

M LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

October 2018

**7 Affordable
Online Marketing
Strategies for
Local Businesses**

5 Ways
Small Businesses
Should Prepare for
Black Friday

**How To
Supercharge
Your Social
Media
Marketing
Strategy**

9 Ways To
Double Your
Online Store's
Engagement

10 Powerful YouTube
Marketing Strategies
For Your Business

Infographic:
2018 Holiday
Planning

FREE!

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Greetings!

What's one of the scariest things about October? It means that the busy holiday season is upon us. You'll start seeing holiday decor and items in the major chains, and believe it or not, consumers are already planning and making purchases. As a local business owner, you need to start planning your holiday marketing strategy.

Take a few minutes to review this month's infographic to see how consumers plan and shop for the holidays. Spending is projected to increase significantly this year due to the improved economy. Are you going to get your share?

This month's articles and infographic cover many topics that we hope will be relevant to your business, including Online Marketing, Social Media and YouTube.

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.

Have a topic that you'd like to see us cover? We welcome any suggestions, comments or questions you might have.

To Your Success!

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.

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Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

October

Adopt A Dog Month
Breast Cancer Awareness Month
Bullying Prevention Month
Blindness Awareness Month
Car Care Month
Celiac Disease Awareness Month
Dental Hygiene Month
Domestic Violence Awareness Month
Down Syndrome Awareness Month
Dyslexia Awareness Month
Emotional Wellness Month
National Pizza Month

Oct 1 - Labour Day (Australia)
Oct 8 - Columbus Day (U.S.)
Oct 31 - Halloween

1st - Homemade Cookies Day
2nd - Name Your Car Day
3rd - Techies Day
4th - Taco Day
4th - Vodka Day

4th - Golf Lover's Day
5th - Do Something Nice Day
6th - Noodle Day
8th - Kick Butt Day
11th - Coming Out Day
10th - Stop Bullying Day
13th - Train Your Brain Day
13th - Motorcycle Ride Day
14th - National Dessert Day
15th - Grouch Day
16th - Boss's Day
17th - Pasta Day
18th - Get to Know Your Customers Day
18th - National Chocolate Cupcake Day
18th - National No Beard Day
26th - Frankenstein Day
27th - Make A Difference Day
28th - Mother-in-Law Day
28th - Chocolate Day
29th - Cat Day
30th - Candy Corn Day
31st - Knock-Knock Jokes Day

November

Adopt A Senior Pet Month
Aviation History Month
Epilepsy Awareness Month
Historic Bridge Awareness Month
Lung Cancer Awareness Month
Military Family Appreciation Month
National Adoption Month
National Alzheimer's Disease Month
National COPD Month
National Diabetes Month
Family Literacy Month
Pancreatic Cancer Awareness Month

November 11 - Veteran's Day
November 22 - Thanksgiving
November 23 - Black Friday
November 24 - Small Business Saturday
November 26 - Cyber Monday

1st - Men Make Dinner Day
4th - Candy Day
4th - Daylight Saving Time Ends
5th - Doughnut Day
6th - Nachos Day
10th - Marine Corps Birthday
10th - Sesame Street Day
11th - Sundae Day
14th - Pickle Day
15th - Clean Out Your Refrigerator Day
15th - National Smokeout Day
16th - Fast Food Day
17th - Take A Hike Day
17th - Adoption Day
18th - Mickey Mouse's Birthday
23rd - Random Acts of Kindness Day
26th - Cake Day
27th - Giving Tuesday
28th - French Toast Day
30th - Computer Security Day

BLACK FRIDAY



5 Ways Small Businesses Should Prepare for Black Friday

The holiday season is fast approaching, and big retailers are already making plans for their Black Friday sales and events. Small business owners might not think they should participate in this significant shopping day. However, Black Friday kicks off a four-day weekend of shopping experiences that customers love. It's followed by Small Business Saturday and Cyber Monday, and when combined, they can put small businesses in the black. Here are five ways that every small business can participate and succeed this year.

