

# M LOCAL BUSINESS MARKETING

*The Marketing Guide for Local Business Owners*

June 2020

## **Direct Response Marketing: 7 Steps for an Effective Sales Letter**

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**Essential Social  
Media Annual  
Cleaning Tips  
for Any Small  
Business**

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**Video Marketing:  
A Marketing  
Trend that is  
More Important  
Now than Ever**

**Infographic:  
Email Marketing  
Stats 2020**



## **8 Reasons Your Business Needs to Take Blogging Seriously**

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Cost: How Much  
is Too Much?**

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Greetings!

Here it is June; meaning we're basically half way through 2020. Many of us might want to put 2020 in the rear view mirror as quickly as possible. This year has been filled with many challenges for local businesses.

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

Our magazine is focused on providing informative articles that can help the local business owner. We've included in this month's issue several interesting articles and tips that you can apply immediately to help you grow your business.

We hope you enjoy the subjects of this month's articles, including Sales Letters, Blogging, Pinterest Strategies and more.

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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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.

## June

Camping Month  
Dairy Month  
PTSD Awareness Month  
Great Outdoors Month  
Zoo & Aquarium Month

June 14 - Flag Day (US)  
June 21 - Father's Day  
June 20 - First Day of Summer (US)

1st - Oscar the Grouch Day  
1st - Heimlich Maneuver Day  
1st - Go Barefoot Day  
1st - Say Something Nice Day  
2nd - Leave The Office Early Day  
5th - World Environment Day  
5th - Hot Air Balloon Day  
6th - Yo-Yo Day  
7th - Animal Rights Day  
7th - Cancer Survivor's Day

7th - Chocolate Ice Cream Day  
8th - Best Friends Day  
9th - Donald Duck Day  
11th - Corn on the Cob Day  
12th - Superman Day  
14th - World Blood Donor Day  
14th - Bourbon Day  
15th - Nature Photography Day  
15th - Worldwide Day of Giving  
16th - Fudge Day  
18th - Picnic Day  
19th - Garfield The Cat Day  
21st - Handshake Day  
22nd - Smurfs Day  
26th - Take Your Dog to Work Day  
26th - Chocolate Pudding Day  
26th - Food Truck 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  
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

A woman with long dark hair, wearing a grey short-sleeved top, is seated at a desk in an office. She is looking down at a white document she is holding with both hands. In the background, there is a white bookshelf with books and a green plant. The lighting is bright and natural.

## Direct Response Marketing: 7 Steps for an Effective Sales Letter

All effective direct response marketing campaigns include some kind of sales letter to convert leads into customers. It could be in the form of a landing page, or it could be broken up into multiple drip emails. Not much has changed since the dawn of direct response marketing by mail, and the same fundamental principles apply to all ad copy campaigns. Learn how to better reach your target market with this helpful sales letter formula that can be used for online and offline marketing. This guide is for creating single page short-form sales letters that engage the customer and close the sale.

## 1. Identify the Target Customer

The most crucial component of a successful marketing strategy is identifying your ideal customer. You'll have more insight into what works when you know exactly who you are trying to attract. Answering these important questions will prepare you to write a more inclusive sales letter.

### Basic Demographics

The statistical data associated with your target market helps you make a broad generalization of how to optimize your sales letter. You can use those statistics to determine the general wording of your advertisements and sales letters. For example, an elderly demographic may respond better to a more professional tone, but a younger demographic may prefer the complete opposite. That information can be useful, but the broad generalization of basic demographics will really help you avoid marketing to people who will never become your customer under any circumstance. If your average customer is a 50-year-old male golfing enthusiast living in Florida

with an income of \$60,000, then you shouldn't word your sales letter like you're talking to a 16-year-old skateboarder. You should gear everything towards reaching the right person and avoiding the person who's unlikely to become a buyer.

- What type of person is currently buying similar products and services?
- Where do they live?
- What's their income?
- What's their age?
- How much do they spend on average for similar products and services?

### Matching Their Personalities

Once you have a basic idea of the current buyers in your target market, then it's time to narrow that group down into your ideal customers. Who exactly is your product for, and who can you most easily sell it to? It's important to be as detailed as possible. This allows you to paint a mental picture of the person you are trying to reach through your ads and campaigns. Great sales letters depend on your ability to personalize them for your best possible buyers. If your

average customer is a 50-year-old male living in Florida with an income of \$60,000, then think about what they might like. Consider their interests, and get a mental picture of someone like them. It can be a fictional persona, or it could be based on a person you know in real life with similar interests. Write your copy like you're speaking directly to that person as an individual. People tend to seek out others like them. If you can single out any common characteristics in your target market, then you can simulate that type of personality in your writing. Find the answers to the following questions as a starting point.

