

M LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

May 2016

10 Questions to Ask
When Choosing
A Web Developer

**5 Valuable
Benefits Of
Using A Blog
to Grow Your
Business**

Why Market
Your Small
Business on
Pinterest?

**Infographic:
Video Stats 2016**



**5 Ways to
Engage Older
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Why Business
Cards Remain
Vital in Today's
Marketing
Environment

**10 Ways to
Write an
Effective Email
Subject Line**

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Welcome!

Running a local business is tough work. We know - we're doing it also. You're wearing many hats, and quite often marketing falls in your lap as well. In today's world, how do you know what works and what doesn't? How do you properly leverage social media? How can you move up the ranks on Google?

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 SEO, Blogging, Emails and Pinterest.

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.

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Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

May

ALS Awareness Month
Asthma Awareness Month
Celiac Awareness Month
National Pet Month
Foster Care Month
National Barbecue Month
National Bike Month
National Blood Pressure Month
National Hamburger Month

May 1 - May Day
May 5 - Cinco de Mayo (US)
May 8 - Victory in Europe Day (UK)
May 8 - Mother's Day
May 30 - Memorial Day (US)

1st - National Mother Goose Day
3rd - National Two Different Colored Shoes Day
3rd - National Teacher Appreciation Day
4th - Star Wars Day

5th - National Hoagie Day
6th - National Nurses Day
6th - National Space Day
6th - National Military Spouse Appreciation Day
7th - National Babysitter's Day
11th - National Receptionists Day
12th - National Fibromyalgia Awareness Day
13th - National Apple Pie Day
14th - Stamp Out Hunger Food Drive Day
15th - National Police Officers Memorial Day
18th - National Visit Your Relatives Day
20th - National Pizza Party Day
20th - National Bike to Work Day
20th - NASCAR Day
21st - National Armed Forces Day
25th - National Missing Children's Day
25th - National Brown-Bag It Day
25th - National Wine Day
25th - National Senior Health & Fitness Day
28th - National Hamburger Day

June

Aquarium Month
LGBT Pride Month
National Adopt a Cat Month
National Fresh Fruit and Vegetables Month
National Candy Month
National Camping Month
National Dairy Month
National Great Outdoors Month

June 14 - Flag Day 2015 (USA)
June 19 - Father's Day
June 20 - Summer Solstice

1st - International Children's Day
1st - National Heimlich Maneuver Day
1st - National Go Barefoot Day
1st - National Say Something Nice Day
1st - National Running Day
2nd - National Rocky Road Day
2nd - National Leave The Office Early Day
3rd - National Doughnut Day

5th - National Cancer Survivor's Day
5th - World Environment Day
6th - National Yo-Yo Day
7th - National Chocolate Ice Cream Day
8th - National Best Friends Day
9th - Donald Duck Day
11th - National Corn on the Cob Day
14th - World Blood Donor Day
14th - National Bourbon Day
15th - Nature Photography Day
16th - National Fudge Day
17th - National Flip Flop Day
21st - Alzheimer's Awareness Day
21st - National Selfie Day
23rd - National Pink Day
26th - National Chocolate Pudding Day
26th - Take Your Dog to Work Day
27th - PTSD Awareness Day
27th - National Sunglasses Day
30th - National Meteor Watch Day
30th - National Handshake Day



5 Ways to Engage Older Audiences

Targeting older audiences can be a challenge if you don't have a well-thought-out plan. Older and younger audiences may have different preferences. What can work on younger crowds may not necessarily work for their parents or grandparents.

Older audiences can also be harder to reach because they might not be as tech-savvy. Despite this, older audiences are still worth tapping into.

Plenty of people above 50 years old use the internet

for email, online shopping, reading news, and social media.

Here are five tips that can help you better reach older audiences.

Avoid being age-specific

One easy way to better market to older audiences is by not making your marketing schemes too age-specific. Avoid focusing on younger consumers alone. Some

companies make the mistake of making younger audiences a priority over older audiences. Don't operate a campaign that ignores the potential of the adult population.

Accessibility is key

If you're expecting good traffic from older audiences, first make sure that your website can accommodate their needs. Marketing to older audiences presents challenges, particularly in

the areas of design and navigation.

Make sure that your font size is large enough. Navigation should also be as simple as possible. Going with a minimalist design can help visitors get to where they need to go without getting distracted or lost. Don't forget to use age-appropriate photos and graphics.

