

M LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

June 2021

*7 Effective Ways to
Communicate with
Your Employees*

*8 Types of Content
Marketing Videos
People Will Want
to Watch*

*5 Low-Cost
Marketing
Strategies for
Your Business*

**SEO: How Content
Freshness Affects
Search Rankings**

*10 Tips to Develop
Deeper Customer
Relationships*



Infographic:
Marketing to
Generations in 2021

FREE!

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LOCAL BUSINESS MARKETING

It is great to see the restrictions being lifted enabling businesses the opportunity to recover from the effects of the year plus restrictions as a result of the pandemic. Our hope is that local businesses will thrive in the coming months.

We're here to help. 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 Video Marketing, Customer Relationships, Marketing Strategies, SEO 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.

Be Well!

David Akers
President / CEO
LMS Solutions, Inc.

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Inside This Month's Issue

- 4 Marketing Calendar
- 5 SEO: How Content Freshness Affects Search Rankings
- 9 8 Types of Content Marketing Videos People Will Want to Watch
- 14 5 Low-Cost Marketing Strategies for Your Business
- 17 7 Effective Ways to Communicate with Your Employees
- 21 10 Tips to Develop Deeper Customer Relationships
- 24 Fun Facts
- 25 Infographic: Marketing to Generations in 2021

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.

June

Camping Month

Dairy Month

PTSD Awareness Month

Great Outdoors Month

Zoo & Aquarium Month

Men's Health Month

June 14 - Flag Day (US)

June 20 - Father's Day

June 20 - First Day of Summer (US)

1st - Go Barefoot Day

1st - Say Something Nice Day

2nd - Leave The Office Early Day

2nd - Running Day

4th - Cheese Day

4th - Donut Day

5th - Trails Day

5th - Eyewear Day

6th - Cancer Survivor's Day

7th - Animal Rights Day

8th - Best Friends Day

9th - Donald Duck Day

11th - Corn on the Cob Day

12th - Loving Day

12th - Superman Day

14th - World Blood Donor Day

14th - Bourbon Day

15th - Nature Photography Day

15th - Worldwide Day of Giving

16th - Fudge Day

17th - Career Nursing Assistants' Day

19th - Garfield The Cat Day

25th - Take Your Dog to Work Day

25th - Food Truck Day

26th - Chocolate Pudding Day

27th - PTSD Awareness Day

27th - Sunglasses Day

28th - Insurance Awareness Day

30th - Meteor Watch Day

30th - Social Media Day

July

National Grilling Month

National Ice Cream Month

National Picnic Month

Independent Retailer Month

July 4 - Independence Day (U.S.)

1st - Postal Worker Day

5th - Apple Turnover Day

6th - Fried Chicken Day

7th - Father Daughter Take a Walk Day

9th - Collector Car Appreciation Day

10th - Pina Colada Day

10th - Pet Photo Day

11th - Cheer up the Lonely Day

11th - 7-Eleven Day

13th - French Fry Day

14th - Mac and Cheese Day

15th - Pet Fire Safety Day

15th - Give Something Away Day

15th - I Love Horses Day

17th - Lottery Day

17th - Emoji Day

18th - Ice Cream Day

19th - Daiquiri Day

20th - Lollipop Day

21st - Junk Food Day

21st - Hot Dog Day

24th - Drive-Thru Day

24th - Cousins Day

25th - Hot Fudge Sundae Day

25th - Parents Day

26th - Bagelfest Day

28th - Hamburger Day

28th - Milk Chocolate Day

29th - Chicken Wing Day

30th - International Day of Friendship

30th - Cheesecake Day

31st - Mutt Day

SEO: How Content Freshness Affects Search Rankings



Content freshness is a major aspect of search engine optimization (SEO). The age of your content, how frequently it is updated, and the scale of those updates is one of the most important signals that Google and other search engines use to determine the value of your site.