- How do they talk, and what words do they use in conversation?
- How do they dress?
- Where do they spend their time?
- What do they like to do?
- Where do they shop?
- What type of careers do they have?
- What hobbies do they share that are not related to your product or service?

The trick to writing great copy in any sales letter is understanding your ideal customer on a more personalized level.

A sales letter aimed at providing upper-class golf enthusiasts with a GPS tracking golf ball is going to sound a lot different than a lawn care services brochure. That's like comparing apples to oranges. It's exactly why you need to have a clear representation of who your perfect buyer is.

## 2. Define Their Desires and Goals

Creating an effective sales letter is more than disguising a sales pitch with a relevant case study. The ideal direct response campaign will be centered around adding immediate value to the reader, and it should focus on an achievable desire of the target customers. Think about what your customer really wants to get out of it. For example, a jewelry store could conduct a simple survey to find out why their customers are buying jewelry in their shop. They could discover a vital piece of information on the driving forces behind those purchases. That store might find out that most of their customers buy jewelry for their spouse. Do they buy it based on how much they like it, or do they buy based on how

happy they think it will make their partner? The answer to that question will directly determine the most effective angle of approach in that store's direct response marketing. Asking your potential customers the right questions is the only fool-proof way to uncover those hidden motivations and desires. However, it's perfectly fine to make a few assumptions and test the effectiveness through utilizing different campaigns.

- What benefit does the customer really want?
- Are they purchasing for themselves, or someone else?
- What do they gain through buying from you?
- Is there an ulterior motive behind their purchase?

### Using Desire as a Motivator and Trust Builder

Your angle of approach can be significantly improved by defining those underlying desires. Look at the example of the jewelry store, and use a little common sense to come up with an angle. Would you focus on how much your customer's spouse would love a new set of diamond

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earrings? That would be the surface-level approach to helping them visualize their desired outcome. Your opener could say, "Imagine the look on your wife's face when she finds out what you did!" The real desire of that buyer is to see their spouse enjoy the gift, and you should remind them of how great that's going to feel. You could dig deeper than that, and focus on specific situations that determine why they want to give a gift in the first place. The more specific you are, then the more likely you are to get a strong emotional response with your direct response marketing. Maybe husbands are buying jewelry as an apology for spending the weekend with friends. Your angle might sound like, "Let her know you care with these gorgeous diamond earrings."

### **Combing Personality Statistics with Desires to Create a Personal Connection with the Reader**

In the first step, you defined several personality traits that your target market has in common. Particularly, you probably found out some information about their

hobbies that isn't directly related to the product or service you are selling. Now, that might seem like useless information, but it can be extremely useful with the right application. Keep thinking about that jewelry store example, and pretend that store is right in the middle of Daytona, Florida. The average customer for that business is a 40-year-old married man that hangs out at the Daytona International Speedway on the weekends. They love racing, and they collect model cars as a hobby. The jewelry store doesn't sell model cars, and their customer's wives probably wouldn't be interested in race-car themed jewelry. That doesn't make the information useless to the jewelry store. All data can be a valuable asset if it's applied correctly. In this instance, the jewelry store could take advantage of that knowledge by combining it with the first direct response advertising approach. An efficient opener could read, "Show her you care with new diamond earrings before she finds out about your new season pass for the race track." Alternatively, the sales letter could add a sense of urgency by saying, "You'll have to buy

her two sets of diamond earrings when she finds Your Daytona Speedway Season Pass!" Those are just a few examples of how seemingly useless information could narrow down your direct response marketing for stronger results.

### **3. Breaking Down an Annoying Problem with a Big Benefit**

Pain points during the buying process can seriously reduce the conversion rates for any marketing campaign. It's important to address any objections that the average buyer may have when thinking about making a purchase. A common way to overcome those issues is by facing the objections directly in the copy, but you've got to know what those objections are. Thankfully, you've already thought about the desired outcome that your customer wants. You're halfway there already. Surface level reasons for purchasing aren't always the most powerful driving force behind a purchase. Your direct response strategy can become more effective as your ad copy becomes more specific. You can focus on the

problem your customer is trying to avoid by clearly defining the big benefit you provide. It's like reverse engineering.