Avoid using bright colors and take note of the contrast between text and backgrounds. Like with any website, your website should also look good on mobile devices. Older audiences who browse the internet on their phones may have trouble navigating your site if you don't make use of responsive design.

Avoid exclusivity

Avoid making adult audiences feel like your product isn't for them. Focusing efforts to reach younger audiences is fine, but acting condescending toward older audiences is not.

Don't make older crowds feel dumb for liking or getting excited about your brand.

For many people, age is just a state of mind. There are plenty of 40 or 50 year-olds out there who are more aware of modern trends than their younger peers.

Always practice inclusivity. Make audiences, regardless of age, feel welcome to be a part of your brand.

Use reviews and testimonials to build an emotional connection

Older audiences may be apprehensive from making online purchases. Trust is a very important thing for parents, grandparents, and older people in general.

Make all of your marketing efforts more human and relatable. Create ads that involve real people talking about their experience with your product.

Testimonials, reviews, and other types of feedback can be enough to alleviate the hesitation from older audiences. Feature testimonials and reviews on your website's store page. Make a constant effort to remind your audience that people believe in your brand.

Study data trends

Older audiences can behave differently. Use data trends to study what older generations are currently interested in. Use studies published by other websites to figure out what is currently working. Ask yourself questions like, "Are adults currently buying for themselves or for their kids?"

Shopping behaviors between older age levels may not even be consistent. Audiences in their forties don't behave the same to their 60-year-old counterparts.

Remember that older audiences are just as diverse with their interests and needs. There's no universal way of marketing to all of them.

Older audiences have varying levels of interest in social media and some aren't as skilled in navigating the online world.

Despite this, older audiences are still a reliable source of leads and sales. Always make a conscious effort to reach out to them.

Study and experiment, and figure out what works best for the older crowd.



10 Common SEO Mistakes and How to Avoid Them

The key to putting your website or blog in front of the right set of eyes involves the use of carefully selected keywords and phrases. The concept of search engine optimization (SEO) may not be new to you. Yet there are common mistakes that can result in less traffic, fewer conversions, and endless frustration over repeated flags against your website for Google violations.

1. Keyword Stuffing

Referring to the random use of keywords for the sake of ranking, keyword stuffing is easier to detect than you may realize.

Aside from making your content difficult to read, it's a surefire way to attract the wrong kind of attention from search engine ranking tools.

Avoid unintentional keyword stuffing by spreading out preferring keywords here and there throughout paragraphs and adding a few keywords to image captions, headings, and subheads.

Keep all keywords relevant to your site's content.

2. Dead Links

Directing browsers to related content is a great way to make your website more

useful; although those links are only effective when they actually work.

Periodically check any links to external content you include on your site to make sure everything is still active. Broken links can also get you penalized and affect your rankings.

3. Duplicate Content

Duplicate content refers to multiple copies of various pages or content duplicated within your site. Implementing 301 redirect rules from lower-quality pages to the correct page can remedy duplicated page issues. If

you know you're going to have duplicate content due to A/B testing, do your testing prior to submitting your site for ranking to avoid unintentional duplication issues. Perform occasional searches on your site to check for duplicate content that needs to be removed.

4. Lack of Unique Content

Directly copying content from other sites is a sure way to get penalized. A lack of unique content extends to recycled content from your blog or the failure to add anything new to your site beyond your basic sales pitch.

From periodically updating product and service descriptions to hiring a digital marketing firm with a staff of talented content writers, there are many sources of great content.

There's nothing wrong with taking a look at competitors' sites or visiting some of your favorite websites to get some ideas, just make the content you create as original as possible.

5. Identical Meta Descriptions

Meta descriptions and title tags are used by search

engine crawlers to determine the relevance of the content of each page of your website. Such descriptions also let browsers know whether or not a particular page offers anything useful for their particular needs. Meta descriptions should be unique for each page of your website.

While the tag for your homepage can be somewhat generic in terms of what you offer, subsequent descriptions should be specific to the services or products featured on those pages.

6. Not Enough Quality Links

Links that direct visitors back to your site can suggest that others find it useful. However, don't become so focused on quantity that you forget about quality.

Influential bloggers -- referring to those with thousands for engaged followers -- can be a great source of quality links, especially since they're likely to be picky about the sites they choose to promote or mention. It will take more effort to get links from quality sources other than directories, but it will payoff when it comes time to rank your site.