Be Community Minded

More prominent retailers have the luxury of a large advertising budget, and they allocate a great deal of it to the holiday season. Small businesses work with

limited funds, and it can be downright impossible to compete head-to-head with them. Rather than standing alone, it's beneficial to partner with other small businesses in the area. A community event, like a downtown sidewalk sale, scavenger hunt, art walk, live music, food, or other attraction draws people into local businesses.

Create a Unique In-Store Event

It's difficult to compete with the sales that big-box retailers can offer, and frankly, it's a waste of a small business's time to try. That's not to say they shouldn't offer some great deals, discounts, and sales; it's just not wise to make that the main attraction. It's better to find a unique way to grab people's attention and get

them in the store. A retailer that sells women's clothes, for example, might put on a fashion show featuring their best items using local ladies to be models, after all, they're the target audience. Providing some beverages, snacks and comfortable seating and the sales will roll in.

Free Samples and Trial Offers

Everybody loves to get something for free, and Black Friday is a great time to give a little. Owners of a restaurant, yogurt shop, or coffee shop, can give away a free drink, appetizer, or dessert with any purchase. A service business should consider a trial offer, to show customers what they can do, at a discount of course. Another great idea is to offer a buy-one-get-one

offer. For example, pay for a manicure, and a friend gets one for free. Customers will remember the business's generosity long after the holidays are over.

Promote Yourself Shamelessly

The key to getting the attention a small business deserves is shameless self-promotion. One great way to do this is through social media. It's a great place to hype up holiday events, sales, products and tout the exceptional customer service offered. Photos and videos help to ramp up interest and show off a small business's accomplishments. A company should also encourage others to submit photos and reviews of their products. In the weeks leading up to the big event, it's also a good idea to include a leaflet or flyer in every customer's bag reminding them of important upcoming events.

Small Business Saturday and Cyber Monday

American Express started Small Business Saturday back in 2010, and it's been a smashing success. They provide a myriad of free marketing materials, aimed at helping small organizations with their branding. Every small

business should take advantage of these free resources. They shouldn't discount Cyber Monday either. Businesses that have an e-commerce website should consider following along with the bigger companies by slashing prices, offering free shipping, or other promotions. Those that don't do e-commerce can still use social media and email to send out coupons, special offers, and reminders of their products, services, sales, and events.

This holiday season, small businesses don't have to play second fiddle to the big retailers. They can capitalize on the shopping frenzy, and put some extra cash in their coffers by following the five tips mentioned above. It's important not to wait until it's too late though. Now is the time to start brainstorming ideas about how to make this season one to remember. Employees, customers, fellow small business owners, and local leaders are excellent sources for ideas on how to attract more business during the competitive season. By banding together and focusing on the local market, small businesses will not only see sales rise during the holidays, but they'll also see an increase in overall sales throughout the year.



- Promotional Products
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track locations so that you can tailor ads based on proximity to your business.

Local Events

Local events allow you to build your brand in the area that most counts. Attending a local event might not offer the same quick response as a targeted ad, but you can often make connections that last into the future. Local events frequently take place between business owners, offering a chance to network. You can, however, develop events of your own, possibly sponsoring sports teams or music productions. The best approach is to think about where your customers go and then

form a plan that builds their interest. These events can later be promoted online, using forums and social media to market your endeavors.

Reviews

Reviews have become an important part of online marketing, with local and global businesses focused on customer opinions. Many consumers will not use a company without first checking reviews. Sites like TripAdvisor, Yelp, Google My Business, Trustpilot, and Facebook Ratings and Reviews all feature review facilities, but you don't need to leave things to chance. While many of your

clients will be happy to give positive reviews, they will usually need a reminder. You can make it part of your process to ask customers to leave a review, simplifying the procedure by explaining what needs to get done.

Joint Ventures

Local businesses can often find joint venture partners that don't pose a threat to their sales. A hair salon could work alongside a spa to provide discounts to their customers. A bar could partner with a restaurant to reduce costs and offer more options to customers. There will usually be a related business to your own that could benefit from

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exchanging ideas, resources, advertising, and customers.

E-commerce

Adding an e-commerce element to your site can help cultivate a wider audience. Your location can be a benefit to you, with consumers often seeking out authentic sales experiences. Fashion, for example, is often promoted based on the site of the brand. Food products might get marketed around the origin of the ingredients. It is relatively easy to build an e-commerce store, or have one developed for you so that you could grow your audience without too much extra effort.