If you're not updating your site proactively and frequently, you're reducing your chances of gaining high search rankings. By understanding what content freshness is, you can turn it into a significant advantage to help outrank your competitors.

What is Content Freshness?

Any time you publish a new page to your website, search engines need to crawl it and add it to their index before it can be ranked. At the point that it is indexed, the initial crawl date and the page's publish date are noted by the search engine and used to track any updates to the page going forward. This serves two main purposes. First and foremost, it allows Google to better adjust its crawl frequency of your site based on how frequently your pages are updated. More importantly, however, Google can determine whether the content you publish is being kept up to date compared to other websites in your niche as the information on your chosen topic evolves.

When everything else is equal in a comparison of two websites, Google will typically prefer the site that has more relevant, up-to-date information on a keyword. This means that sites that update whenever new information becomes available will gain a ranking advantage in one of the most important signals. Sites that don't

update frequently enough see their rankings slowly drop over time as their content becomes stale.

What Determines if Content is Fresh?

Given the effect that content freshness has on your performance and general SEO efforts, you'd be wise to make use of the signal whenever possible. However, there's no easy way to determine how often you'll need to update your pages to remain ahead of the competition.

Content freshness is niche and keyword dependent, and the ranking signal derived from it is the result of Google actively tracking many sites and comparing them against each other. This means that you need to know your niche and the keywords that you're using very well.

Keep in mind that even evergreen content that rarely changes needs to be updated from time to time. While the ranking signal is weaker for subjects that aren't expected to need frequent updates, all information eventually becomes stale. A page ranking the best phones might become stale after only a few

months, while a page about a particular phone's specifications may not lose freshness for a year. Both pages will eventually need an update to remain competitive, though.

If you find yourself struggling to decide how often to update for your chosen keyword, one of the best ways to acquire this information is to make it part of your initial keyword research. Part of this should be performing a few Google searches and looking at the date listed for the highest-ranking pages.

How many of these rankings are for pages that have been published or updated recently? How large is the variation between the average date of high rankings and lower rankings further down the page or on the second page? This is the most effective way to sample the freshness that Google expects for a specific keyword.

It doesn't mean you can't outrank any of those sites if you have other advantages like a substantial backlink profile or social media following, but it's much easier to go with the flow rather than against it. Gaining an

advantage against your competitors is great but eliminating a potential disadvantage can be just as valuable in SEO.

How to Update Content Effectively

Many SEO experts have noted that even just updating the date of a page can have a mild but positive effect on rankings and traffic to old content after Google recrawls it.

This is kind of a grey area, as search engines may eventually determine that this practice is a method of gaming their algorithms and choose to ignore it or even actively penalize sites that do it.

Updating your site properly is not only guaranteed to remain effective in the future but also has a much more potent effect in signaling to search engines that your content is fresh. The more extensively you update a page, the bigger the boost to freshness. To achieve this, you should look at a few things you can improve including spelling and grammar, accuracy, and relevancy.

Another aspect to consider is whether you can expand your existing content or add

in more resources that enhance the value of your content further. Adding an infographic to help summarize some of the information on your page is one example of how you can achieve this. Not only does new content like this boost the freshness because a significant update has occurred, but it also gives additional freshness by adding totally new content.

While you don't need to rewrite your page entirely, and you shouldn't, always try to make some kind of substantial improvement to the page if you want to maximize freshness. This will give you the biggest advantage on the results pages, helping you to reclaim lost rankings or climb higher than your page has ever been.

Content that evolves and improves over time is better able to maintain high rankings in Google for many years. This is why you should actively update your pages dependent on how frequently information within your niche changes. Adding a few scheduled updates to older content into your SEO plan will help your site to maintain stability and successfully continue to grow well into the future.

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8 Types of Content Marketing Videos People Will Want to Watch



A statista.com survey found that the average internet user will spend more than one hour every day in 2021 watching online videos. That statistic may at first seem to be unbelievable. But then, according to Digital Information World, most consumers also now spend at least six hours a day online. So, perhaps that statistic makes more sense than it does at first glance.