7. Using Meta Keywords

Meta keywords are something of an SEO relic these days. Search engines no longer give meta keywords much weight when determining rankings.

Aside from being useless, meta keywords also tell your competitors the exact keywords you're using, which means they can use those same words into their own PPC campaigns to take traffic away from your website.

8. Not Paying Attention to Site Statistics

Not accessing the available analytics, or statistics, for your website is like getting into your car each day without checking if you have enough gas and hoping for the best.

The metrics available for your website are incredibly detailed, often right down to where your traffic is coming from by geographic location.

Knowing how many visitors you have to your site each day and what actions they're taking while browsing can give you an idea of what's working and what needs to be adjusted.

9. Using the Wrong Keywords

If you have to drag out the thesaurus to get keywords, you're probably not using terms the average searcher is likely to use. There are plenty of free keyword tracker and analyzer tools you can use to fine-tune your choice of keywords. Similarly, using keywords that are too broad or vague can attract visitors who may not be interested in what you have to offer. Unless you're focusing on a very specific business-to-business niche, also avoid industry jargon as keywords.

10. Generic Anchor Text Links

Referring to the clickable hyperlinks within your website, anchor text links are used by search engine crawlers to determine the theme of each page of your website. If you're using generic hyperlinks such as "click here" or "try it now," you're losing a valuable opportunity to increase the visibility of your site. Ideally, anchor text links should include at least one keyword or keyword phrase. Vary the placement of such links to keep Google happy.

SEO mistakes like these can be the result of having an older website that was never updated beyond basic design and performance features or a new website that was designed more for function than search engines.

By taking time to make sure you're doing SEO right, you'll increase your odds of enjoying productive leads and potential conversions rather than a steady stream of curious browsers not likely to stick around long enough to take the desired action.

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Why Business Cards Remain Vital in Today's Marketing Environment

In today's digital environment, traditional printed business cards may seem redundant. Social media is where commercial connections are made and mutually beneficial relationships cultivated. All the contact information you need is instantly available online - surely this consigns the humble business card to the past?

Not at all. Business cards became ubiquitous because they were extremely effective, uncomplicated tools for building relationship networks, and that hasn't changed despite the undoubted power of social media. Here are six reasons why professionally printed business cards still have a vital role to play in modern commerce.

The Personal Touch

In most commercial sectors, face to face networking is a vital part of drumming up new business. As the saying goes, "It's not what you know, but who you know". Exchanging business cards feels a lot more personal than swapping an email address - it creates more of a connection and is more likely to be remembered long after your

meeting is over.

Always Available

A business card is the ultimate in portable, always-on contact convenience. If you have a stack of cards in your wallet, you are always able to leave your details with a potential associate, no matter how unexpected the opportunity or fleeting the connection.

A Sign of Professionalism

Having a well-made business card immediately to hand shows that you're switched on and professional, someone who is ready and able to do business at all times. Scribbling your contact details on a napkin or scrap of paper might fulfill the same basic function of sharing your number or address, but the two methods are worlds apart in terms of the level of preparedness and professionalism they convey.

Brand Promotion

Far more than a simple cell phone number or anonymous email address, a business card is an extension of your brand

- whether that be personal or corporate. The graphics, typeface, and content all go towards defining the image you want the card recipient to form of you, and of what you can do for them.

Distinctive and Memorable

An email address is often instantly forgettable, especially if it's on a domain with no immediately obvious relevance to your industry. Your business card, on the other hand, can be as memorable and as distinctive as you like. You can also use the space on the card to include brief details of who you are and what you do, all of which will stay in the memory of the card receiver longer than bare contact details, and remind them of the reasons you swapped cards in the first place.

Reach Outside Your Circle

A particularly impressive card will often be shown around to others even when you're not present. While for most people going to the lengths of having cards made out of unusual materials like glass or metal is perhaps a step too far, a card that makes an impact has a shareable appeal that can induce a viral effect: your card can reach people you've never met, expanding your circle of potential associates.

At first thought, business cards may seem to be an irrelevance in today's digital climate, but nothing could be further from the truth. A professionally printed card capable of making a strong impression enhances your image as a person worth doing business with. Can your wallet afford to be without one?



