

M LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

May 2021

10 Fundamental Small Business Marketing Mistakes to Avoid

*9 Ways to Increase
Employee Productivity*

*10 Steps to
Prepare for
a Successful
Webinar*

*12 Content Marketing
Goals for Business*

*Three Tips for
Creating Email
Marketing Subject
Lines*

*Ways to
Communicate
with and Win
Back Unhappy
Customers*



Infographic:
SEO Statistics
of 2021

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LOCAL BUSINESS MARKETING

Being a business owner during this pandemic has made your role tougher than ever in most cases. Consumer purchasing methods have changed, and our communication to those consumers has evolved also. 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?

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 Content Marketing, Winning Back Unhappy Customers, Email Marketing 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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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.

LMS Solutions has been recognized by the Philadelphia Business Journal as one of the area's Top Marketing Agencies for the last seven years straight!

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- Graphic Design
- Promotional Products



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Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

May

ALS Awareness Month
Mental Health Awareness Month
Military Appreciation Month
Employee Health & Fitness Month
National Barbecue Month
National High Blood Pressure Awareness Month
National Hamburger Month

May 1st - May Day
May 5th - Cinco de Mayo (US)
May 9th - Mother's Day
May 31st - Memorial Day (US)

1st - Law Day
1st - Fitness Day
2nd - Harry Potter Day
2nd - Life Insurance Day
3rd - Melanoma Day
4th - Star Wars Day
4th - Teacher Appreciation Day
5th - Hoagie Day

6th - Skilled Trades Day
6th - Nurses Day
7th - National Space Day
7th - Military Spouse Appreciation Day
8th - World Fair Trade Day
8th - Stamp Out Hunger Food Drive Day
10th - Shrimp Day
10th - Clean Your Room Day
11th - Eat What You Want Day
12th - Receptionist Day
13th - Apple Pie Day
15th - Armed Forces Day
15th - Pizza Party Day
15th - Bike to Work Day
15th - NASCAR Day
20th - Rescue Dog Day
21st - Pizza Party Day
24th - Scavenger Hunt Day
25th - Wine Day
25th - Missing Children's Day
28th - Hamburger Day

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

10 Fundamental Small Business Marketing Mistakes to Avoid



People often say that mistakes are valuable because you learn from them. However, it is unlikely you will see it that way if you make costly mistakes with your small business marketing. For many small businesses, once the annual marketing budget has been spent, there will be no more funds available until next year. So, getting the marketing right the first time is crucial.

There are so many potential ways of marketing a small business, though. So, it's easy to see how some companies do fall into marketing traps. But, learning about some of the common mistakes that other small business owners make should help you avoid the same fate. Here are ten aspects of marketing that some small businesses get very wrong.

1. Failing to Differentiate the Brand

Any business must establish a unique selling proposition (USP). But too many small business owners fail to recognize what makes their brand different. Instead, they follow the me-too approach to marketing. Almost every conceivable marketplace is crowded, with many companies all vying for the same customers. And the internet has made it easy for consumers to compare one business with another. So, brands must differentiate themselves if they are to make themselves visible in such a busy space.

2. Trying to Appeal to Everyone

Small businesses do not have the resources to appeal to mass markets. Even if you sell a product

with a broad appeal, your marketing dollars would be better spent targeting niches rather than selling to every customer imaginable. Identify segments of markets and tailor marketing to those small groups. Then, you will be to differentiate your business from the big advertisers and appeal directly to that small group of the population.

3. Not Researching Competitors

There is always something new to be learned about marketing, and one way you can discover more is by studying what your competitors are doing. Find out what platforms they are using to reach new customers. Look at how they are positioning their products and the types of content they are using and do some research to discover what keywords your competitors are targeting. It would not be advisable to follow what other companies are doing blindly. Even so, you might get some new ideas by researching your competitors' marketing tactics.

4. Not Treating Marketing as an Investment

Marketing is not a tap that you can turn on and

off. Marketing is a long-term investment that will generate a return in time. So, don't expect instant results from all your marketing activities, and don't be too hasty to cut the marketing budget when sales take a dip. Steady investment in well-thought-out, well-targeted marketing now will generate new leads in the future. However, if you keep stopping and starting, you will lose the interest of your target market.