### **Focus on a Benefit That Relates to Their Underlying Desire**

Defining a great benefit as the solution to an annoying problem is dependent on how in-depth you were with understanding the customer's desires. Take a look at your average eCommerce clothing brand. On the surface level, you might think that the desire of the customer is to just look good. That's not a very defined desire, and it probably won't be a very effective angle. If it was that easy, then every ad would read, "Buy this and look great!" It would be safe to assume that there are other fundamental reasons that people buy certain brands of clothing. You'd probably come to the conclusion that a lot of shirts are bought because they relate to a hobby or character that the customer is interested in. Their desire evolves from looking great to supporting an idea or expressing a philosophy. The real desire in that

example is to express something personal about yourself. What's the big benefit of buying a certain shirt? You can show the world who you are before you meet anybody. It can break the ice during a conversation. You can attract like-minded people who are interested in the same ideas. Go back to the jewelry store example from the last section. The motivation isn't that they want jewelry, and the big benefit isn't owning the jewelry. The real end-goal is to make their spouse happy, and the big benefit is that they can go to the race track without feeling guilty.

### **Using the Big Benefit to Determine Their Really Big Problems**

There's almost always a direct correlation between the benefit you can give a customer and their pain-points. They want to meet new people with their interesting t-shirt, and their annoying problem is that they have trouble finding other people they can relate to. One guy wants to keep his partner happy with a new necklace, but the real problem is that his partner feels neglected. One company manufactures

golf balls with GPS trackers built-in. The big benefit here is that a golfer can know exactly how well they're performing, and they might be able to take a few strokes off of their game without spending so much time on the course. Their problem is they don't have enough time to practice, and they need your gadget to make their time on the green more efficient.

### **Using Stories to Address Annoying Problems and Gain Trust**

A very powerful way of using points of pain to your advantage is by talking about an experience you've had with the same problems. It doesn't have to be a personal experience. You can always refer to someone else, or you can call back to a case study. The key is relating to their problem by bringing it up and showing that you understand how they feel. Even a small mention can work. Let them know that you understand what they are going through. Remind those jewelry buyers how hard their spouse works all week. Throw in a story about your buddy's wife, and talk about how she felt when he went to the

paces every weekend. Tell those t-shirt buyers how you didn't fit in with the rest of the crowd, and talk about that handsome guy you met that liked the Indie rock band on your shirt. Let those golfers know that your uncle Bob only had two spare hours a week to golf, and he still took two strokes off his game. Every piece of data you collect from your target market can be used to build trust and appeal to their personality.

### **Price Objection is a Qualifier, It's Not a Problem**

In step one, you described the basic statistics of your target market. If you did your job, then you know what the average income of a customer looks like. You also know how much you can expect the average customer in your demographic to spend on a purchase. You'll constantly see poor-quality sales letters address the price as a pain point in the copy. That is a huge mistake, and it could waste your customer's valuable attention span. Price should never be focused on unless your intention is to beat out price with the perceived value of your offer. If the

price is a real issue, then that person isn't your ideal customer. If they can't afford to buy what you are selling, then they can't become your customers. There's no point in spending any time at all trying to overcome most cost-related objections.

### **4. Creating the Opener and Headline**

You can brainstorm and summarize the opening header with the simple formula below. Create your own version of it, or add a personal twist. This is just a basic formula you can follow to create an attention-grabbing opener. You could simply fill in the blanks to create a decent header.

How [Ideal Customer] Can Get [Main Benefit] Without [Problem]

### **Structuring the Opening Sentences**

You've got plenty of creative freedom with your opening sentences, and you should aim for a very personalized perspective. It's a good idea to start the first sentence reminding the reader of some positive experiences and associating yourself with it.

It's best to capitalize every word in a headline when writing a sales letter. Check out the examples below.

How Racing Fans Can Enjoy The Speedway And Keep Their Wife Happy Without Feeling Left Out!

Remember that look on her face when you popped the question? It'd be great to see that same smile every day. You want her to feel like you did after the big race Friday night, but she doesn't like the track. You know, she really deserves something nice, but what does she like?

Into Indie Rock? Make New Friends Without Looking Like A Dork

There's nothing like going to see your favorite band. Everybody just gets it, and you really feel like you belong. It works the same way when you rep your favorite band with a cool shirt. You meet people just like you.

Working Golfers: Cut Two Strokes Off Your Game Without Quitting Your Job

When you've got a whole day on the golf course, it's like paradise. If you had just one day like that a

week, then you wouldn't have a problem taking a few strokes off your average. You can't get more time, but you can always get more out of your time on the green. Here's how my uncle Bob did it last Spring.