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10 Questions to Ask When Choosing A Web Developer



As a small business owner, it can feel overwhelming to create a website. Hiring a web developer is an important task, and one that should not be taken lightly; a company's website can often be the first impression on a customer, so it is important to have one that is simple, easy to navigate, and matches the company's vision. By asking these ten general questions, you will be able to determine what web developer will be the best to build a website for your business.

1. Where can I find examples of your past work?

It may seem like a no-brainer, but you should make sure that you like the web developer's work. Style and build are important to note when reviewing a portfolio, and especially check out live websites that the developer has created, previewing them on a variety of browsers.

Because your customers are using a variety of devices to view your site, you must make sure the developer's websites have responsive and mobile-friendly designs.

2. Will I have access to the site, and where will it be hosted?

You need to know what hosting and domain services will be used, and if you will be able to edit the site. Be sure to verify the content management system (CMS) the developer will be using to manage content for your website. CMS is important because it will store the site's content and allow beginner web administrators to edit and collaborate during content creation. The developer should do the heavy lifting of coding the website, but you should still have access so that you can post your own content once the site is live.

3. What services or programs will you use to build the site?

What programs are your developer using, and what type of files will they be providing you? By finding out your developer's favored development tools and technologies, you can find out a lot about a designer's professionalism, as well as ensuring you both will be able to properly manage all files on your end.

4. How will you optimize my site to be search engine friendly?

This is extremely important, in order to get web traffic your website must have a good search engine ranking. Web developers should be able to talk about their search engine optimization (SEO) strategy to get better listings and more clicks for your site.

5. How will you make my site unique?

Visitor engagement is the key to keeping users on your website. Find out from your web developer what special features they can add to attract and hold visitors. Whether it be a blog, media posts, or a store catalog, unique content can add interest where there otherwise may be dullness.

6. Do you have a list of references?

Past and present clients of the web developer are a good place to start, but also ask your web developer how they have handled past disputes with clients in regard to vision. Web developers should have flexibility and react quickly to client requests, so listen for references to these things specifically in their answer.

7. How do you see yourself fitting in with our brand?

Even if you have found a web developer who has knowledge of the latest technologies and responsive design, if that person doesn't fit the culture of your business, they may not work out. This question is also a good way to find out how much the developer knows about your brand, and how well they've prepared for the interview.

8. Do you have properly licensed software and are

you aware of copyright laws?

Legality can be tricky, so ask your web developer about their knowledge of copyright laws and software usage to prevent any troubles. Some developers will use images without permission, and that may land your business in hot water if the creator of the image finds out. Always make sure your web developer has the rights to the graphics and images they are using.

9. What are your fees and payment expectations?

Find out what all the fixed costs are, and if the designer has any extra fees for overtime. Ongoing support is another issue to consider, if there are major changes needed to your website, will this developer be available to help?

10. How will you make sure my site is protected from hacking attacks?

Finally, ask your web developer about precautions they will take to protect the security of your site. If your site is attacked, will they be able to protect your data? Your business could lose customers and credibility if their information is stolen, or if they receive spam from your website. Protect your reputation by verifying that your developer uses latest security standards to protect your site.

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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5 Valuable Benefits Of Using A Blog to Grow Your Business



Running a profitable business means solving a particular problem for customers. However, the noise and clutter of the Internet make it difficult for many companies to stand out and be found by potential customers. In the past, having a blog was considered a powerful marketing tool in a company's arsenal, but now it is absolutely essential for breaking through this clutter.

So, is creating and posting content worth the effort? Here are some significant reasons for having a blog for your business.

Increase search engine traffic

Every business needs more traffic to their website, and a blog is a great way to get more visitors. Every article you

post is just one more page for search engines to find and index, which means your business gets yet another chance to show up in an organic search.

Keeping your blog updated with new, fresh content on a consistent basis lets the search engines know your business is active. Google loves new content and will reward blog sites that post consistently with a higher search ranking.

Build a social media presence

Whenever you post new content to your blog, it is imperative to share that content through social media sites such as Facebook and Twitter. It is another instrumental opportunity for your business to connect with

potential customers as well as draw visitors to your website.

By posting valuable content, visitors will not only read the information, but are likely to share with others as well. This sharing is essentially free marketing for your business.

Convert traffic into leads

As more traffic trickles in, your blog must have a method for capturing information about the people who visit and turn them into leads. One simple and common solution is to add a call-to-action to every blog post.