The truth is that video is now everywhere, and it's not just in the entertainment field that video is the number one medium. Videos are embedded in news articles, product descriptions, and social media. And YouTube is now the world's second-largest search engine.

Yet, many businesses shy away from producing original video content. And one of the reasons that some companies avoid creating videos is that they have yet to recognize the vast array of suitable topics for video content. So, here are some topic ideas to get you started on your first video content marketing campaign. These are content marketing videos that your target audience will want to watch.

1. Interviews

Face-to-face interviews are an excellent way of giving the audience a one-to-one experience with an authoritative figure. And these types of videos provide a perfect opportunity to demonstrate a brand's authority in its field.

There are plenty of choices of guests you could select for an interview. For example, you could interview a well-respected influencer in your market.

Or you could interview someone from within your organization, like the Chief Executive Officer or the Product Manager.

Interviews will need to be run with a set of guidelines for the guest but should not be scripted. And it would be best if you asked questions about topics that matter to your audience. You will also need an interviewer who can keep the interview on course and extract the most interesting information from the interviewee.

Interview videos are relatively cheap and easy to produce. And with a little bit of planning, you can create a series of interviews to keep visitors coming back for more. Furthermore, if you invite external interviewees, your guest may share the video on their channels and give your content more exposure.

2. Presentations

Any presentations at company events can provide a source of material for content marketing videos. For example, you could make a video of your next product launch or a presentation at a user day or networking event. And, if any members of the team are guest speakers at other organization's events, this

too could provide you with content for a video.

Videoring presentations allows you to share the event with people who couldn't get to the event and a wider audience. Some types of video presentations can also be used as a sales tool. And, of course, videos can be used over and over again. So, you can increase the return on investment on your events.

3. Testimonials

Written testimonials are a powerful marketing tool. But, when you produce a testimonial video, you take this persuasive format to the next level. And nothing overcomes objections better than a real-life customer answering those awkward questions for you.

There are so many topics that you can cover in a customer testimonial video. For example, why did the customer choose your product, and what benefits have they gained? What about customer service and aftercare?

Reach out to satisfied customers to see if they might be willing to make a video for you. You might be surprised at how many want their fifteen minutes of fame. You could also encourage people to

create testimonial videos by offering incentives like discounts.

Almost 90% of consumers say they place as much trust in customer reviews as personal recommendations. And video reviews are far more effective than written ones. So, a few genuine customer testimonials could be all that it takes to close a sale with some prospects.

4. Product Reviews

Influencer reviews of your products are different from customer reviews because they provide third-party, independent verification. So, you must be prepared to accept that the reviewer's opinion may not be 100% positive. However, even if there is some minor criticism in the review, some negative comments will make the video more genuine.

Product review videos are popular, and many people rely on them to help them make their buying decisions. And, if the influencer has a large following, a review video will be great for brand awareness.

To gain video product reviews, you will need to reach out to the influencers and vloggers in your niche. In most cases, all

the reviewers will want in return is the product shipped to them free.

5. Behind the Scenes

Whether it is out of genuine interest in the brand or merely being inquisitive, people love a peek behind the scenes. So, videos that show what goes on in the production facilities and the back offices of companies always attract attention.

Behind-the-scenes videos allow brands to showcase their corporate culture. They give customers and prospects a chance to put faces to names. Plus, these videos show the human side of a business, which most people are looking for today.

It is best to have a purpose for each behind-the-scenes video you produce. For example, a meet the team video could highlight the qualifications and experience of employees. A video explaining how a product is manufactured could emphasize quality control. However, behind-the-scenes videos need to look as natural as possible. So, it would be best to avoid making videos that are too obviously staged.