Content Marketing

Content marketing is one of the most effective modern marketing strategies, working just as well for local businesses. Most towns and cities have several blogs, news sites, and video channels that are focused on the local region. Study the main platforms catering to your area, analyzing what content resonates with audiences. You can then develop content of your own that helps to increase brand awareness. Additionally, you can look for opportunities to expand your reach, targeting people further afield who are interested in the general niche.

By using these strategies, local businesses can reach a wider audience without spending a great deal of money. Online companies typically start low-cost campaigns, focusing on their ideal audience. As these marketers begin to see success, the budget is increased to broaden the target audience. Similarly, local businesses can use one marketing strategy, before gradually expanding their scope. Affordability is a major concern for most local enterprises, so using a smart approach to marketing will ensure you build at a rate with which you are comfortable.



MARKETING

Companies using video enjoy

41% MORE

web traffic from search than non-users

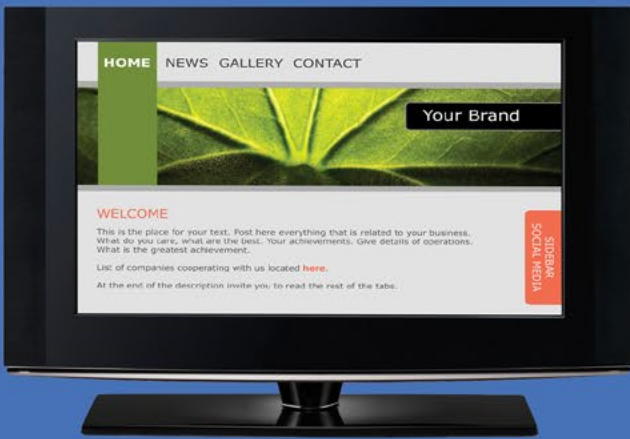
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How To Supercharge Your Social Media Marketing Strategy



Social media marketing has been one of the most powerful marketing strategies for years now. 2018 statistics show that 95% of adults aged 18-34 follow brands on social media. What's more, those who share your content will help you reach an even wider audience. This results in more traffic and more customer conversions.

You probably already have some social media channels, such as Twitter, Facebook, and Instagram. But are you getting the most out of them? These five cool ideas will help you supercharge your social media marketing strategy.

Post Competitions and Giveaways

One of the greatest ways to gain more traction on social media is by posting competitions and giveaways. People love free stuff, and offering them a chance to win something cool will definitely catch their attention.

There are many ways to do this. For instance, if you're an online store, simply offer up a giveaway for free products for anyone who follows you and shares your post. Your followers will share with their friends, who will share with their friends and so on.

You can also find competition and freebie sites to submit your giveaways and reach even more people. This can easily expand your audience overnight. Plus, for the cost of a few free products, you'll gain many new customers to cover the costs and even boost your profits.

Include Share Links For Every Page On Your Website

Posting your best content on social networks is a good strategy to bring your customers back to your website. However, for even better results, it's best to ask other people to share the

content they like. People will be much more interested in your company if it's recommended by someone they follow.

Content management systems make this easy. For instance, you can implement Social Media Share Buttons for free on WordPress websites. This allows people to share any blog or page on your website that they enjoy.

You can also use online shopping cart systems which allow people to share their purchase. If customers are happy with the service you give them, they may share it with their friends. This can bring you to more people's attention and boost your customer base.

Offer A Referral Program For Customers

Word of mouth marketing is always powerful. If people vouch for your company, their friends and followers are likely to take an interest.

While social media share buttons and competitions help with this, a customer referral program is often the best method. Give your members a code that they can easily share on their Twitter, Facebook, and other channels to their friends. You might want to give

an offer such as 5% off for both parties for every new customer they recommend.

This can influence more people to buy from you. Plus, the more customers you impress, the more referrals you get and the more it'll continue. This can result in a huge boost in sales over time.

Reach Out To Social Media Influencers

Getting your followers and customers to share your content and products can help. But for the best results, you might want to reach out to popular social media influencers.