Typically, a call-to-action is a method of giving away even more content, such as a free eBook, a webinar, or product trial, in exchange for an email address, phone number, or

other piece of information. Using this information, a business owner can continue to market products and services, eventually turning readers into paying customers.

Blogs create authority

Creating and posting content that helps answer a question or solve a problem will establish trust and authority with your target customer. If a prospect finds a solution through one of your blog posts, you become the expert, and they are more likely to buy from your business when the time comes.

Blogging adds a personality

to your business and can also help you stay in touch with customers' interests and concerns. Posts enable customers to put a name and a voice to your business, which increases familiarity and likeability.

Write once and you're done

A blog post can be a 24-hour, seven-day-a-week salesperson you do not have to pay. While it is essential to consistently add new content, a well-written, informative article will continually attract new visitors. In other words, traffic and leads will be drawn to your website for days, weeks, months, or even years.

Creating informative and relevant content will naturally boost search traffic, authority, and presence on social media sites. Having a business blog is undoubtedly one of the top ways to distance your business from the confusion of the Internet and bring you closer to your ideal customer.

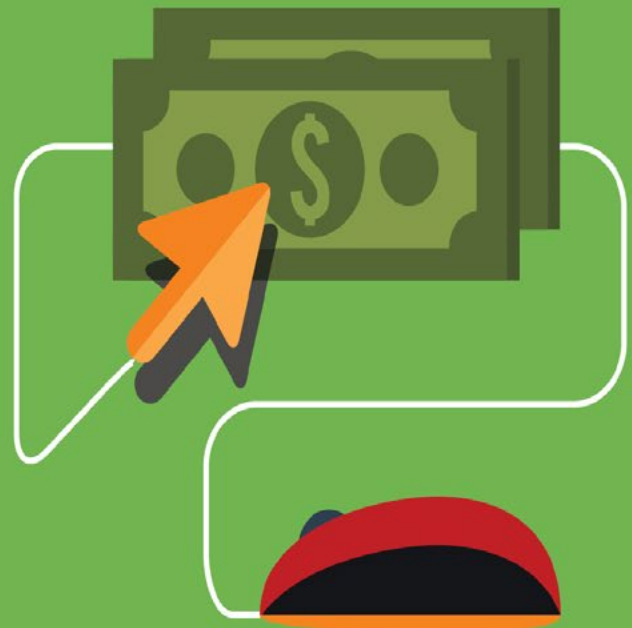
You are not likely to see immediate results from business blogging, which can be discouraging. Over time, however, you will begin to notice a steady and predictable amount of traffic and leads coming to your business.

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Why Market Your Small Business on Pinterest?



The burgeoning popularity of Pinterest is making more and more small businesses sit up, take notice, and wonder if they need to give the visually appealing social media platform a try in order to win new customers and grow their businesses. If you own a small business, you might be pleasantly surprised by the extent to which Pinterest can help you enhance your company's digital presence.

What Is Pinterest?

If you haven't yet jumped on the Pinterest bandwagon, you're probably wondering what, exactly, Pinterest is and how it can benefit your small business.

Pinterest is a social media platform on which users pin visually appealing content onto virtual pin boards. The pin boards that a user can create are limited only by his or her interests

and imagination, and content can be shared and repinned numerous times by multiple users. With so many possibilities for pin boards, Pinterest offers a flexibility and a creative expressiveness that its users find tremendously appealing, and it's a flexibility and creative potential you can leverage to grow and develop your online audience.

The Importance of Visual Content

If you've been involved in online content marketing for any length of time, you've probably come across the expression "Content Is King," meaning that quality content is what people most like to read and share and that it's quality content which will reap the greatest rewards for content marketers when it comes to search engine rankings.

Content is still king, but these days, it needs a visual component to achieve maximum effectiveness. Why? Visual content - whether photographs, videos, illustrations, or infographics - fuels engagement. People are more likely to share visual content than they are to share text-only content. No wonder the popularity of Pinterest is skyrocketing, given its emphasis on the visual and the shareable.

Links, Links, and More Links

A study by Mashable found that Pinterest is second only to Facebook in its referral traffic and that Pinterest's referrals exceed those of LinkedIn, Reddit, and Twitter combined. Embedded in each image that's pinned or repinned on Pinterest is a link. When you create content for Pinterest, people can click those images and wind up on your business' website. Pinterest can work

to increase the number of inbound links to your site. If people are interested in the content you share, they might be interested enough in your business to click through and check out what you have to offer.