6. Vlogging

Content marketing videos

do not always need to have the production quality of a Hollywood blockbuster. Indeed, people have become used to watching amateur videos of all kinds on YouTube and other platforms. So, you could produce vlogs with little more than a smartphone and cheap camera that would engage the audience and be widely shared.

A corporate vlog could document the development of a new product, production facility, or other projects. You could produce a series of vlogs documenting a day in the life of various employees.

The great thing about a series of vlogs is that one leads onto the next. So, there is always a reason for viewers to tune in next week or month. Vlogs are another excellent opportunity to showcase the human side of a brand.

7. Tutorials

Tutorials are a great way to gain people's trust and demonstrate your expertise. And remember, tutorials do not always have to be about your products. You can also produce more general tutorials around the niche in which you operate.

Tutorials and how-to videos provide you with the

opportunity of delivering value to your target audience without asking for anything in return. So, this soft-sell form of video marketing is excellent for brand awareness and building a loyal following.

Product tutorials also demonstrate your commitment to your customers and showcase your products too. Showing people how to use your product could also reduce customer queries and support calls.

8. Webinars

Webinars combine the immediacy of a live event

with the longevity of a content marketing video. In the first place, you can ask people to sign up to watch the webinar, which will add some new names to your mailing list. Then, you can later republish a video recording of the event on your blog and YouTube and send a copy to subscribers.

Webinars can take many formats, some of which are discussed above. For example, you could host live questions and answer sessions, interviews, panel debates, product demonstrations, and tutorials.

The above are only eight

of the video content marketing possibilities. There are many other formats and variations of these ideas that you could use.

The critical thing to remember is that video is becoming what people expect to see on websites. And it is a potent marketing medium. What's more, it is possible to produce professional-quality videos for a modest price. So, next time you are wondering what to create next for your content marketing campaign, don't just think about blog posts; think about videos, too.

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WHAT'S YOUR MARKETING STRATEGY?

5 Low-Cost Marketing Strategies for Your Business

As a local business owner, you may be on the lookout for new ways to improve your existing marketing plan, grow your brand, and capture new customers. Here are five low-cost, and in some cases no-cost, marketing strategies that you can use to market your business. Whether you're a value-added reseller, a distributor, or a manufacturer, you can put

these strategies together right now and start growing your brand.

1. Write for an industry trade publication or magazine

Every market has a magazine or industry trade publication that summarizes the main developments, news, and trends in their sector. These are great sources to

tap into because they're always looking for free articles or documents created by knowledgeable authors. Contacting one of these publications and offering to write a free article can be a great way to get free advertising for your business and build awareness of your brand.

Aim to position yourself as an expert in your field and reach out to potential

customers and industry influencers to let them know what you and your company can offer. Depending on which publication you write for, you can expect to get a byline at the beginning and also possibly at the end of the article, and in some cases, you'll be able to promote your business' products or services. If the publication has both a physical and digital version, you may also be able to get a valuable backlink to your website, which leads to the second strategy: backlink building.

2. Write guest blog posts for industry websites

Your business' website is an essential component of your overall marketing strategy, and one of the best ways to increase traffic to your website is to build "backlinks", i.e., hyperlinks on other websites that link to your website. The more backlinks your website has, the better chance it has of being displayed in search results when potential customers use a search engine such as Google. Creating backlinks is part of any good inbound marketing strategy, but it doesn't have to be expensive. If

you are willing to write guest posts or articles for websites, blogs, or digital publications in your industry, they may give you a backlink in exchange for free content.

The secret to getting good results from building backlinks is to make sure they are from high-quality websites. For example, if you write an article for an industry trade publication, they may agree to post the article on their blog or website and include a backlink to your website. This backlink will be far more valuable than one from a smaller, less reputable website. You may be able to pick up a high-quality backlink through your local Chamber of Commerce. When you join, they will give you a link to your business from their website, which will help your website rank higher in search results.

