

M LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

March 2016

7 Ways
*to Make Sure People
Remember Your
Business*

**The
Importance
of Great
Customer
Service in
Your Small
Business**

Infographic:
**10 Marketing
Strategies for a
Small Marketing
Budget**



**6-Step Process for
Marketing Your
Business with
Webinars**

**Email
Etiquette
Tips for
Small
Business
Owners**

**5 Benefits of
Outsourcing
for Small
Businesses**

**How Promotional
Gifts Increase
Brand Awareness**

FREE!

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Welcome!

Spring is right around the corner. It's the season where the plants come back to life, the flowers are in bloom, the allergies are going crazy and the kids are back outside playing. It's also a great time for you to refocus some of your marketing efforts.

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 articles on topics such as Webinars, Email Etiquette, Outsourcing and Customer Service.

If you're not already receiving this magazine regularly, we suggest you add your email to our subscriber list. We have some exciting articles already in the works for the upcoming issues. Don't miss out!

If you find the magazine helpful, 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.

As always, we welcome any comments or questions you might have, as well as the opportunity to explain how we've been able to help businesses just like yours.

To Your Success!

David Akers
President / CEO
LMS Solutions, Inc.

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A Little About Us

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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, large business or an ad agency, our programs can help you find greater success.

If you are a small advertising agency, or an independent marketing consultant, you're a perfect candidate for our LMS Solutions Partner Program. Find out more by visiting our website.

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Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

March

Irish American Heritage Month (US, Ireland)
Women's History Month (US, UK)
Employee Spirit Month
National Cerebral Palsy Awareness Month
National Endometriosis Awareness Month
Multiple Sclerosis Education and Awareness Month
Red Cross Month

March 13 - Daylight Savings Begins
March 17 - St. Patrick's Day
March 20 - Palm Sunday
March 20 - 1st Day of Spring
March 27 - Easter Sunday

1st - National Peanut Butter Lover's Day
2nd - Dr. Seuss Day
3rd - National Anthem Day
4th - Day of Unplugging



4th - National Hug a G.I. Day
6th - National Dentist's Day
6th - National Oreo Cookie Day
8th - National Pancake Day - IHOP
10th - National Pack Your Lunch Day
12th - National Girl Scout Day
13th - National Good Samaritan Day
14th - National Napping Day
14th - National Potato Chip Day
17th - Corned Beef and Cabbage Day
19th - National Certified Nurses Day
21st - National Common Courtesy Day
22nd - National Goof Off Day
23rd - National Puppy Day
26th - National Spinach Day
26th - Epilepsy Awareness Day
29th - Mom and Pop Business Owners Day
30th - National Take a Walk in the Park Day
30th - National Doctors Day
31st - National Tater Day

April

National Autism Awareness Month
National Humor Month
International Guitar Month
Keep America Beautiful Month
Lawn and Garden Month
National Poetry Month
Stress Awareness Month
Sexual Assault Awareness Month

April 1st - April Fool's Day
April 23rd - Passover Begins
April 30th - Passover Ends

2nd - Reconciliation Day
2nd - Peanut Butter & Jelly Day
6th - Sorry Charlie Day
6th - Walking Day
7th - No Housework Day
7th - National Beer Day

9th - Winston Churchill Day
10th - National Siblings Day
11th - Barber Shop Quartet Day
11th - National Pet Day
12th - Grilled Cheese Sandwich Day
13th - National Scrabble Day
15th - Tax Day
15th - Titanic Remembrance Day
16th - Wear Your Pajamas to Work Day
20th - Pineapple Upside Down Cake Day
20th - Look Alike Day
22nd - Earth Day
22nd - Girl Scout Leaders Day
22nd - Jelly Bean Day
25th - DNA Day
26th - Pretzel Day
27th - Administrative Professionals Day (US)
28th - Take Our Daughters and Sons to Work Day
30th - Adopt a Shelter Pet Day
30th - Bugs Bunny Day
30th - Hairstylist Appreciation Day

7 Ways to Make Sure People Remember Your Business



With so many messages competing for consumers' attention, it's important that people remember your business. Aim to make your business the first one that enters their minds when they think of what you offer. Here are seven ways to make your business more memorable.