Pinterest can be integrated with the rest of your online presence, including your other social media platforms, your website, and your blog. By adding Pin It buttons to your website or blog, you make it easy for your visitors to pin images of your products or services to their own boards. And each of the images they pin will contain a link to your website.

Lead Generation and Sales

With its emphasis on the visual, Pinterest does a great job with lead generation for marketers. When it comes to online shopping, there's a strong correlation between seeing a product or a service and making the decision to buy it.

Pinterest makes it a snap to pin pictures of the products or services your business offers, which facilitates lead generation and sales conversions when people click on the images and wind up on your landing pages to learn more about your business, or even to make a purchase.

Learning About Your Ideal Customer

Pinterest makes it simple and fun to learn about your ideal customer. People often use pin boards as wish lists, on which they pin images of products or services in which they're interested. Pinterest users also enjoy pinning images of what's most important to them in life, their passions, and the hobbies and projects they work on in their spare time. Pinterest is a gold mine of information about what makes your ideal customer tick. From what people pin and share, you can discover a great deal about what inspires your customers and prospects. You also become more aware of hot trends that you can leverage to make your online marketing campaign all the more effective.

So why market your small business on Pinterest? Perhaps you should be asking yourself why not use Pinterest. As a social media platform, Pinterest has a great deal going for it, including flexibility, many possibilities for creative expression, continuing growth in popularity, and ease of use. Pinterest offers small businesses a great tool for engaging customers and prospects and growing a robust, engaged online following.



- Promotional Products
- Online Company Stores
- Trade Show Giveaways
- Executive Gifts
- Stress Relievers
- Team and Collegiate Items



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10 Ways to Write an Effective Email Subject Line

Nearly 40 percent of email recipients decide whether or not to open an email based on the subject line. As the same time, nearly 70 percent of email recipients determine whether or not an email is spam based on the subject line.

Clearly, there's a need to pay particular attention to your subject line if you want to increase the odds that your email will even be read.

Limit Your Words

Most email service providers cut subject lines off after about 50 characters. Avoid having the important part of your subject line cut off by limiting yourself to about 5-7 words.

Don't Get Too Aggressive

If you get too aggressive by insisting on a sense of urgency to open an email, it's likely to be ignored. Instead, clearly provide a reason to pay attention to your email other than the fact that it's "important."

Use Action Verbs

You only have about 2-3 seconds to catch the eye of someone quickly checking their emails. Action words like "get," "save," and "join" tend to get people's attention quickly by implying an invitation to be a part of something.

Avoid Attempts at Humor

It takes skill to deliver a funny

or witty line effectively. If this isn't your strong suit, avoid attempts at humor in your subject lines that may be taken the wrong way.

Use an Interesting Stat

If there's some unique or mind-blowing stat that applies to your business or the products or services you offer, drop that in your subject line. Just make sure any stats you use are accurate and phrased as directly as possible.

Avoid Filler Words

Any words that aren't really not necessary, including articles and excessive adjectives, should be left out of your email subject lines.

Keep the message as clear and concise as possible.

Choose Appropriate Wording

The phrasing of your email subject lines should be based on a knowledge of who's likely to be reading those emails. If, for instance, you're targeting high-tend buyers, words like "sale" and "save big" aren't likely to resonate as well as terms like "new" and "exclusive."

Evoke an Emotion

You're writing email subject lines for humans, not search engine bots, so don't be afraid

to tap into human emotions. Something like "we miss you," for instance, can be used to target previous customers who haven't made a purchase in a while. It's also fine to be a bit mysterious with your subject lines to entice curiosity.

Don't 'Shout' at People

Never use all caps in an email subject line. People will be just as annoyed as they are when their friends do it in instant messages or texts.

Make It Personal

Again, remember you're writing subject lines for real

people. Make your subject lines personal by using words like "you" to automatically connect with the reader. "Half-Off All Shoes," for example, is more effective as "Save Half on Your Next Pair of Shoes."

With more and more consumers accessing their emails from a mobile device, email marketing is still as relevant as ever when it comes to keeping customers engaged. By taking the time to fine-tune your headlines, you'll increase the odds that your message will actually resonate with your intended audience.

Is Your Website Mobile Friendly?

Over 50% of all online searches are now performed on a mobile device.