If this sounds complex, inbound marketing techniques have become significantly easier since a company called "Moz" developed a metric known as Domain Authority (DA). This "score" aims to provide a "best estimate" of how well a domain will perform in search. Increasing your

website's domain authority will help you rank higher in search results, gain more traffic, and capture more sales. Building backlinks is one of the best ways to increase your website's DA, so is definitely something to focus on.

3. Focus on relevant social media sites

Marketing on social media costs nothing except your own time but be sure you choose an appropriate outlet for the market that your business serves. For example, if you are marketing to consumers (B2C), then creating a Facebook page or an Instagram profile may be a valuable way to reach potential customers. You can create engaging posts, videos, and content that helps you engage with users and build brand awareness.

However, if you are marketing to businesses (B2B), then sites such as LinkedIn may be a more appropriate avenue than Facebook, Twitter, or Instagram. You can craft high-quality articles and content that interests potential customers and influencers. Choosing the most relevant social media sites to focus on is one

area where a social media marketing agency may be able to help. They can research the demographic you are targeting and find the best ways to reach these customers.

4. Use email to drive qualified traffic to your business

You may want sales, not an email list, but when someone gives you their email address, they are communicating to you that they're interested in your business and that they are open to hearing more about sales, special offers, discounts, and other opportunities. Best of all, emailing these customers is free. That's why when you are building your website, writing articles or blog posts, or creating social media posts, you should always be looking for ways to capture more email addresses.

There are a couple of apps that will do this for you. Some of them do cost money, but most have a free trial period. This gives you time to see whether they are capturing email addresses and working well before deciding whether to make them a permanent part of your marketing strategy. Once

you've built a decent email list through your website and social media posts, you can then use these email addresses to drive qualified traffic to your business. You'll have a higher "buy-in" rate from the recipients, meaning they are more likely to open, read, and respond to the emails.

5. Consider hiring a marketing agency

Marketing agencies can certainly help you grow your business and increase sales, but are they really a low-cost solution? Agencies are typically made up of a group of consultants who can help review and enhance your existing marketing plan. They can help improve your marketing communications, brand development, web development and give you marketing advice and guidance. Fortunately, there are ways to hire a marketing agency on a budget.

If you only require occasional work, many consultancies offer a "pay-as-you-go" fee structure. This is a cost-effective way of improving your marketing plan and getting the professional

advice you require to help your business grow. You may simply want reassurance that your existing marketing plan is sound and that it is working well and helping you meet your business objectives.

The agency can help you create a "promotional plan" that outlines marketing strategies for a period of time, usually one year, and ensure that they are in line with your business aims and objectives. An agency will be able to provide indicative costs for each strategy and include a detailed calendar showing when each strategy will be utilized.

These five low-cost marketing strategies can help you fine-tune your marketing plan and drive sales and growth in record time.

If you haven't joined a local chamber of commerce yet, be sure to do so, and start reaching out to industry publications, both online and offline, to get noticed. Along with frequent social media posts, articles, and blog posts will help bolster your site and capture more traffic from potential customers.

7 Effective Ways to Communicate with Your Employees



Your company's success is significantly determined by being on the same page with your employees. Therefore, you need to communicate with them frequently to support their well-being and improve productivity. However, with different communication means available, it is vital to know those that can work for you. Here are seven effective ways to communicate with your employees.

Improve Your Communication Skills

One of the crucial qualities every leader should have is excellent communication skills. For this reason, you should improve yours by taking lessons and practicing continuously. You need to learn how to manage your emotions, as it will help you communicate with your team professionally in all situations.

It is also important to know how to present a clear and concise message. An employee should not be confused by or misunderstand your message.

In addition, learning how to actively listen is a part of upgrading your communications skills. Your non-verbal signals should show an employee you are interested in the conversation. If you don't understand something, you should ask questions. This will help you support your employees better. It is essential to take some time before offering suggestions, especially if it's intricate issue.