5. Not Investing Enough in Marketing

Small businesses must be careful with how much they spend on marketing. Even so, you do need to invest a reasonable amount of money in marketing if you want to see results. It would be best if you put time into your marketing projects, too. It's not enough to have the best product. You must make people aware that the product exists, and you must give them reasons why they should buy it. And the best way to get your message out to your target market is through your advertising and marketing.

6. Blowing the Budget on One Big Campaign

One of the most common mistakes that small

businesses make with marketing is that they put all their faith in one type of marketing and then find that it doesn't work. By the time it has become clear that the marketing is not producing results, the entire budget has been spent. Pay-per-click (PPC) advertising is an excellent example of something that can quickly eat up a marketing budget if it is not adequately controlled. It would be better to spread your marketing budget over several campaigns. And make sure that you keep a tight lid on expenditure. You want to ensure that you always have funds left to try something new if an existing campaign fails to produce results.

7. Hiring but Not Directing Marketing Resources

Marketing can, of course, be delegated or outsourced, but it would be a big mistake to hand over marketing tasks to anyone else without giving proper direction. A small business owner knows their business the best. So, it is the owner who should at least be setting the general objectives of marketing campaigns and, of course, approving the budgets. Even the best professional marketing companies need guidance and input from their clients.

8. Being Reluctant to Try Anything New

Some entrepreneurs prefer to stick with what they know best. However, new ways to reach customers are always emerging, and different advertising opportunities are continually coming online. So, it would be advisable to try to keep abreast of the latest developments in marketing opportunities. Be prepared to test the water with a few new marketing strategies from time to time. Don't get stuck in a rut with your marketing. If you do, your competitors may take the initiative and be the first to capitalize on a new opportunity

9. Not Tracking Results

If you do not track results, you will never know what works and what does not. If you don't know what is not working, you will continue spending money on ineffective marketing. So, study website analytics to find what type of content attracts the most views. Keep a log of calls generated by advertising campaigns, and track conversions created by your pay-per-click advertising. Collating marketing statistics can be time-consuming, but it is the best way to ensure that your marketing spend is not being wasted.

10. Not Having a Marketing Plan

The best marketing campaigns are mapped out in advance. But some small business owners make the mistake of treating marketing as an as-needed process. As already mentioned, marketing is best treated as a long-term investment. So, create a long-term marketing plan that identifies your target market, sets objectives, and lays down the steps required to achieve your goals. Developing a marketing plan will help you get your ideas together and avoid making many of the marketing mistakes mentioned above.

The best way to control your marketing spend and get results is first to develop a marketing plan. Then, don't be afraid to try new ways of marketing your service or product, and avoid blowing your budget on one experiment. It would be better to target your marketing towards a small market segment instead of a broad audience. But, if you dedicate enough time and resources to a marketing strategy, you can get impressive results even on a limited but realistic budget.



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12 Content Marketing Goals for Businesses



The first step to ensuring the success of a content marketing campaign is to set yourself some goals. Undoubtedly, you will have read that advice before. After all, setting goals is at the top of the to-do list for any marketing campaign. But what goals should you set for a content marketing campaign? Here are twelve goals that you might like to consider when you are defining your content marketing strategy.

1. Brand Awareness

Brand awareness is likely to be the first thing that comes to mind when you think about content marketing. Top-quality, informative content will indeed get your brand noticed. However, don't make the mistake of believing that brand awareness should be your only content marketing goal. If anything, brand awareness will come naturally as a result of pursuing some or all of the following content marketing goals.

2. Gain Subscribers

One of the goals of content marketing is to build an audience, and a mailing list is the best way to achieve that. People who subscribed to your mailing list are giving you their permission to contact them. While a subscriber is not a hot lead, a subscription does open the door for later conversion. Content written to attract subscribers is not generally hard sell. You will get more subscribers by providing that content that is informative and offers value.

3. Lead Generation

Lead generation is a

different goal from gaining subscribers, and it requires a slightly different type of content. Your aim with subscribers is to generate an audience. Lead generation is designed to create sales. Lead generating content is likely to be more product oriented. The content might be designed to encourage prospects to register for an event, for example, or request a quote. You will want to qualify any leads, too. So, you would probably ask for more information from a potential lead than you would from a subscriber.

