owners, marketers, and other professionals, content marketing can seem like an incomprehensible jungle of rules, guidelines, and algorithms that tell you how to rank well on search results and increase traffic to the different locations of your online presence.

In reality, a broad overview of content marketing is rather simple and uses a well-known basic set of questions to accomplish its goals.

1. Who is your target audience?
2. What product, service, idea, or brand are you marketing to your audience?
3. Where, online, are you publishing your message (email, blog, website, etc.)?
4. When are you distributing your marketing content (predetermined schedule, special occasion, season, etc.)?
5. How are you letting your audience know what you are offering (content type, format, style, etc.)?

6. Why are you doing the above-listed things (in other words, what are your objectives or goals)?

When you create a well-defined content marketing plan that applies the items listed above and combines it with proper strategies for implementation, you can effectively accomplish each item and more easily achieve your goals.

Content Management

Content management is the process that brings everything together. It takes maintenance and marketing and molds them together to create a streamlined, cohesive plan that enhances the effectiveness and efficiency of all your company's content handling activities.

Managing content for all aspects of your online presence consists of handling your content from inception (when ideas are born) to the final removal of old or outdated information.

Some of the duties and functions of content management can be handled by implementing a variety of applications or programs, whether they are

fully or partially automated or completely managed manually. These can include external content creation or management platforms, which can take care of content management on a small-scale basis for small inventories or much larger operations with complex creation and distribution functions and duties.

By automating or outsourcing some of these functions where possible, you can leave eliminate the often encountered dilemma of increased workloads for staff members, which serves no purpose other than to diminish productivity and effectiveness for all work aspects under their purview.

Regardless of whether your content strategy is expansive and all-encompassing or consists of little more than a few well-placed messages each week, you should incorporate the three Ms of handling content into the core components of your marketing strategies. By doing so, you will ensure that your content creation and distribution activities are designed to enhance, reinforce, and support your company's marketing goals.



FUN FACTS

- June is believed to be named after Juno, the wife of Jupiter, and the queen of the Gods (known as Hera in Greek mythology).
- In the Northern Hemisphere, June is the month with the longest daylight hours. It also has the Summer Solstice, the day with the longest daylight of the entire year, which typically falls on June 21st. June has the shortest daylight hours of the year in the Southern Hemisphere
- The famous English tennis tournament Wimbledon is played during the month of June
- On June 1st, 1967, "Sgt. Pepper's Lonely Hearts Club Band" by the Beatles was released.
- On June 3rd, 1956, Santa Cruz, CA authorities announced a total ban on rock and roll at public gatherings, calling the music "Detrimental to both the health and morals of our youth and community."
- On June 9th, 1934, Donald Duck debuted in The Wise Little Hen

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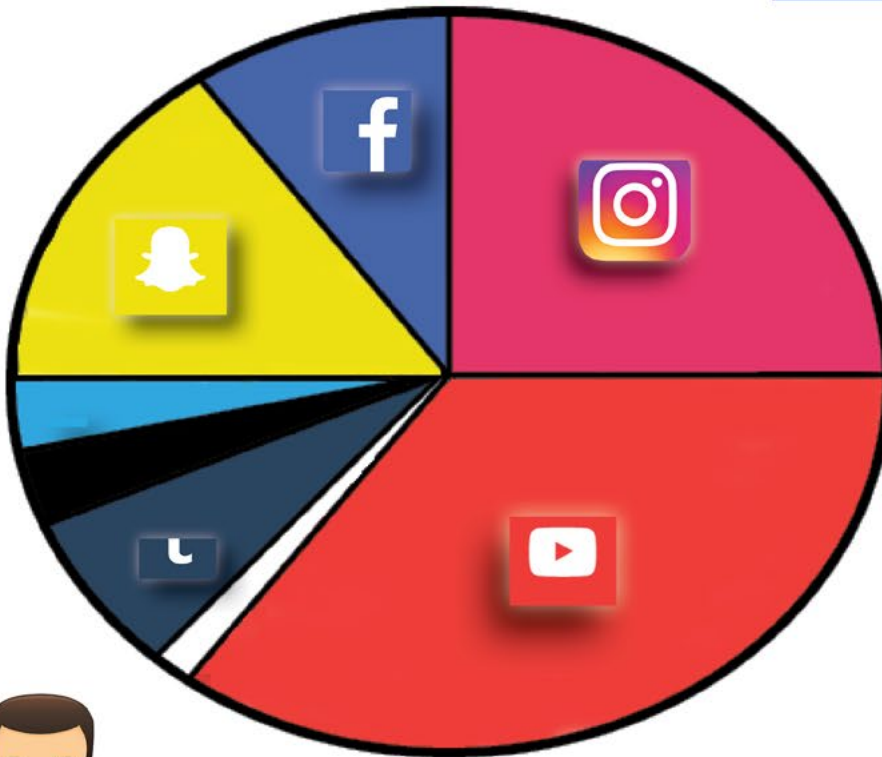
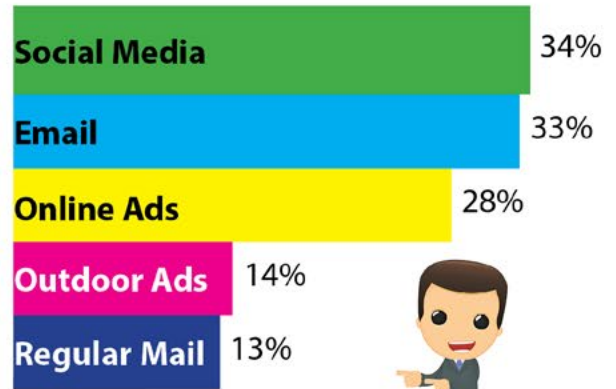
MARKETING TO GENERATION Z



The Consumer

- Gen-Zers will account for **40%** of all consumers by 2020
- They have the spending power of **\$200 billion**
- **46%** will research products on their mobile device before purchasing
- **60% will not** use a slow or hard-to-navigate website

How They Want To Be Marketed To



Social Media Usage of Generation Z in 2018

- 31% - Youtube
- 24% - Instagram
- 14% - Snapchat
- 11% - Facebook
- 8% - Tumblr
- 5% - Twitter
- 5% - Other
- 2% - Pinterest



Videos and More Videos



• They watch **2x** as many mobile videos as any other demographic



• **87%** of marketers use videos in their campaigns



• **1/3** of Generation Zers watch videos online for at least **1 hour per day**

• Be mindful of their **8 second** attention spans

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

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