Face to Face Meetings

Employers who meet their employees face to face can attest that it helps

significantly. You can use daily meetings, before the start of the day, to inform the team about their progress and areas that need improvement. You will also discuss that particular day's goals and how they can achieve them. Go round the room taking suggestions, as this will enhance trust and engagement.

During monthly meetings, you can take your employees through the profits and losses reports to come up with future strategies. You can also use these meetings to appreciate your employees and reward those who performed well.

Employee rounding is another type of face-to-face meeting. You can take a few employees for coffee or meet with them in your office to learn more about them. This gives you a chance to build a good relationship with each of the employees, making them feel valued. Rounding can increase employee satisfaction because one-on-one discussions have a high probability of boosting their morale.

Connect with Your Remote Employees

If you have remote employees, you need

to develop strategies to make them feel part of the company. Most remote employees usually claim they lack a sense of belonging, which can be injurious to a business. Hence, you need to reach out to them frequently to keep them engaged.

You should include them in meetings using video communication platforms. Also, you should send them informative emails to keep them updated about the company. Additionally, it is effective to use reliable collaborative software to create an online office area where you can provide them with feedback and acknowledge their good work.

You can use different activities to make the online office fun. For instance, you can post quizzes or fun facts to initiate conversations. Some employers hold virtual trivia nights with remote workers, and they have proved effective at improving engagement. When your remote team feels appreciated and part of the company, they will be more satisfied.

Give and Ask for Feedback

Feedback is crucial in business growth. Hence,

you should give your employees feedback regularly. A significant percentage of employees can disengage when they are not provided with feedback. However, it is essential to learn the best ways to give feedback to get fruitful results.

First, your feedback should start with a positive note before you give the negative feedback. But you should not put the correction between two praises, as it can confuse the employee and undercut your feedback.

Ensure that you are specific on what should be corrected. Is it their report writing skill, time management, or problem-solving capabilities?

Furthermore, offer suggestions on how they can improve in such areas. Remember, employees usually try their best, thus you should be empathic and respectful when providing feedback. Also, keep the discussion private, whether it's praise or corrective feedback.

Feedback should also be conversational. You need to give the receiver a chance to respond to your feedback and ask questions.

Moreover, you should ask for feedback from your team too to gauge if your strategies are working. Since your employees have firsthand experience with your approaches, they can tell you those that are working and those that aren't.

Besides, feedback can help you know the factors that are causing stress to your staff. As a result, you can introduce friendly tactics that improve employee productivity and performance. Ensure that you are always welcoming so that your team can give you any feedback without fear.

Write Informative Emails

Vague emails can be misleading, so you should take time before sending emails to your employees. Confirm that the message is clear, without spelling or grammar mistakes. Long messages with a lot of technicalities can be difficult to understand, thus you should keep your emails short.

If you want to send sensitive information, such as shift changes, via email, you should notify your employees before they leave the office. This way, they will be waiting for it.

Keep your Employees Connected

Your employees need to communicate with each other to have dependable teamwork. Therefore, you should create a central online platform where they can connect. They will share ideas and update each other through these platforms. It also gives you a channel to pass a message to all of them at once.

Communicate with Leaders

When leaders communicate effectively, they can connect with employees easily. Nothing is as confusing as two leaders giving conflicting information. Consequently, it is vital to meet with the managers, supervisors, or team leaders often to ensure they lead employees in the same direction.

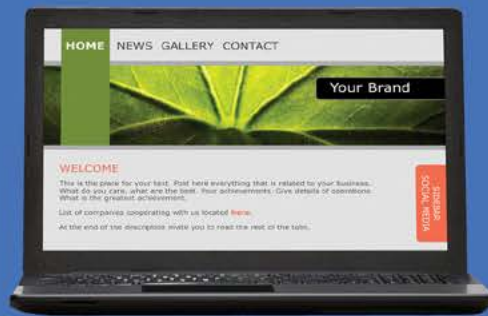
Communicating with employees efficiently is crucial for every business. It can increase employee motivation, satisfaction, productivity, and engagement. All these aspects can help you take your business to the next level. The tips discussed above can allow you to communicate with your employees competently.