## **5. Writing the Sales Letter Body**

The bulk of your sales letter will serve the purpose of building trust and relating to the potential customer. It's divided up into three main sections, but you don't necessarily have to separate each section with a sub-header. Keep in mind that there's nothing wrong with breaking grammatical rules when writing a sales letter. Paragraphs can be one sentence long. Incomplete sentences can be effective. Just write naturally, and break the sections up in a way that's comfortable to read.

### **Section One: Leading with a Story**

This point can't be stressed enough. You should seriously consider personalizing the sales letter with a real story. It can be anything related to the message you

want to get across. Get into the mindset of your potential buyer. If you can't write from a first-person perspective, then talk about a case study to prove your point. You can also reference historical figures if the story fits the bill. Only use anecdotal evidence if you are writing from your own perspective.

### **Section Two: Agitate the Problem**

This is where you'll really get them thinking hard about the problem they are facing. Get them to look at the issues head-on. Don't sugarcoat it. You want to stir up emotions in the reader. You want them to understand that you know how they feel. Position yourself on the same team as the reader, and share a common enemy with them. Their problem is your problem, and you know how to fix it!

### **Section Three: Summarize the Benefits as a Solution to Their Annoying Problems**

Really bring all your points home, and let the reader know that you completely understand their underlying desires. You want your potential

customers to be blown away by how much you can relate to their situation. Your goal is to leave them feeling like you wrote this sales letter especially for them. It's smart to add bullet points in the middle of this section to keep their attention. List relevant statistics or problems that are common. Three to five bullet points is the sweet spot.

## **6. Closing Strong**

Create a call to action in the last portion of your sales letter. Urge the reader to take immediate action, and to take the next step right now. It's perfectly natural to be a little pushy. The potential customer has already spent several minutes reading every word in your promotion. If they aren't ready to make a buying decision, then they will never be ready. Buying now should be the most important takeaway from this section of your sales letter. Put a strong emphasis on it. The majority of your readers will want to buy at this point, but a large portion of them are very likely to put it off for a later time. They are less likely to complete a transaction

when they wait longer to take action. Convince them to handle the purchase now.

## 7. Rewriting the Sales Letter for Performance and Style

You should have anywhere from 500 to 1000 words written for your first draft. The final step to achieve a great sales letter is rewriting the existing copy. Your first rewrite should focus entirely on cutting down the word count and removing unnecessary sentences. If a section doesn't add any value to the letter, then cut it out entirely. Any sentences that don't flow naturally should be

reworded for the sake of simplicity. If you find any complex words, then try to replace them with easier to read phrases. You should have a shorter sales letter when you're done with that first rewrite. The next step is to optimize your letter for style. That includes adding language that would appeal to your ideal customers, and it also includes formatting the sales letter to be more pleasing to the eyes. Add extra line breaks in paragraphs. Use attention-grabbing sentences between paragraphs. Make your sales letter easy to skim through. You should have a very polished sales letter after rewriting twice.

Now, Send Out Your New Sales Letter

You can use your finished writing in a ton of different ways. It can be used as an effective landing page. You can send it out in emails to potential clients. Even mailing printed copies to potential clients can work. Your job now is to take action. Don't wait around for your sales letter to work magic on its own. That will never happen. You've got to get it in front of the people that can buy your product or service. Even the best sales letter won't make a penny of profit if it's sitting on your desk. Send it out, and find out what works for you.

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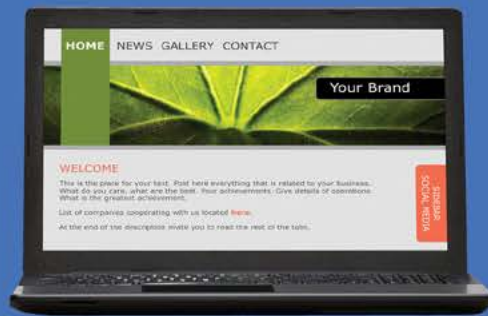


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## 8 Reasons Your Business Needs to Take Blogging Seriously

Blogging is an activity that can help businesses of all sizes. Most entrepreneurs understand the importance of content marketing in this era, but many don't dedicate enough attention to their blog. A quality blog can be the hub for your content marketing endeavors, acting as the focal point for your activity. You may still question the potential of a business blog on your site, though, and want to feel confident investing in its development. The following reasons show

why blogging can be a major addition to your promotional strategies.