4. Customer Support

Content marketing can also be used to provide customer support. A frequently asked questions (FAQ) page is the most common form of customer support content. But you could expand on that theme by producing more detailed "how-to" guides related to your products. You might also make customer special announcements on your blog and let customers know about any new developments in the pipeline. Customer support content may not be of immediate interest to

prospects and leads. Still, it does demonstrate your commitment to customer care and support.

5. Establish Brand Authority

Brand awareness gets you noticed but establishing your brand as an authority in your niche gains the trust of your target audience. The type of content you need to earn that trust must demonstrate that you understand your customers' needs and concerns, and you have the skills to address those issues. Brand authority content can be unrelated to the product or service a company sells. However, the content must be relevant to the target audience and demonstrate that the brand is aligned with its customers' values.

6. Illustrate Product Benefits

Content marketing can also be used to illustrate the benefits of a product. For this type of content, you could use customer testimonials or case studies. Or the content could be an in-depth explanation of the uses and benefits of a product. Blog posts and videos provide much more scope for in-depth descriptions of

product benefits. So, this type of content can be used to support shorter-form advertisements or products. And content showcasing product benefits can, of course, also be used to drive traffic to product pages or other calls to action.

7. Overcome Objections

Prospects are always on the lookout for problems. But a few strategically placed pieces of content could quickly put a prospect's mind at rest. For example, suppose your product is priced at the higher end of the scale. In that case, you could overcome price objections with an article explaining how your product saves people money in the long term. If your product looks a bit complicated to use, you could demonstrate how straightforward it is to use in a video. The great thing about using content to overcome objections is that the prospect finds the answer themselves, which can be far more convincing than a salesperson telling them the answer.

8. Gain Customer Loyalty

Most people think about content marketing only in terms of generating new

business. However, your blog and social media accounts are excellent vehicles for encouraging customer loyalty and repeat business as well. You can use content to give something back to customers and help them make the most of your products. You could also try to develop a community around your brand by allowing customer guest posts on your blog. Remember, too, that your content doesn't need to always be about your brand. You could promote community projects or events that your customers might be interested in, too.

9. Boost Customer Engagement

People want to do business with people, not faceless companies. That simple rule applies to business-to-business (B2B) sales as much as it does to consumer sales. Blogs, videos, and podcasts provide an ideal opportunity to show the human side of your brand and increase customer engagement. Creating an almost personal relationship with customers should increase repeat sales and boost new business sales. When a prospect sees the friendly, personable

side of your brand, it will count in your favor if the competition is cold and remote from its customers.

10. Attract the Best Talent

One of the first things that job candidates will do is check out the company's blog and social media accounts. So, content that demonstrates the benefits of working for your company could help you attract the best talent when you are recruiting. The content you publish on any platform goes towards the impression that people form of your brand. For that reason, it is worth considering everyone, including job candidates, lenders, and suppliers, when you are strategizing your content marketing campaign.

11. Attract Strategic Partners

Publishing top-quality content is likely to get your brand noticed by other organizations operating in your niche. And the visibility that content marketing creates could lead to potential strategic partners approaching you. Strategic partnerships can provide immense benefits for any business. You might be able to host joint events,

for example, or share costs of advertising campaigns. Teaming up with other companies might enable you to offer a broader, one-stop solution to customers. Your content marketing may also make it possible for you to gain the interest of influencers who may be willing to promote your brand.

12. Increase Traffic

It would be unwise to make an increase in traffic to your website your top priority. Indeed, you will see more people visiting your site if you publish high-quality content to achieve the above goals anyway. But

posting informative and valuable content will get your website ranked higher in Google and other search engines. And, if you plan your content marketing campaign well, that traffic will be the right kind of visitors, too. Search engines reward websites that provide value to visitors. So, avoid publishing content solely for search engine optimization (SEO). Instead, focus on the above goals first, and then the traffic will come naturally.

To sum up, it pays to think beyond brand awareness and search engine optimization when formulating a content

marketing strategy. So, consider how you might build some of the above ideas into your content publishing plan. Broadening the scope of your content marketing objectives will make your blog and social media feeds more interesting. And a broader range of topics and focus will bring you a higher return on investment in your content marketing campaign.

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9 Ways to Increase Employee Productivity



The success of a company is significantly determined by employee productivity. Nothing is as stressful as working with employees who struggle to meet deadlines. This may make your business lag behind in the industry.