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10 Tips to Develop Deeper Customer Relationships

Regardless of the type of business, developing a bond between customer and brand has many benefits. For one thing, customers who feel a connection to a brand stay loyal, and that means more repeat business and less reliance on new customers who cost more money to acquire.

Customers who feel they have a relationship with a company are also more likely to act as unofficial brand ambassadors. So, the company benefits from some free marketing. Connected customers are more forgiving too, so the occasional mistake won't result in a barrage of damaging negative

reviews and social media comments.

But how does a brand develop a deep and meaningful relationship with people they may have never met? Here are ten tips to help you cultivate customer relationships that will benefit your business for many years to come.

1. Personalize the Customer Experience -

The first thing you need to do to build any relationship is to appeal to the individual on a personal level, and that begins by addressing the person by name and understanding their preferences. You must use the right tone in correspondence, social media, and on your website. So, identify your target market and build up a picture of your typical customer. Then, discover more about your customers by conducting surveys and capturing personal data when people create accounts or subscribe to mailing lists. You can then use that data to personalize the customer experience at every touchpoint a customer has with your organization.

2. Create an Emotional Connection -

As mentioned in the introduction, you don't know your customers well, and they are unlikely to become your best friends. So, creating an emotional bond with customers might seem like a tall order. However, people do feel a connection with other people who share their values. So, you can get closer to your customers by supporting the causes that they

support and standing up for things that matter to them. For example, local businesses might support local community projects, or a clothing or food distributor might only sell Fair Trade certified products. Taking steps like these can help customers relate to a brand and feel that a common cause bonds them with the company.

3. Provide Value for Customers -

Unconditional love might exist for some lucky people. However, people will want to know what they will get out of the relationship when it comes to a brand, so it is crucial that a brand solves problems for its customers and provides value. The value provided might be low prices, high quality, or a combination of both. There is also value in information, like how-to guides and educational content and videos. When cultivating customer relationships, the crucial thing to remember is that customers want value in return for their loyalty.

4. Exceed Expectations -

Everyone loves nice surprises. So, surprise your customers with better products and customer service than expected, and then your customers will become your friends. But,

of course, the easiest way to ensure that you exceed expectations is to set expectations at the right level in the first place. So, be honest with product descriptions and avoid overselling. If you do make mistakes, admit to them and then do whatever it takes to rectify the problem.

5. Embrace Customer Feedback -

Customer feedback can help a business improve its products and services. So, listening to what customers have to say should be standard practice if you want to enhance customer relationships. It is also vital that you make it easy for customers to voice their opinions. For example, ask for feedback from customers following their interactions with your company. Remember, though, listening to customers will only improve relationships if you act upon the feedback, and it is essential to keep customers in the loop when you do make changes as a result of customer feedback.

6. Share Company News -

Of course, communication between friends must be two-way. So, keeping your customers up to date with company news will help

to create a deeper bond. For example, sharing information about new products in development or new facilities being opened helps keep customers in touch with the company, and sharing news about employees shows the human side of a brand and helps create a personal connection. So, don't restrict your blogging and social media posts to sales-related topics. Instead, let your customers know what is happening with your business and with the people behind the brand.

7. Remember the Important Details -

An effortless way to build a bond with customers is to remember important details about them. For example, sending a birthday card would be a great way to reach out to customers, or perhaps you could offer customers a special discount on the anniversary of placing their first order. After all, you no doubt remember to send your customer account statements and contract renewals fast enough when they are due. So, why not send your customers some good news in the post, too? Little gestures like these can go a long way towards building a lasting relationship with customers. Managing

milestone dates and anniversaries is relatively straightforward if you use customer relationship management software (CRM).