### SEO

Most business websites won't rank for many keywords apart from their brand name. A blog offers the chance to gain rankings across a host of search terms, bringing in targeted traffic. Each new post can be created around a theme, so you increase the chances of reaching many long-tail keywords. Quality content

will also gain backlinks, helping your pages rank.

### Create Awareness

The vast majority of visitors won't know your brand and are encountering you for the first time. Your blog can be the first stage of creating awareness, introducing people to your business and identity. Your posts may discuss general industry topics, but you can relate them to your own products and services, helping people to become familiar with you.

## Education

Many prospects are unfamiliar with various aspects of your industry. It is easy to assume that everyone is knowledgeable about the broad topics that make up a niche. In reality, though, many people are only just encountering the subject, so can benefit from some information. Your blog can be the place that educates visitors on the niche, making you the go-to option for these people.

## Build Trust

Trust is required for prospects to become customers. People not only need to trust your website offers security and authenticity, but they need to feel you will deliver what you promise. A blog helps to build this trust, offering upfront value. When you can consistently deliver value to people, it becomes far easier to ask them to purchase your products.

## Build a Community

A useful blog can become a hub for a community. Visitors will come to your site to consume content and discuss it in the comment section. Every

niche will have a number of locations where people gravitate to in order to get industry news or discussion. When you can make your site one of these locations, you can ensure a continuous flow of traffic.

## Become a Recognized Expert

It is easier to promote offers when you have gained expert status. You can start to become recognized as an expert when you have consistently provided value and others turn to you for information. A blog is the best place to start this process, offering a place to write detailed and extended content. Social media can bolster your blog, but the limited characters prevent detailed insight.

## Grow a Network

The most successful bloggers usually have a network of influencers they collaborate with. Each individual promotes the others, helping to build the reputation of the entire group. Sometimes networks are formal groups, while they can also be informal relationships between

friends and associates. Your blog can help you get recognized by influential people in your industry, helping you to start forming relationships.

## Learn About Customers

Insight into your customers helps you craft a better user experience. A blog encourages participation through the comment section. You can find out what your visitors are thinking, what questions they have, and where they disagree with you. You can also see from your analytics exactly the posts that get the most interest.

Blogging can become the focal point of a content marketing campaign. You can develop quality articles that bring visitors into your site, helping to build a brand and convert visitors to customers. It is also important to publish content elsewhere, but your blog ensures interested prospects are visiting your site. If your business doesn't have a blog or hasn't been committed to the strategy, now is the time to focus your attention on blogging.



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# Logo Design Cost: How Much is Too Much?



A good logo design can speak a thousand words about your company. Just by looking at your logo, customers can quickly form an opinion about you, what you stand for, what services you're offering, and so on. By quickly looking at your logo, customers can tell if your company is trustworthy or if dealing with your company worth it.

That's how important a logo is. It can make or break a company. It can move you up, pull you down, or put you at a standstill. A logo is more than just an image. It's more than just having your face out there, on the billboard, brochure, virtual space, or someplace else. A logo represents a company's entirety.

So, when choosing a logo design, you will not want to shortcut the process. You will not want to cut corners, either. What you will want to do, rather, is to give it a lot of thought, making sure you're conveying the right message to your customers. You will want to make a good impression right

away. You will want to draw people to what you're selling. You will, therefore, want your logo to be unique, attractive, enticing, engaging, but simple enough to be easily remembered.

It sounds so easy. Is it really a no-brainer? Designing a logo is not always easy. Oftentimes, companies have to spend a lot of time (and money) conceptualizing the perfect logo because once it's up, there's no turning back. You can't keep on changing your logo, after all. Only seasons change; logos don't unless you need to rebrand.

If you want to get it right the first time, you will want to consider looking for a logo design company that offers business logo design services. Why? Because you can't afford to have it any other way. Professional logo design companies can afford to offer you guarantees that others cannot.

Are Professional Logo Design Services Expensive?

How much is this going to cost you, though? Logo

design services come in different budget sizes, with packages starting at \$100 and going all the way up to over \$1000.

The \$100 Price Tag: What To Expect

So what can you expect with a \$100 price tag? Logo designs that come with this price tag are usually very simple and basic, containing no more than just the logo itself and the company name. Designs and fonts under this package are pretty basic, too. More often than not, \$100 packages allow a couple of design concepts and a couple of revisions, so make sure you communicate what you want as clearly as possible. Communication is key to setting things right and to getting the most of what you're paying for.

The \$300-700 Price Tag: What's In It For You?