Trade Under a Memorable Business Name

Your business name should not leave people in any doubt about what your business does. For example, if you have a car rental business, Premier Rental Cars is a much better name than Cars 'r Us, which, although catchy, doesn't make it clear whether you rent, buy or sell cars, or operate a taxi or limousine service. Try to keep your business name as short and snappy as possible.

If you don't think your current business name is very memorable, it may or may not be a good idea to change it. If you've been in business for several years and your business is already well known, it's probably best to keep your name. If, however, you're finding it difficult to attract new customers, it could be time to relaunch your business with a new, more memorable name.

Design a Simple Yet Effective Logo

Let your logo reflect your business simply yet effectively. Think of a large, yellow "M" and which business immediately comes to mind? In time, your logo should become synonymous with your business, so that every time someone sees the logo, they will immediately think of your

business in the same way you think of McDonald's whenever you see a large, yellow "M."

Display your business name and logo on as many different items as possible, including signs, invoices, receipts, packaging, vehicles, and uniforms, so that a large number of people see your business's branding as often as possible.

Create a Catchy Tagline

A catchy tagline or slogan encapsulates your business' identity in as few words as possible. It should be memorable and show consumers how your business will benefit them, appealing to their emotions, if possible. Your business' tagline could also express its philosophy or unique selling point.

Taking McDonald's as an example, the tagline "I'm lovin' it" is designed to remind hungry consumers of how much they love the taste of the company's food.

Advertise as Widely as Possible

Look for as many reasonably priced ways to advertise as possible. Some examples include:

- Advertising on free-standing advertising boards outside your business and nearby.
- Placing advertisements in local newspapers and magazines.
- Advertising on local radio and/or being interviewed on local radio.
- Distributing flyers and brochures.
- Advertising on social media websites.
- Placing a free listing on Google My Business.

According to conventional wisdom, consumers need to see an advertisement at least seven times before they purchase whatever the advertisement is selling.

This is known as the "Rule of 7." It's important therefore to advertise your business as widely and as often as possible.

Give Out Samples or Freebies

Stand in a street, shopping mall, train station or another busy place and give out free samples of your products and/or small free gifts to people who pass by, as well as a voucher offering a discount on their first purchase.

If your budget allows, place all of these items inside a "goodie bag." Include your branding and contact details on each item so that consumers can find your business easily.

Giving out freebies creates curiosity about your business if people see a crowd and wonder what is on offer. Everyone appreciates receiving something for free so this marketing activity will help generate positive feelings toward your business.

Useful Advice

If you offer potential customers useful advice and helpful hints, they'll remember how helpful you were even if they don't buy anything on this occasion. This will make it much more likely that they'll remember your business the next time they need something that you sell.

You can give useful advice in person, through a blog on your website, or through social media websites visited

by people in your target market.

Become Involved in Your Local Community

Becoming involved in the local community shows that your business cares about the people who live in the area where it's based. It also raises the profile of your business among past, current, and potential customers.

There are many ways for your business to become involved in the local community, including:

- Sponsoring a local event.
- Donating to a local charity.
- Volunteering for a local charity.
- Renting a booth at a local fair, show or market.
- Taking part in a fundraiser for a local school.

If your business is to thrive, it needs to be easily remembered by consumers. Take some time to lay the foundations by creating a memorable name, logo, and tagline. Then, plan your advertising, marketing, and other promotional activities on a monthly basis.

Monitor the effects of these activities on your sales and profits. If necessary, switch to other methods that may deliver better results.



6-Step Process for Marketing Your Business with Webinars

Every marketer has the challenge of finding the best way to promote their business. Whether you sell products or services, developing an effective sales funnel allows you to maximize earnings.

Over the last few years, webinars have proven to be extremely effective as a

marketing tool. A webinar is sometimes used as a supplementary element of a sales funnel, but they can also take prime position in certain cases.

The following process can be used to create webinars that get repeated results without burning out your audience.

Establish Credibility

It is easy to assume that webinar attendees already know who you are, but this is often not the case. Start any webinar by briefly establishing credibility, letting people know about you, your credentials, and why they should listen to you. A short

introduction can help build a relationship with attendees who don't know you, thus enhancing the information that follows. You could also include testimonials to show other people find you credible and worth listening to.