Therefore, as an employer or manager, you need to learn practical strategies to motivate your team. This guide discusses nine ways to increase employee productivity.

Know Your Employees

It is essential to take time to know your employees beyond their resumes. You

should learn about their personal goals, aspirations, and challenges. As a result, you will know the best ways to motivate each one of them. For instance, if an employee informs you that they are dealing with a mental health issue, you will know how to provide a suitable workspace for them.

However, you need to make your employees feel comfortable informing you about such critical matters. You can walk around the office asking them about their families, how their weekend was, or when they plan to take the next vacation.

It is important to follow up on a story that an employee told you. For example, if in your previous conversation they informed you that their daughter is sick, you should ask them the next morning about her progress. This makes employees know that they work under a caring leader.

Getting to know your employees also helps you discover their untapped skills. For example, you might notice an employee who works in the field is very talented at social media marketing. Consequently, in future you can give them tasks based on their strengths.

Employees are always motivated when they feel heard and understood.

Communicate Clearly

Miscommunication may hinder you from working in the same direction with your employees. Thus, you should communicate clearly with them about your expectations. It is effective to have meetings often to keep them informed.

You should also encourage them to bring ideas to the table. If you are not around, you can communicate with them through another leader or online meetings.

Give Feedback

Feedback is vital as it helps employees discover the areas that are performing well and those that still need work. Positive feedback motivates them, while negative feedback educates them.

You should also request feedback from your employees. When you are willing to listen to corrections and accept mistakes, you set a good example for them.

For instance, when you introduce a new approach in the company, you should

ask your employees to give their opinions about it. Critical feedback will help you make decisions that are in the best interest of the employees and the business.

Set Realistic Goals

Specific, measurable, achievable, realistic, and timely (SMART) goals are important in businesses. Employees are always productive when they know what they are working towards. Therefore, you should not set unrealistic goals as this can demotivate them.

For example, you can set a goal of a particular percentage of profits that the company needs to reach by a certain time. Then, you will provide the employees with milestones on how the goal will be attained. You should do this for all goals, be it individual tasks or major projects.

Recognize Good Work

Measuring the performance of employees is vital as it helps you know those who need training or guidance. However, you should recognize good work to make your employees feel appreciated.

Most companies that reward employees usually record high performance. You can even set competitions, for example, an employee who makes a certain number of sales will go on a paid trip, and so on.

Provide Them with Advanced Technology

With the advent of technology, many office tasks can be automated, giving employees time to perform other tasks. Hence, you should provide your employees with advanced technological tools to make their work easier.

Tasks like planning meetings, posting content on social media, paying bills, email responses, replenishing supplies, payroll preparation, and employee scheduling can be automated. Doing manual tasks repetitively can lower employee productivity.

Do Not Micromanage Them

Undoubtedly, you want everything in your company to be done right. However, this doesn't mean that you should micromanage your employees. Micromanaging makes employees feel like you don't trust them, and

in turn, they won't perform tasks unless you ask them to do so.

The chances are you hired talented employees, so you should take a breath and let them exercise their competence. Employees will be less happy and productive if they are told precisely how to do their work. It is essential to have ground rules, but they should not make your employees feel controlled.

Encourage Risk-taking

Unfortunately, most employees are afraid of making mistakes because they could be fired. Thus, they will not take the initiative to take further steps during projects to avoid criticism if the new ways fail to work. However, this is not right because it can delay your growth. You need to encourage your employees to take calculated risks. This will make them feel confident and innovative.

Provide an Ergonomic Work Environment

Your work environment plays a critical role in employee performance. You should ensure that you have a comfortable workspace to keep

employees healthy and attentive.

First, you should have ergonomic furniture. Since your employees spend about eight hours daily at their desks, you don't want them to have backaches or other complications that can affect their performance. Besides, you should have standing desks in your office where employees can work from when they are taking a break from sitting. Moreover, make sure that the monitors are an arm's length away. You should also include footrests under the desks for extra comfort.

Lighting is also vital in creating a comfortable work environment. You should ensure that adequate natural lighting enters your offices, to reduce eyestrain and headaches. If your business is in a location that doesn't allow sunlight in, such as in a basement, get daylight lamps to give your offices a feel of natural lighting.

Productive employees can help your company make huge profits. The tips discussed above can help you promote employee productivity and keep them motivated.