People with huge followings on sites like Instagram and YouTube often get sponsorships to recommend products to their followers. Due to their high influence, this can cause an instant spike in sales.

Some YouTubers will even do product or service reviews for free, providing you let them test it for free. Try reaching out to some popular social media influencers in your industry and making a deal with them. It's a brilliant way to get a powerful testimonial that can effectively drive more people to buy from you.

Collect Social Media Analytics

Just like with everything else in your business, data is endlessly useful. Just like you would collect analytics for your web content, collecting analytics for your social media performance will help you improve your marketing strategy.

There are many useful social media analytics tools for this, such as Sprout, Buzzsumo, and ShortStack. You can get information on your best social content and produce more of it to keep building your social media presence.

Schedule Regular Social Media Content

A lot of people are instantly enticed by the updates they get on sites like Twitter and Facebook. If you keep your company in their mind regularly, you're much more likely to convert them into customers.

This requires regular, engaging posts. You can use social media scheduling software to send out daily content to your followers. Make sure the things you post are interesting and engaging without being too spammy. Posting too often will impact you negatively, but one or two posts a day can help.

Things like funny videos and gifs can have a great effect if you relate them to your business. Posting interesting content with related hashtags can also catch people's attention. Top it off with things like sales notices and giveaways and your social media will take off fast.

Post Video Content On Social Media

Using video content is hands-down one of the most powerful modern marketing strategies. Walls of text can quickly turn users off, whereas something they can quickly watch and listen

to will catch their attention and keep it.

Many businesses use this to their advantage by posting fun and entertaining videos on Twitter, Instagram, and even SnapChat. Whether it's a funny advertisement, a quick how-to guide or even a meme, a lot of people enjoy this kind of content.

You can take things even further by building a YouTube channel for your company. Not only can this help drive people to your website, but these videos can provide some extra income if they get enough hits.

Conclusion

Social media marketing is more important than ever today, and many people will first hear of your business through sites like Facebook, Twitter, and Reddit. Make sure you supercharge your social media marketing strategy with these great ideas to improve your success. Social media can increase your traffic, improve customer loyalty, and boost sales, so you should utilize it in every possible way you can.

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10 Powerful YouTube Marketing Strategies For Your Business

YouTube is the second biggest website on the entire web, just behind Google. Over 1.8 billion people browse YouTube to watch videos every day. But it's not just a place for vloggers and video creators—your business can access a massive audience by upping your YouTube marketing game.

Just like with social media, blogging, and other kinds of content, there are many ways to use YouTube for marketing. If you do it well enough, you could even produce some viral content and reach many new people. You can direct these viewers to your website and even convert them into customers. Here are 10 of

the best YouTube marketing strategies for your business to use.

1. Post Entertaining Video Content

Posting lighthearted, entertaining videos is a great way to get people's attention. Just think of how many funny videos you've seen across Twitter, Instagram, and, of course, YouTube.

This can make for a fantastic marketing strategy. Create a YouTube advertisement for your company that's fun and entertaining and, if you're lucky, you might even go viral. Look at what's trending on YouTube and use fun video formats to get your

business noticed.

2. Show Product Demonstrations

YouTube is also the ideal place to show off what you're trying to sell. If you're an online store selling products, post product demonstrations or unboxings showing customers what they'll get. You can send YouTubers straight to your product page if they like what they see.

This can also work for companies selling things like software. Many B2B services have video demos of their member area to show potential clients what they'll be getting. A video

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can show people a lot more than just pictures and words, so make use of this wherever you can.

3. Make Video Guides

Another useful way to reach your target audience is to create top ten or how-to guides. This is a commonly used strategy for blog content, but it works just as well when it comes to videos.

For instance, if you're selling fitness equipment, you could make all kinds of guides on the best workouts. A fashion store could make fashion guides and top tens for the season. This kind of content can attract a huge amount of hits. It's a useful way to subtly introduce people to your company.

4. Cross-Promote Your Channels

Just like you'd use web content to promote social media channels like Twitter and Facebook, you can also use YouTube to cross-promote your channels.