Logos with more complicated designs will normally command a higher price. If your logo looks like it has a lot going on (designs, fonts, and all), you may end up paying between \$300 and \$700 for it. Under this

package, you can have up to 3 design concepts and multiple revisions, and a few more add-ons to help you get started in your business. Many companies offer free letterhead designs or business card designs to go with the logo.

### The \$1000 and Up Price Tag: Is It Reasonable?

Now, there are logo designs that come at even heftier prices, but then you also get a lot more in return, such as multiple design concepts, multiple revisions, a team of professional designers working hard and long hours with you, a standard web package perhaps, and more add-ons to jumpstart your company or keep you going on the right track.

Are you up to spending over \$1000? Well, why not, when you get a powerful, creative, and professionally-designed logo in return, plus a lot more, right? Logos matter greatly when you want to put your company on the map, virtually or otherwise. But this package is most suitable for companies that have a considerable

budget and those that want to go all-out with their marketing, such as, but not limited to, having a web presence. You may want to consider this package if you're looking to create a web presence at the same time, which really sounds practical because the virtual environment is a thoroughly exciting and engaging marketplace.

Are there more affordable logo design services?

A quick search on the internet will probably lead you to sites like fiverr or some other freelancing or logo-generating sites. There's absolutely nothing wrong with these sites - when you're after short-term gigs, that is. But then, if you're looking for long-term success, you need to understand that it often comes with a price. It only makes sense, right?

Can you DIY your logo?

Why not? There are tons of design ideas to help you do your logo yourself. That can be incredibly fun, and can save you tons of money, too. But is it fun that you're looking for, and not success? DIY

logos may be acceptable if they're intended for a short gig only. For example, if you're running an event and you want a logo for that purpose only, a DIY logo may be a good thing.

True, your choice ultimately depends on how much you can afford. Know, however, that there are companies out there who can work around your budget to deliver the goods that you need and want for your business. A good logo design company must be able to customize a package for you to get you started without you having to break the bank in the process. Yes, such a company does exist in this digital age. It never hurts to continuously search the virtual environment for the best logo design services that meet your budget and your needs.

Bottom line, remember this - whatever your budget size is, your logo must come out clean, professional-looking, and right the first time. A good logo design company can do this.

# Strategies to Gain Pinterest Followers for Your Business



If you want to grow your following on Pinterest as quickly as possible, there are a few key strategies that are very effective. These tips can be especially beneficial for those who are using this social media site to promote their business. The more followers you have, the easier it will be to

benefit in numerous ways. There are some methods of doing this that work better than others, but this article will provide you with the information you need to make progress.

## Choose Your Photos Carefully

It is important that you

carefully select every single photo that you post on Pinterest. The more thought you put into each post, the easier it will be to grow your following. Those who throw up new posts in a careless or slapdash manner won't get very far. Make sure that every single photo you put up will help you get

to where you want to be. While it may not seem like individual posts matter, the truth is they do.

## **Don't be Pushy**

The last thing you want to do is post things that come across as pushy, because people don't like being told what to do. Even those who are trying to spread the word about products their business offers should be careful about their approach. Your posts should come across as offerings, not demands. It is about recommending whatever you have to other people who might be interested. It is fine to link people to your website, but you should avoid being pushy about it in any way.

## **Take a Personal Approach**

You also need to establish a personal connection with your followers so you don't come across as being cold or out of touch. Post news stories that relate to your business or success stories from your followers. This can be a very effective way to make yourself part of the community instead

of trying to look down on it from a pedestal. People always appreciate the personal touch, and it will help you grow your following on this site exponentially.

## **Pay Close Attention to the Numbers**

When you take the time to look at which of your Pins get the most likes and attention, you will know what kinds of posts to focus on making. The analytic tools that come with each business account on this site can be invaluable for growing your following. It is crucial that you take a look at all of the relevant metrics, including repins, clicks, impressions, and close-ups. All of these things can give you a better idea as to what you are doing right and where you can make certain improvements.

## **Repin Other Member's Content**

A lot of people avoid repining content from other Pinterest members because it's not their own, but it can really help you get more followers. Just make sure that you

choose to repin things that are relevant to your brand. This is a great way to participate in the community while drawing attention to your page and website.

## **Use the Right Keywords**

When you are writing descriptions for your pins, make sure that you use relevant keywords that people actually search for on Pinterest. This can make a lot of difference when it comes to how many people you get to follow you. SEO is a very important thing to focus on for anyone who is serious about using this social media website for their own gain. Take the time to do your research before deciding which words to put in.