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Ways to Communicate with and Win Back Unhappy Customers

In business marketing and management, customer growth is one of the most important factors to prioritize. One of the most common challenges for businesses is losing out on customers who were unhappy with a recent experience.

While there is no quick fix to a customer relationship, there are adjustments and incremental solutions you can add to build up a more positive relationship with unhappy customers. Here are several ways to turn unhappy customers around and convert them into loyal patrons of your business in the long-term.

Find the Source of the Problem

Many business owners disregard the obvious step to check on what issue or concern in particular is making the customer unhappy. Instead of immediately reaching out with an apology, recognize what you have to apologize for in the first place. By addressing the customer concern directly and displaying an understanding of what has made them concerned, you can start to work on the solution immediately. Customers will appreciate responsive action more than simple, scripted statements. The first part of your response plan should be to offer a solution right away and get that information to the customer as soon as possible.

When you determine why the customer is unhappy, then you can assess the root source of the problem. Whether it is a miscommunication or error with a software or technology, it is best to acknowledge the problem right away. Outline with your team how to prevent such a problem in the future so new customers do not experience the same issue. By responding quickly to the customer with an understanding of

the origin of the problem, you can improve your chances of recovering them and showing that you appreciate their feedback.

Have a Referral Network Available

Even if a customer does not return to use your products or services, you can refer your network to that customer to show that you still prioritize their interests. In addition, you are providing them with some form of a solution that can leave a good impression. If you demonstrate that you still have their interests in mind, then you leave the door open for the customer to re-consider using your products or services in the future.

Be Trusting with Your Language

To be able to convince a customer to return to your business, use language that expresses genuine trust and concern. If it appears that your words are insincere, then most customers can detect that right away. When you send your message out to customers, make sure there is genuine sincerity expressed behind your words and body language. This is not always the easiest action to perform, but it can help you remain composed and collected

when responding to customer concerns.

Provide a Direct Next Step

A solution to the problem that is delivered promptly can be music to many customers' ears. You can also reinforce your solution with an incentive that can spur customers to make a decision. The incentive does not necessarily have to be a gift or discount, but even a referral to another provider of the service. The idea is more than just winning back the customer, but also displaying a sense of sincerity and conveying trust to the customer. These things can go a long way towards helping the customer fulfill their needs and giving them a reason to re-consider you in the future.

Maximize the Team

Customer service issues are handled the most adequately by a team adapted to resolving them. If you are a supervisor and find yourself often on the frontlines of customer issues and frustrations, then something may be amiss on the sales floor. The more you can prepare your front desk and sales team to handle customer issues on the spot, the better their experience will be. By doing these practices consistently, customers are

more likely to re-consider you in the long term. With this knowledge, make an effort to provide early training opportunities for your team to adapt to customer concerns and work on solutions right away.

Create an Outreach Program

Your sales team can benefit by having a campaign dedicated to reaching out to disgruntled or unhappy customers. This can be a newsletter campaign or a social media initiative that reaches everyone. Let customers know that you care about them

and constantly have their interests in mind. Communicate often with these customers through constant campaigns and show genuine effort in wanting to earn back their business. You can use these communication channels to present promotions, incentives, price breaks, and other messages to address your customers' concerns. If your sales representatives can successfully win back the customer, then be sure to reward them for their efforts as well.

In the day-to-day operations of the business, it is important to value the longevity of customers

and their loyalty over time. Having an unhappy customer can be on the biggest challenges to growth. This is why it is important to have a means to reach out to these customers and earn back their business and loyalty. By incorporating the aforementioned strategies, you can take significant steps towards helping these customers and giving them a good reason to re-consider you in the long-term. As you work with your team to direct your business strategy, consider reviewing these steps to reach out to unhappy customers as well.

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Three Tips for Creating Email Marketing Subject Lines



There is no doubt email marketing is something most brands want to be involved in. However, getting your customers and subscribers to open those emails still represents a significant challenge. Of course, much of the magic lies in getting your email subject lines right, and this article will explore the subject of subject lines in greater detail.

1. Keep it short

Whilst there may be some debate on what length is perfect for an email subject line. Users generally want to see information quickly, and emails with a short subject line are more likely to be opened than longer ones. Also, keep in mind that your subscribers will read their emails on various devices with different screen sizes. Therefore, longer subject lines might be cut short, which will limit their impact.