Most people do this by including social media links in every video description. Those who enjoy your content are more likely to give you a follow on Twitter or Facebook. Likewise, you

can use your regular social media channels to post your video content. All in all, this can build and strengthen your following across all channels and boost your brand.

5. Include Videos In Your Web Content

Once you start creating videos, you can also include them in your blogs. Walls of text can often turn readers off. By including something fun to look at, you'll keep readers on your site and have a higher chance of converting them into customers.

You should also include videos such as product demonstrations on your website. In fact, a 2018 study by WordStream found that including videos on your landing page can increase your conversion rate by 86%! It can help even more if you create web content based on your most popular video. This will help you cross-promote your blog and your YouTube channel.

6. Reach Out To Influencers

With YouTube being such a huge site, popular YouTubers are the celebrities of today. What's more, there's so many out there, all catering to different niches and audience. By reaching

out to big names related to your industry, you can reach a massive audience.

Many companies do this by giving freebies to popular YouTube vloggers in exchange for a video review. If they like what you send out and create a video for their followers, this is basically free advertising. You could also sponsor popular YouTubers or even ask for video collaborations. This will get you noticed fast.

7. Include A Call-To-Action

A call-to-action or CTA is a link or button that directs people to do something. Most commonly, companies use CTAs to send people straight to their sales page. This is a highly effective strategy for converting users into your customers, and it works like a charm on YouTube.

Whenever you make a video, insert a YouTube caption linking to your website. If you have a video about your products, you can even send them straight to the product page. It also helps to add links in the description. This makes it incredibly easy for people to buy from you and even encourages them to do so.

8. Create Targeted Video Content

The same principles that apply to other kinds of content also apply to your YouTube content. A popular strategy is to create content targeted at exactly the kind of people you're looking to attract.

Keep on top of trending topics in your industry, find out what people are looking for, and create content to fit. This can help you effectively attract your target audience and convert them into customers.

9. Adapt Your Videos To Improve SEO

Your videos can also be helpful for SEO. If you have a video linking to your webpage that performs well for a certain keyword, this will help you in the Google rankings. YouTube videos themselves can also be incredibly successful on Google's search engine. Make sure you look up popular keywords and search terms and create videos to fit.

Over time, creating YouTube videos for the keywords you're targeting as well as web content will have a strong effect. You'll start climbing up the Google rankings and make it

much easier for potential customers to find you.

10. Upload Regularly

If you're looking to start using YouTube for your business, make sure you use it regularly. Users want to be entertained often, so posting content throughout the week or even daily can help to keep their attention.

Don't post just to post- poor content can make you lose subscribers. However, the more high-quality content you post, the more subscribers you'll attract. Do this regularly enough and it'll have a huge positive effect on your business.

No matter what you're trying to promote, YouTube is one of the most powerful marketing tools available today. It's completely free to start a YouTube channel and there's no end to what you can post, so start utilizing it today.

These effective YouTube marketing strategies can take your business to the next level. You'll reach a huge audience of potential new customers and drive up sales. Even your existing customers will begin to pay more attention and visit your website and channels more regularly.

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9 Ways To Double Your Online Store's Engagement



Having the right content, design, and navigation on your online store can mean the difference between high engagement with steady conversions and high bounce rates with spotty sales. Here are a few tips that you can use to create the perfect home page and product pages to get optimal visitor engagement.

Design A Homepage That Hooks Them In

1. Make searching easy

The easier your homepage is to browse, the more inclined users are to click through to more pages. Things such as long load times (4 seconds or more), broken links, bad or confusing navigation, or hard-to-read fonts can be a quick turnoff to visitors and cause them to leave the site before they've even had a chance to check out your products.

2. Show people using your products

Clothing apparel companies use models for their clothing because studies show that consumers are more likely to buy clothes

online when they can actually see how they look when worn. The same rules apply to other products as well. Show images of people engaging with your products and using them in everyday life. After all, a picture is worth a thousand words.

3. Keep fresh content

Industries are always changing, and the internet moves fast. Don't be left behind. Today's news can easily be forgotten in a few days' time, and then consumers are on the next wave. Remove or revamp any outdated content on your site and be sure to always check for broken links and pages that are no longer in use.