## **Final Thoughts**

It is important to be patient when you are growing your Pinterest following, but you should still make a conscious effort to get the fastest results possible. These strategies can help you build your following faster and more efficiently.

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

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## Essential Social Media Annual Cleaning Tips for Any Small Business

As a small business, it's important to periodically review your social media marketing strategy to ensure that your efforts are still supporting your marketing goals. With June being a time for renewal and growth, it's a great opportunity to look at what you can do to update your social media presence and maximize results going forward.

To help, here are seven

annual cleaning tips to make sure your social media strategy remains on track, is in line with current trends, and supports business growth.

### Secure Your Accounts

First, it's important to protect your business by making sure your social media accounts are secure and your information is safe. To guard against malicious attacks that

could damage your reputation, choose strong passwords, use a different one for each social channel, and change passwords every few months.

Additionally, make sure that more than one person knows each password. If anyone leaves the company, you can then regain control of the account.

## Update Your Information

Check each social media channel for outdated information. Ask yourself the following questions and then update each platform and fix any mistakes:

- Do any pinned posts need updating?
- Do your “About” sections and bios still include relevant information for your target audience?
- Are your contact details correct and up to date?
- Is there a URL link that leads to your website?
- Are you including relevant keywords in your profile?
- Do you need to add a new call-to-action to your profile?
- Is there any recent positive company news that you can add to your profile, including awards, recent projects, and press coverage?

## Refresh Your Visuals

To keep your audience interested, it’s a good idea to update your social media images and graphics from time to time. Consider replacing your profile photos, avatars, and background images with new, high-resolution visuals that show your

business in the best possible light. Remember to use the correct image dimensions for each platform.

At the same time, assess whether your visuals are consistent across all channels, including logos and color choices. Any inconsistencies can weaken your brand’s messaging.

## Check for New Features

Social networks are regularly adding new tools that provide businesses with fresh opportunities for audience engagement. Have you missed out on any new features that have appeared on one of your channels? For example, the “Our Story” section on Facebook should be used by all businesses to give their customers a greater insight into how and why they operate. Check out each channel’s help section to discover new tools.

## Revamp Your Social Media Content Calendar

Most marketers understand how important a content marketing calendar is for developing a diverse content strategy. However,

content calendars should be reviewed every so often to ensure you deliver an interesting mix of content to your target audience. Use this opportunity to take a fresh look at your calendar and answer the following:

- Does it feature a balanced mix of content formats, such as articles, videos, and graphics?
- Do you give your audience a range of content types to engage with, such as interactive content, opinion pieces, and educational material?
- Does your content address all the main holidays and industry-relevant dates throughout the year?

## Review Your Goals

As each social network has different audiences, it’s important - especially if you have limited resources - to focus on the right channels to maximize results. Consider your marketing goals first, and then choose the platforms that will help you achieve these goals. Which channels are currently helping you meet your objectives? If a channel is performing badly, despite your best efforts, it’s time

to abandon the channel and focus on other networks that will support your business.

If you don't have clear goals, don't worry. This is your opportunity to set some benchmarks for your business. Whether it's to increase email signups or drive more website traffic, use metrics that you can track going forward.

### Freshen Up Your Feeds

Take a look at your social media feeds and see if there are any gaps in the types of content you're

delivering. To keep things interesting and maximize engagement, it's crucial to deliver a mix of content types to suit the various preferences of your audience. Run contests, encourage user-generated content, and experiment with different visuals, including video.

Before you add new posts, you could also clean up any existing clutter. Hide posts that have low engagement and consider reposting them in a new format with additional, fresh information.

### Does your social media strategy need refreshing?

Why not use this season of new beginnings to spruce up your digital marketing efforts and create a clear social media plan for the year ahead? Small changes you make today could make all the difference in the long run. Your social media marketing strategy is always a work in progress, but these spring cleaning tips should help to improve your marketing results for the summer and beyond.

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## Video Marketing: A Marketing Trend that is More Important Now than Ever

Video marketing is a marketing trend that has been on the rise these past few years. This marketing trend was reported to be one of the most important trends right now and within the next five to ten years. Marketers that have tried this out have confirmed how well it works and how it has increased their data and improved their results. When it comes to introducing your business's product or service videos have been

proven as a successful and most popular way to introduce it to potential consumers. About 68% of consumers confirmed that videos are how they learn about new products and services. In addition, Wyzowl's State of Video Marketing Survey is an annual survey that is taken to gather data and results of video marketing. Through this survey, 88% of video marketers reported that including videos in their marketing strategies improved their

ROI. The survey displayed the response in the past five years (2015-2020), with 2020 having the highest percentage. Also, 92% of marketers say that video marketing has become an important part of their strategy.