8. Put Customer Relationships at the Heart of the Business -

It only takes one bad experience to ruin a relationship. So, it is crucial to recognize that every employee in the business has a part to play in building customer relationships. Every team member who may come into contact with customers must be well-versed in customer interactions. Quite simply, the 'customer comes first' ethos must be a core value of the business, and every employee must be equipped to deal with customers in the right way.

9. Make Communication Efficient and Personalized -

Communication is key to building good customer relationships. So, make it easy for customers to communicate with the business by offering multiple communication channels. And respond to all customer communications promptly and in a friendly, personalized manner, whether via social media, telephone, post, or email. Of course, if you have

a large customer base, you might streamline the communication with automation. But it would still be best to maintain personal contact where possible and provide alternative means of communication for those who do not like using things like chatbots and automated telephone call routing systems.

10. Reward Customer Loyalty -

If you want to enjoy the continued support of your loyal customers, it is best to let them know you appreciate them. So, reward loyal customers with discounted products, premium services, and early access to new products or exclusive deals. As with any relationship, a little thank you goes a long way.

To develop deeper customer relationships, a company must connect with individuals on a personal level. That means treating customers like the individuals they are, providing them with value, and being honest with them. Implementing a customer-first approach, adopting shared values, and rewarding loyal customers can create long-lasting connections between a brand and its customers.



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. 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.

- One June 1st, 1996 - Major League Baseball debuted for the first time on FOX.
- On June 1st, 1967 - "Sgt. Pepper's Lonely Hearts Club Band" by the Beatles was released.
- On June 6th, 1964 - The Rolling Stone made their American TV debut on The Hollywood Palace.
- On June 10th, 1977 - The Apple II, one of the first personal computers, went on sale.
- On June 11th, 1986 - 'Ferris Bueller's Day Off' was released in theater. The rare Ferrari 250 GT Spyder California was not really destroyed in the film.
- 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.

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MARKETING TO DIFFERENT GENERATIONS IN 2021



Baby Boomers

- 65% of adults 50-64 use social networking sites
- 28% consume news online, 51% watch the news on TV
- They account for 50% of all consumer expenditures, but marketers are only spending 10% of their budget on them



Born 1946 - 1964

- 78% use Facebook, 67% use YouTube, 32% use Instagram, 40% use Pinterest, 31% use LinkedIn
- Netflix is their streaming network of choice
- 53% prefer shopping online
- Highest value consumers since they spend the most \$ each shopping trip

Generation X

- 81% use social media daily
- 54% are frustrated that brands ignore them
- Spends more time per week on all devices than Millennials do
- 73% watch YouTube to learn how to do something, 75% watch YouTube videos related to past events/people



Born 1965 - 1979

- 95% use Facebook, 35% use LinkedIn
- Spends 1/3 of their daily time watching TV-based content through online TV/streaming services
- 86% bring in their mail daily & 68% use coupons they get in the mail
- 72% use the internet to research businesses

Millennials

- Least frequent in-store shoppers
- 68% won't make a purchase until they've discussed it with trusted ally
- 77% already do or are willing to participate in rewards/loyalty programs
- 57% look for fashion trends on social media



Born 1980 - 1994

- 82% go for a purchase after they discover a product on social media
- 91% use Facebook, 59% use Instagram, 44% use YouTube daily, 30% use Snapchat, 38% use Twitter
- 92% found a new product on YouTube & 40% make their purchase decision based on it

Generation Z

- Spend most of their time on YouTube, Instagram & Snapchat
- 44% check their social media hourly
- 95% watch YouTube
- 8 sec is their likely attention span
- 61% are willing to pay more for products that are produced with ethical & sustainable methods



Born 1995 - 2012

- 57% use social media while watching TV
- 68% consider delivery times prior to completing a purchase
- 60% won't use apps or sites that are slow to load
- 56% are more likely to buy a product if their fav influencer recommends it



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