Give Great Content

A major benefit of a webinar is that you don't have to immediately start promoting your offer. The majority of your webinar can be spent providing good content that helps the viewer.

Even if they do not make an immediate purchase, they should leave having gained some valuable information they can use. Webinar content works best when it is directly related to the main product; it offers proof of the quality of your offering and helps to encourage a sale.

Engage Viewers

A webinar can seem like a presentation, but it gives you a chance to create interactivity. Most webinar platforms have chat functionality, so you can ask your audience if they understand certain points you are making.

Having a question-and-answer section lets viewers

contribute and gain clarification, which also ensures they don't feel as though they are simply watching a video.

Offer a Bonus

Many niches have a huge number of webinars, so more work is required to get people to attend. If your competitors have provided a negative experience, perhaps with too little content and too much heavy pitching, you need to convince people you are worth their time.

Providing a bonus creates anticipation, with the incentive acting as an extra push. Depending on your anticipated product sales, you could include prizes to further help with interactivity.

Time-Sensitive Offer

A successful webinar should provide value and generate interest in your offer. Scarcity is a powerful marketing tool, and creating a time-sensitive offer can be enough to radically increase conversion rate.

You may not want to take the product off the market, but there could be a lower price or added bonus for anyone who buys within a scheduled time.

Provide a Replay

Only a limited number of people will register to attend your webinar, especially with global timing problems and distractions often getting in the way.

It is possible to record your webinar, thus allowing you the chance to promote the webinar a second time. People who missed out can still watch, while attendees might want to clarify something they saw. This second opportunity can provide further sales with minimal extra effort. After each webinar, promote your replay with a time limit before it is taken offline.

This process should help you maximize each webinar for the highest number of conversions. Even when you don't make a sale, the content you provide should be enough to establish a relationship with your prospects. A different offer at a later date might resonate more, allowing you to do the ground work for a future sale.

Overall, webinars are an effective marketing tool, so it is wise to look for opportunities to add them to your sales funnel.



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- *You're Confused*
- *What You're Doing Isn't Working*
- *You Can't Focus On The "Real Work"*

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The Importance of Great Customer Service in Your Small Business



As with any business, customer service is one of the key elements for growth potential. This is even more so for the small business owner. With so much corporate competition, it is easy to be overlooked in your market. Fast and friendly does not always bring customers back. These days, corporate chains train each one of their employees on the basics of customer service. Your key to success is going above and beyond your customers' expectations.

As a small business owner, unless you provide a completely unique product, you know that your customers can get the same product somewhere else. More often, they can get that product at a cheaper price because corporations buy in bulk

and get better prices from the whole seller. Building a one on one relationship with your customers puts you well above your cheaper counterpart, and brings your customers back time and time again.

Great customer service is also the best marketing technique. While your competition is spending thousands each year on marketing, your customer service is doing the work for you and it is free. Word of mouth has long since been the best form of marketing. When someone leaves your establishment, the service they received can work for or against you. That customer will tell their friends and family. If you provide them with the best service possible, you will see new faces in your store on a regular basis.

Now that you understand the benefits of great customer service, you are sure to wonder how you can implement this into your business, and begin growing your business with this simple, free tool. Here are a few helpful tips to get you started.

Know your product

Many corporations offer a huge variety of different products; it is hard for the employees to learn about each one. Your small business provides you the opportunity to learn about each product so that you might answer customer questions or point your customer toward a different product you carry that would better suit their needs. Learn everything you

can about the products you offer. "I do not know" is never an answer you want to give to your customer.

Know your customers

In small business, it is important to treat your customers like family. Your customers are the reason your doors stay open. You should know your everyday customers by name, and know the products they need or want when you see them. If you have rearranged your products, tell them the moment they walk through the door. Save them the hassle of trying to find what they are looking for. Bridge the gap between a business and a personal relationship with your customers. Ask about their spouse or children, and listen when they speak. Make them feel important. These everyday customers are your most important customers; they will be your word of mouth marketing campaign.