So, think about limiting your subject lines to a few characters as possible whilst still getting your message across. Your aim is to be as concise as possible; keep in mind extra words are often used that don't add anything to your meaning. Finally, put yourself in your customers'

shoes and think about which subject line would make you want to open the email.

2. Make sure it's relevant

One of the best ways to encourage users to open your emails is to make them relevant. Think about the other aspects of your digital marketing, and what you know about your audience from your social media analytics and Google Analytics. Even if you were to send the same subject line to everyone, knowing what is generally relevant to your audience will increase your open rates.

However, there is also the option to personalize your efforts here, and there are several options to do this. One of the simplest is to add their first name to the subject line; users are more likely to open an email with their name included because it feels like a message just to them. If you have more detailed information on a customer, you could target them better based on products they have been looking at or a blog post they liked on your company website.

3. Include some mystery

Of course, it's never a good idea to use

misleading subject lines, so you should be careful. However, you don't want to give away all the information in the subject line either. Keep in mind that an email newsletter often has a lot of information within it, so there are various subject line options.

For example, if you suggest the user can find something out by reading this email, it's not misleading as long as the information is included in the email itself. At times you may be letting yourself down with your subject lines by not having that bit of mystery that could increase your open rates significantly. So, look through your email content and find that bit of mystery you can focus on.

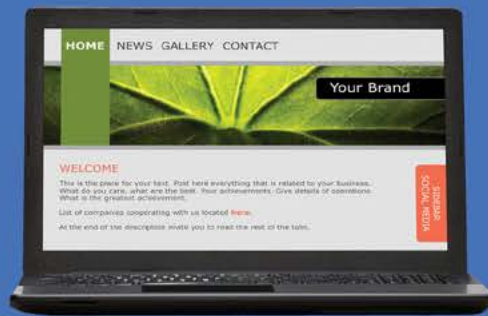
Email marketing is an integral part of content marketing, but it still takes a level of skill to get it right. One of the vital aspects of your success comes down to writing email subject lines. Therefore, the preceding article has provided some tips for writing your subject lines, so remember to keep it short, make it relevant and include some mystery.

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10 Steps to Prepare for a Successful Webinar



Tapping into the power of webinars can be immensely rewarding for businesses. Webinars help establish a brand's authority and offer a cost-effective means of engaging customers. They also provide a source of content for future use and can be highly effective lead generators.

However, hosting an engaging webinar is not as easy as it may seem. The pros might make it look like a piece of cake, but if you fail to put in the preparation work, a webinar can be an embarrassing failure. Here are ten steps to follow that will help you make your next webinar a roaring success.

1. Choose a Compelling Topic

Step one is to choose a topic that is relevant to your audience. The issue should be something that will draw an audience. So, it is best to avoid subjects that have already been extensively covered. You can get ideas for topics by searching for what people are talking about online, or you could look at which of your blog posts attract the most visitors and comments. Answering frequently asked questions is also generally a sound basis for a webinar. Some of the most popular webinars are those that solve a common problem. The crucial things to bear in mind are that the topics you choose must provide value, relate to your product or service, and be suitable for a 30–45-minute webinar.

2. Decide on the Presentation Format

There are several different formats you could choose for a webinar. The simplest of all the structures is to have one presenter, or you could break the webinar down into sections and have two or more presenters. Other options include a panel debate with a moderator, an interview format, and question and answer sessions. The least challenging of the various formats to organize is those with the fewest people

taking part. If you opt for something like a panel discussion, you will need a good moderator to keep the debate under control.

3. Recruit Speakers and Moderators

Recruiting speakers for a webinar can be challenging. You need someone who can engage the audience and attract attendees. It is essential to bear in mind that not everyone comes across well in a webinar. Some people get stage fright when put in front of a camera or talk in a monotone voice that will be boring for the audience. You may find your star presenter in-house, or you could approach industry experts in your sector to present a webinar. Some topics come across exceptionally well when delivered by a technician or worker rather than senior management. Most crucially, a presenter must be articulate and enthusiastic about your chosen topic.