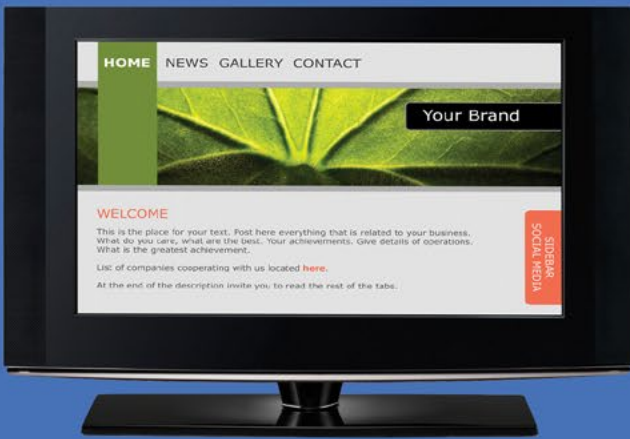


With Google's Recent Algorithm change, having a mobile-friendly website is more important than ever!

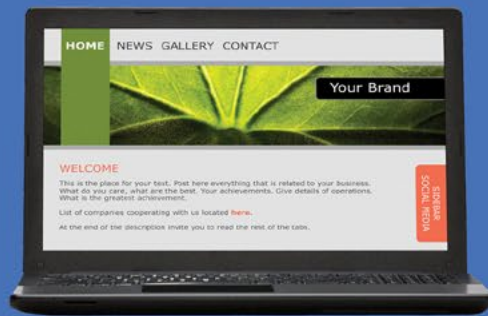
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Expensify

Price = Free

Availability: Apple, Android



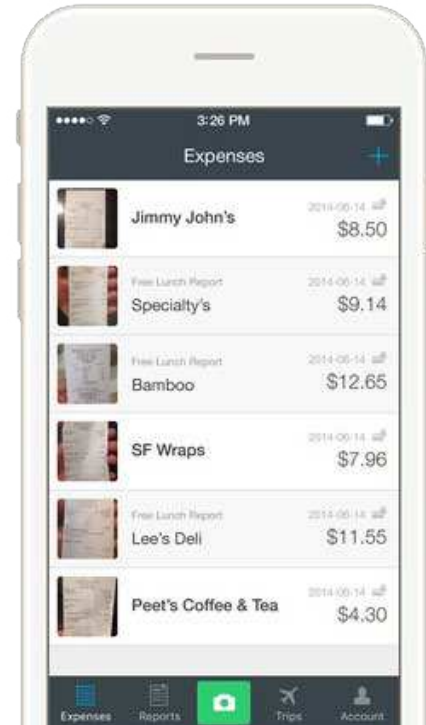
Don't like creating your expense reports? Expensify makes capturing receipts, tracking time or mileage, business travel and creating expense reports quick and easy. Acknowledged by the tech community as the best app for expense reporting, Expensify takes the time, paper, and headaches out of your expense reports!

Expensify is great for salespeople, business travelers, and companies of all sizes! Expense reporting has never been easier. Here's how it works:

1. Use Expensify to take a picture of your receipt.
 2. Select which report that expense goes on.
- ...and you're done! The app reads the receipt and creates the expense, eliminating any manual entry and saving you precious time and energy.

Here are some of the features:

- Easy Receipt Capture: Simply take a picture of your receipt and then throw it away
- Automatic Receipt Scanning: The app "reads" your receipt and creates an expense
- Mobile Expense Creation: Create and edit expenses on the go - in your car, at the airport, anywhere
- Time Entry: Enter your hourly rate and length of time worked
- Mileage Entry: Enter distance, use your phone's GPS, or take a picture of your odometer
- Bank & Credit Card Import: Sync your card with Expensify and you can automatically pull your transactions into your account
- Expensify Trips: The app makes travel easy with free flight alerts plus automatic expense report based on your itinerary
- Integrations with: Excel, Evernote, Oracle, Salesforce, FinancialForce, Quickbooks, SAP, NetSuite, and more.



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Video Marketing Stats for 2016

96%

of B2B organizations are using video in their online marketing strategy

73%

of B2B marketers say video has positively effected their marketing results

79%

of websites leverage a third party video hosting service

1/2

of advertisers are moving budget dollars from TV to digital video

86%

of U.S. Millennials use YouTube

92%

of mobile video consumers share videos with others

Consumer usage of View on Demand video is expected to double by

2019



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