Empathy as a strategy

The best customer service professionals can pick up on a person's emotions without them even speaking. Learn to read your customer's body language, pick up on the tones in their voice, and learn to use these to your advantage. An overzealous customer can be persuaded

to purchase additional items. You can also use their great mood to introduce new items you have brought in. An angry or upset customer, however, is there to get what they need and get out. Use what you know to give fast, friendly service that will not elevate their mood. If this angry customer is an everyday customer, it would be fitting to ask "how are you". Never ask "what is wrong". Asking "what is wrong" will put this customer in the mindset of the emotion that has them upset. Asking "how are you" is a better approach that can lead to a more positive mental state for your customer. You want your customer to leave your establishment in a positive light.

Be positive and upbeat

Leave your worries and cares at the door. Your personal struggles should never be brought into the work place. If you cannot put these feelings aside, ask to work in a different department for the day where you will not come in contact with customers. Try listening to your favorite song or talking with a good friend before beginning your shift. Never speak ill about your business or coworkers to your customers. Take any matter directly to your superior. Always remember, emotions are contagious, so smile and spread the happiness.

What Do Our Clients Say About Us?



"In a nutshell, LMS doesn't just do online marketing like websites, social media, and local optimizations. They help you build your business."
-Darcy.



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Email Etiquette Tips for Small Business Owners

No matter what kind of business you own or what niche you operate in, you rely on the professionalism of your written correspondence. Every email sent from your company, whether it comes directly from you or from one of your employees, is a direct reflection on your firm and its image. If your employees fail to follow the accepted rules of email etiquette, it will make your business -- and you -- look bad.

Following the rules of email etiquette is not hard. In most cases it is simply a matter of training new hires on what is and is not acceptable in an email, instant message or other form of written communication. Writing the following tips into your employee handbook or giving them out to each new employee, is one of

the best ways to maintain your professional image and avoid embarrassment and miscommunication.

Kee your emails short and sweet. Even if you have a lot to say, try to keep your emails as short as possible. Get right to the point and show that you value the time of the recipient. A good rule of thumb is that if it takes more than a page to communicate your ideas you should be picking up the phone instead of hitting send.

Always proofread your email. Relying solely on spell check is a recipe for disaster. Always reread and proofread your emails before sending them. Something as simple as a misspelled word or a misplaced comma could make you, and your firm, look less than professional.

Always use a business email address. Yahoo! Mail, Gmail and Hotmail may be fine for personal use, but they are not suitable for your business. Always use an email address with your business name. Not doing so sends a bad message and makes you look unprofessional.

Start with a clear and succinct subject line. Recipients should know what your email is about before they even open it. Always include a clear and succinct subject line in your emails - avoid vague or misleading subject lines that could waste the valuable time of the recipient.

Use the appropriate salutations. Email may be an informal form of communication, but that does not mean you should avoid

the appropriate salutations. Referring to your recipients as Ms. and Mr. is just good form.

Don't fall into the Reply All trap. Use Reply All with caution - and rarely. You might need to use Reply All if you are working on a project with your team or planning a party, but in most cases the simple Reply option is the best choice.

Respond to the sender if you receive a message in error. It happens - emails get sent to the wrong recipients, and in many cases the sender does not even know it. If you receive an errant email,

respond to the sender and let them know what happened. That gives them a chance to redirect the original email to the correct recipient.

Be careful with humor. You might think that email joke is hilarious, but the recipient may not feel the same. Exercise extreme caution when incorporating humor into your messages. Unless you are 100% certain that your humor will be understood and appreciated it is best to leave it out.

Keep your emotions under control. Receiving a nasty email is certainly upsetting,

but responding in kind is unprofessional and could be damaging to your career. If you find yourself on the receiving end of a less than kind missive, give yourself a couple of minutes (or longer) to calm down. Respond professionally and keep your anger under control.

In many ways email has made our lives a lot easier and more productive, but there are plenty of pitfalls along the way. The tips listed above can help you make the most of your email without falling victim to the common dangers.

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5 Benefits of Outsourcing for Small Businesses



Many entrepreneurs believe that outsourcing is reserved for big companies. However, small businesses can also derive many benefits from the practice. Here are some of the ways that outsourcing business functions can benefit your small business.

1. Increased efficiency

Small businesses can run more efficiently by outsourcing some processes to specialists. Utilizing third parties' special skills keeps your research and production costs low. For example, you can avoid investing in a new technology that you won't use every day, or that only one department needs, by outsourcing the task to someone who already has the equipment.