4. Hold a Planning Meeting with the Presenters

Your webinar will run a lot smoother if you hold a kick-off meeting with the presenters, panelists, and moderators. The kick-off meeting will allow people to get to know one another and give you the opportunity of discussing

the format, content, and objective of the webinar. A planning session will also allow presenters time to prepare for the event. If you skip the planning meeting, your webinar might appear to be a bit amateurish. Your moderator might not know the names of your panelists, for example. When you present a webinar, you are putting on a show. So, planning and rehearsals are crucial if you want your webinar to be a success.

5. Create Professional-Looking Visuals

Visuals will enhance the audience experience in some webinar formats. For example, if you have a single speaker, slides might help illustrate points and give the audience a break from looking at the speaker. If you use visuals, it is best to ensure that any slides, images, or videos are top-quality, and ensure that the visuals add to the presentation and are appealing. Slides with nothing but text, for example, are dull and may be challenging to read quickly. On the other hand, images and graphs can display a lot of information and are easy to digest. If presenters prepare their own visuals, it will help if you supply templates for consistency and provide a content guide to ensure quality.

6. Find a Suitable Location for Your Webinar

Locate a quiet workspace to present your webinar, where there will be no distractions or interruptions. If you have no suitable rooms in your offices, hiring a hotel conference room would be a good alternative. If you use your office, ensure that there is nothing confidential on display that might be visible to the camera. You will, of course, also need a reliable internet connection, and the better the quality of the audio-visual equipment you use, the more professional your webinar will look.

7. Create a Landing Page

You will need a landing page that sells the benefits of the webinar and has a registration form for those interested in attending.

The landing page should include short bios of each of the speakers, topic details, and the webinar's time and date. The landing page should also explain what people will gain from joining the webinar. It is best not to have any other promotional material on a webinar landing page. Stick to promoting the event and getting as many people as possible to register. Avoid asking for too much information on the registration form, too. If you ask too many leading sales questions, you might

dissuade some participants from registering.

8. Prepare the Operational Emails

There will be a series of emails that will need to be sent to attendees who sign up for your webinar. The first will be a registration confirmation, which will confirm the webinar's date and time and contain instructions for the day. It is also a good idea to send at least one reminder email 24 hours before the event, and it is good practice to send a thank you for attending email after the event. You might also want to email people who registered but did not attend a summary of what they missed and a link to an archive of the webinar.

9. Promote the Event

Promote your webinar through an email campaign, social media, and on your website. If the event is targeted at existing customers, you might also want to consider sending out hard-copy invitations. These invitations could also then be followed up with a telephone campaign. It can be helpful to use a branded hashtag to promote a webinar. A unique hashtag will help create a buzz about the event and generate a community with a common interest. A gift, special offer, or access to

exclusive information can also increase the number of attendees.

10. Final Checks

Review your preparations well before the production date so that you have time to fix any problems. Ensure that any materials to be presented are consistent and on-brand, for example. Run through your timings to ensure that you don't overrun or are left with an embarrassing shortfall in content. Test the visual and audio equipment in plenty of time before the webinar begins, so you have sufficient time to fix any glitches. It will help if you ask presenters to arrive half an hour early so they can settle in and get comfortable before the presentation begins.

The secret to a successful webinar is preparation. So, the more time you allow for the above steps, the better. Agree on the topic, format, and content of the event well before the scheduled production date. Recruit crowd-pulling presenters if you can and use professional-quality slides and other visuals and pay attention to details like the physical location of the event and the timing of presentations. Then you will be ready to promote your webinar and attract a large and appreciative audience.

SEO STATISTICS OF 2021

69.7% of search queries contain four words or more



92.42% of keywords get ten monthly searches or fewer



68% of online experiences begin with a search engine

Only **5.7%** of pages will rank in the top 10 search results within a year of publication

40.61% of pages have meta descriptions that're too long

70.87% of keywords with more than 10,000 monthly searches consist of only 1 or 2 words

30% of all mobile searches are related to location

76% of people who search on their smartphones for something nearby visit a business within a day

28% of searches for something nearby result in a purchase



52.2% of all website traffic worldwide comes from mobile phones

51% of smartphone users have discovered a new company or product when conducting a search on their smartphones

The more backlinks a page has, the more organic traffic it gets from Google



39% of purchasers are influenced by a relevant search



40.7% of all voice search answers come from a featured snippet



The #1 result on Google's organic search results has an average CTR of **31.7%**

48% of consumers are using voice for general web searches



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