As for platforms, YouTube and Facebook are the most popular platforms to put out video content, with 85% and 79% of businesses use these platforms, respectively. However, there is a new

platform on the rise, TikTok. 66% of marketers that have tried TikTok out have reported this platform a success. However, when it comes to creating content on TikTok, marketers have to be aware of their target audience, considering those who are on this platform are mostly Gen Z and some Millennials.

Additionally, when putting content out on a specific platform, making sure that the format in which the video is filmed in is important. For instance, Instagram's feature, IGTV, allows videos to be recorded vertically on mobile devices. If your video is filmed professionally, be sure that when cropped, the audience can see what they need to see, and it will not be weirdly

cropped. Checking the format of your videos before putting it out on a platform is important, so the audience does not miss out on anything.

To further explain the significance of why businesses should jump on video marketing if they have not already, video marketing increases SEO. Examples of these have been further explained at SEO Tribunal's post (<https://seotribunal.com/blog/stats-to-understand-seo/#video-marketing-statistics>). Some examples are improving organic search results, click-through rates, as well as guaranteeing more attention to your content as opposed to regular text. SEO Tribunals reported that adding videos on a website will 50 times more likely to improve organic

search results. In addition, the click-through rates of emails that have links to videos are have videos embedded in them are 96% higher than those without. Lastly, research has shown that 80% of consumers will watch a video and only 20% will read a text, so make sure that you capture your reach by producing video content.

Video marketing is a perfect opportunity for marketers to expand their creativity and improve their data. Finding creative ways to capture an audience attention through visuals is a way to grow your content, branding, and skills. If you have not already done so, include video content on your marketing strategy and take this opportunity to expand your horizons!

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# FUN FACTS

June is the month with the longest daylight hours of the year in the Northern Hemisphere and the shortest daylight hours of the year in the Southern Hemisphere. June in the Northern Hemisphere is the seasonal equivalent to December in the Southern Hemisphere and vice versa. In the Northern hemisphere, the beginning of the meteorological summer is June 1st. In the Southern hemisphere, the beginning of the meteorological winter is June 1st.

- June is believed to be named after Juno, the wife of Jupiter, and the queen of the Gods (known as Hera in Greek mythology).
- One June 1st, 1831 - James Clark Ross discovered the Magnetic North Pole
- On June 1st, 1967, "Sgt. Pepper's Lonely Hearts Club Band" by the Beatles was released.
- On June 9th, 1934, Donald Duck debuted in The Wise Little Hen
- On June 10th, 1977 - The Apple II, one of the first personal computers, went on sale
- On June 16th, 1963 - Cosmonaut Valentina Tereshkova becomes the first woman in space on Vostok 6
- On June 29th, 2007 - Apple released its first mobile phone, the iPhone.
- On June 30th, 1953 - The first Chevrolet Corvette rolled off the assembly line in Flint, Michigan

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# Email Marketing Stats 2020



**49%**

Mobile devices account for 49% of all read emails

**42.3%**

42.3% of people will delete an email if it's not optimized for mobile

**64%**

64% of email recipients say they would open an email based on if they trusted the brand

**19.49%**

The average open rate for emails sent in North America is 19.49%

**18.3%**

Including a recipient's name in your email subject line increases open rates by up to 18.30%

**2.5 Hours**

On average, consumers spend 2.5 hours checking email on a typical weekday

**158%**

Including social sharing buttons in your emails can increase CTR by 158%

**14%**

Personalized email campaigns improve clickthrough rates by 14%

**28%**

Adding a call-to-action button in your emails instead of simply a text link can lead to a 28% increase in click-throughs

**300%**

Including videos in your email can increase clickthrough rates by up to 300%

**6x**

You are 6x more likely to get a click from an email than from a tweet

**61%**

61% of email subscribers would like to receive promotional emails at least once per week

**42.3%**

42.3% of Americans subscribe to email lists to receive savings and discounts

**43%**

43% of small businesses have 500 or less email subscribers

**77%**

77% of B2B companies use an email marketing newsletter as part of their content marketing strategy

**14.5 BILLION**

14.5 billion spam emails are sent every day

The top 3 reasons people choose to unsubscribe from an email list: too many emails (59%), info no longer relevant (43%), or don't recognize brand or remember signing up (43%)

The best day of the week to send a marketing email is Tuesday. Thursday is the second best day to send an email



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