2. Reduced labor costs

Increasing output usually means recruiting and training new employees. By outsourcing some aspects of your business, you avoid hiring

additional staff and your labor costs stay low. You'll also have access to people who are already trained and instantly operational. You can pass the savings on to your customers and gain an advantage with lower prices, or invest in core areas of your business.

3. Access to better resources

It can be hard for small businesses to compete against large corporations. By outsourcing, you utilize the same resources as large companies, gaining benefits such as economies of scale and technological efficiency. Outsourcing can help you provide the same level of service as your larger competitors without scaling up to their size.

4. Reduced risk

Every step of any business process involves risks, and outsourcing can mitigate these risks. When you

outsource, you transfer some of the risk to the contractors performing the services, making your business more viable and shielding it from some common dangers.

5. Control of your capital costs

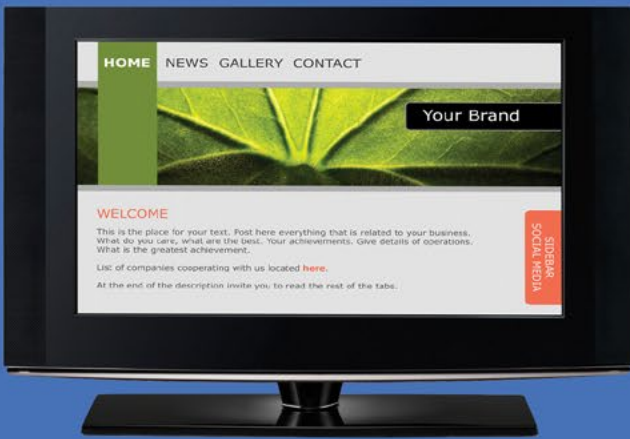
By outsourcing, you can control your business's non-productive expenditures. For example, by outsourcing bookkeeping you avoid hiring accounting staff and providing computers, software, and training. You can instead focus on your core business and improve your revenue.

Outsourcing is not only for large corporations. It helps small businesses improve their efficiency, labor, risk management, and finances.

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How Promotional Gifts Increase Brand Awareness

As a business owner, keeping your brand fresh in the minds of your current and potential customers is a huge key to success. When your brand is easily identifiable, recognizable and memorable, your organization will benefit in countless ways. With that being said, it can oftentimes be difficult to find marketing strategies that provide consistent results when it comes to spreading brand awareness.

One method for showcasing a brand that many business owners and marketers are seeing great results with today is the distribution of promotional gifts. These are items customized with business logos, slogans and more, which are distributed

to people free of charge. Some of the most common promotional gifts used by businesses to spread their brands include hats, t-shirts, mugs, pens and bags, just to name a few. Below are several ways that promotional gifts can boost the awareness of any brand.

Something Tangible In The Digital Age

The vast majority of communication between people today is done by way of digital platforms. People simply exchange information through their phones, for example, instead of swapping business cards. This constant involvement of technology when we communicate creates a scenario where

tangible items, such as promotional gifts, have an opportunity to stand out and make an impact more than ever before. Giving potential customers a gift that they can actually hold will be a refreshing experience for them, and they are more likely to notice and remember your brand as a result.

Providing Something Useful

The more useful a promotional gift is, the more times the person who receives it will have an interaction with your brand. This is why items such as pens and mugs are a consistent favorite among marketers who distribute promotional items. Gifts like

these are highly useful. They are things that people use every day, and when you give away these types of useful products, you create the opportunity for your brand to be seen on regular occasions over long periods of time.

Standing Out In The Crowd

It's a good idea to figure out what kinds of promotional gifts your competitors are giving to people. By knowing this, you open up the opportunity to do something different and truly stand out in the crowd. For example, if most businesses in your industry are distributing pens and mugs with their logos on

them, you could make a push for giving out calendars that feature your brand in order to gain more attention.

Perfecting The First Impression

Making a positive first impression on those who are being newly introduced to your brand is absolutely critical. One of the best ways to ensure that you make a good impression is to give your new customers something that they will find useful, such as promotional gift.

Everyone likes to be given free stuff, which is why this is one

of the most proven methods for not only reaching new people with your brand, but also ensuring that these people will view your brand in a favorable light.

The distribution of promotional gifts that have been customized with your logo, slogan or other business details can increase awareness of your brand over time. Promotional gifts are a proven way to make a great first impression with new customers, stand out in a crowded industry and provide something that people will enjoy having and using.