4. Let them know what you stand for

What is it about your brand that sets you apart from the competition? What are your values? What's your value proposition? Use your homepage to clearly state the main takeaway from your brand, using both design and written content (such as value and mission statements).

5. Use cookies to personalize user experiences

Cookies offer a great way to customize which products are displayed and recommended for your returning visitors. The more products that you can suggest based on their online behavior, the higher your chances of making a sale.

Create Product Pages That Compel Users To Buy

6. Craft killer marketing copy

Don't settle for product descriptions that simply describe a product and its use. Make sure that your product descriptions contain SEO keywords that buyers are searching for and that the descriptions are persuading enough to compel visitors to buy once they land on the pages.

Write copy that allows buyers to imagine what it'd be like to own the product. Get descriptive by using sensory phrases and action verbs to appeal to their imagination. Know how to relate to them and speak their language, using a feature/benefit style to describe your product in detail. Lastly, make sure that your product descriptions are succinct and not filled with fluff or unrelated bits of information.

7. Compel them to buy asap

One of the best marketing techniques to get uncertain buyers off of the fence is to create urgency. Use things such as time-sensitive discounts, minimal product availability, and incentives for the first "x" number of buyers. Also, be sure that your CTAs (Calls to Action) are displayed at the bottom of every product page and stand out enough so that they won't be overlooked. Keep them short, to the point,

and clearly noticeable from the rest of your copy.

Check out the examples below:

- "Only 4 pairs left in stock"
- "Get free shipping (saving \$10.99) if you order today!"
- "Only 5 seats left, reserve your spot now!"

8. Make it easy to leave reviews

Online reviews offer visitors social proof of your product's ability to solve their problem, and they provide a reliable way for you to gain their trust. Always ask buyers for a review after they've received their purchase, and make it easy for them to leave their feedback by using third-party providers or automating post-purchase review emails. Don't be afraid to incentivize them with future discounts and freebies to get their ratings, as products with great reviews have a way of winning over first-time buyers.

9. Create awesome visuals

We're living in an age where you can create really awesome images and graphics online. Find creative ways to display your products (and related/recommended products) such as rotating images, 3D models, cool videos, and more. Receiving high engagement on your visual content can do wonders for your conversion rates. Not only that, but they make for powerful content to share on your social media profiles, which can lead to more followers and leads.

The most important pages on your online store are your homepage and your product pages. Remember, your homepage gives your visitors their first impression of what you're all about, and your product pages allow you to demonstrate to them just how awesome your products are.



FUN FACTS

October is the tenth month in the Gregorian calendar, received its name from the Latin numeral octo meaning “eight”, because in the original Roman calendar it was the eighth month.

October’s Birthstone is the Opal

Germany’s Oktoberfest originally began on October 12, 1810, the wedding day of King Ludwig I.

October Milestones:

- October 1st 1890 - Yosemite National Park was established by the U.S. Congress
- October 1st 1971 - Walt Disney World opened near Orlando, Florida.
- October 2nd 1950 - Peanuts by Charles M. Schulz was first published.
- October 4th 1957 - The USSR launched Sputnik 1, the first artificial satellite to orbit the Earth.
- October 14th 1926 - Winnie the Pooh, by A. A. Milne, was first published.
- October 16th 1923 - The Walt Disney Company was founded by Walt Disney and his brother, Roy Disney
- October 31st 1923 - The first of 160 consecutive days of 100° Fahrenheit at Marble Bar, Western Australia.

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2018 HOLIDAY PLANNING

When Shoppers Begin the Holiday Shopping Cycle



* Compared with the average consumer, younger consumers are more likely to put off their holiday shopping: 65% won't start until November or later.

How Consumers Shop

Based on 2017 Holiday Shopping

44%

took gift ideas from family and friends

54%

utilized recommendations from retailers

64%

plan to use their smartphones to research or make a purchase

Top Sources of Holiday Gift Inspiration

49%

Online Search

43%

Friends & Family

49%

Retail Store

32%

Wish Lists

Factors most important in deciding to shop a particular retailer

50%

Free Shipping Offer

73%

Sales / Price Discounts

61%

Selection

47%

Convenient Location