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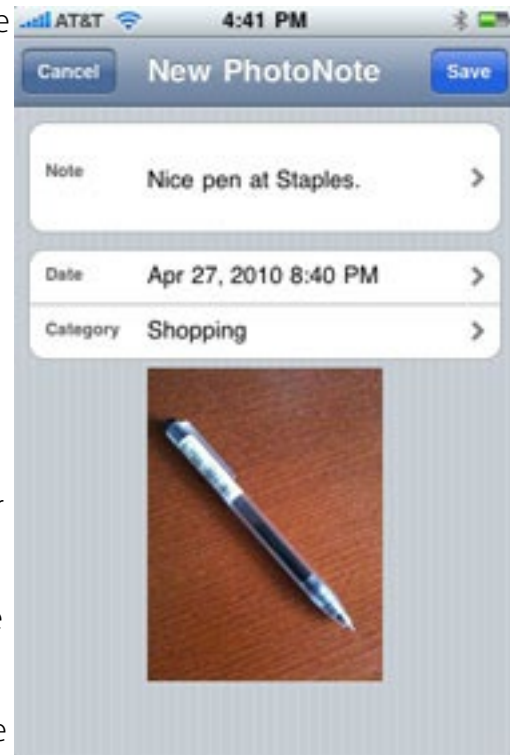
The camera on your iPhone is a great way to capture little bits of info that you want to remember later—many of us have taken photos of a product we saw while out shopping and would like to purchase later. The problem is, the photo doesn't catch the key information we need later on, such as the name of the store you saw the product at.

A Picture's Worth 1000 Words: With PhotoNote, you can add written notes to photos you take with the iPhone's camera. You can also organize notes by category.

PhotoNote by BananasDesign allows you to take photos with your iPhone and attach notes to them for easy reference. There is also a free version of the app—PhotoNote Lite—that only allows you to save up to four notes.

The way PhotoNote works is very simple: when the app is launched, you see a list of your notes with a small photo thumbnail. You can order notes by date, category, or alphabetically.

To add a new note, you tap the familiar "plus" sign in the upper corner, and you are given three options—take a new photo with the camera, choose an existing photo from your library, or add a note only. After you take a photo with the camera (or select one from the library), the screen changes to allow you to enter the note. You can also choose the category that the note falls under—besides built-in basic categories such as Shopping and To Do, you can also enter your own. You also see a small version of the photo below (which you can tap to enlarge). Each note can also be e-mailed directly through the app, with the full photo and notes attached.



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10

MARKETING STRATEGIES FOR A SMALL MARKETING BUDGET

1

LOCAL OPTIMIZATION

Setup your business on all the major online directories, including your Google My Business Page. The more times your business is listed online, the more Google believes you are relevant.

2

BE SOCIAL

Your customers are using Social Media, and so are your prospective customers. Create profiles on each of the top sites and post a mixture of industry and local news on a regular basis.

3

START A BLOG

Share your industry knowledge with customers and prospects by writing blog articles. Drive additional traffic to your blog by posting links to your articles on social media platforms.

4

CASE STUDIES

Leverage the work you've done for some of your best clients. Put together case studies that explain what impact your product or service had on their businesses.

5

ASK FOR REFERRALS

If you have happy customers, ask them to refer you to other people they know. You can also develop a referral rewards program, giving thanks to those that share your information with others.

6

ASK FOR TESTIMONIALS

Consumers today are swayed by peer reviews. Ask your satisfied customers to leave a positive review on your Google My Business page or other online directory such as Yelp.

7

GIVE GREAT SERVICE

You've worked hard to get a customer to visit your store, use your service, or buy your product. Show them how much you appreciate them by giving them great service.

8

GET PRESS

Submit press releases to your local newspapers, Chamber, organizations, and other news platforms for every business milestone, such as awards, anniversaries, product launches, etc.

9

ON-SITE SEO

Help potential customers more easily find your business online by performing on-site SEO. Provide the search engines information they need to understand the content on your site to drive ranking.

10

RETARGETING

Remind those consumers who visited your website, but didn't take the desired action about your business, product or service. Retargeting ads are great for small businesses and are cost-effective.

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