

M LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

January 2018

A Beginner's Guide to Prominent Google Ranking Factors

How to Integrate
Video into Your
Businesses
Marketing Plan

How to Increase
Engagement on
Your Facebook
Page

**4 Reasons
Why You Need
an Editorial
Calendar**

**The Secret
to Building
Your Business
with Content
Marketing**

**Infographic:
Common
Website
Mistakes**

FREE!

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Welcome 2018!

What are your goals for this year? Have you taken time to ponder this, to write them down, and to figure out how you're going to achieve them?

If you're like many business owners, you don't take the time to develop goals, track your progress, and then celebrate your success when you meet them. Maybe this will be there year for you to start?

Take a moment to read through this month's infographic - Common Website Mistakes. Is your website guilty of any of these? If so, you should address it, as even one mistake could be costing you business.

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 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.

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.

Wishing you a very successful 2018!

David Akers
President / CEO
LMS Solutions, Inc.

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A Little About Us

Local Business Marketing Magazine
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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.

January

Cervical Health Awareness Month
Eye Care Month
Family Fit Lifestyle Month
Financial Wellness Month
Get Organized Month
Glaucoma Awareness Month
International Brain Teaser Month
March of Dimes Birth Defects Prevention Month
Staying Healthy Month
Thyroid Disease Awareness Month
Volunteer Blood Donor Month
Walk Your Pet Month

January 1 - New Year's Day
January 15 - Martin Luther King Jr. Day

1st - Polar Bear Plunge Day
1st - World Day of Peace

2nd - Science Fiction Day
4th - Spaghetti Day
9th - Law Enforcement Appreciation Day
9th - National Take the Stairs Day
14th - Dress Up Your Pet Day
15th - Humanitarian Day
17th - Ben Franklin's Birthday
18th - Winnie the Pooh Day
19th - Popcorn Day
21st - National Hugging Day
23rd - Pie Day
24th - Compliment Day
24th - Peanut Butter Day
26th - Spouse's Day
27th - Chocolate Cake Day
27th - Thomas Crapper Day
26th - Have Fun at Work Day
29th - National Puzzle Day
31st - Backward Day

February

Black History Month
American Heart Month
International Expect Success Month
National Cancer Prevention Month
National Children's Dental Health Month
Spay/Neuter Awareness Month

February 14th - Valentine's Day
February 19th - President's Day

1st - National Freedom Day
1st - Change Your Password Day
2nd - Groundhog Day
2nd - Rheumatoid Awareness Day
2nd - National Wear Red Day
2nd - Working Naked Day
4th - Facebook's Birthday
4th - World Cancer Day

4th Super Bowl Sunday
4th - Popcorn Day
8th - Boy Scout Day
11th - Autism Sunday
12th - Lincoln's Birthday
13th - Pancake Day
14th - National Organ Donor Day
14th - Ash Wednesday
16th - Chinese New Year
17th - Random Acts of Kindness Day
18th - Daytona 500
20th - Love Your Pet Day
20th - National Cherry Pie Day
22nd - Washington's Birthday
22nd - World Thinking Day
23rd - National Banana Bread Day
26th - Bacon Day
27th - Polar Bear Day
27th - Spay Day
28th - Pink Shirt Day
28th - Rare Disease Day



A Beginner's Guide to Prominent Google Ranking Factors

If you're concerned about where your website ranks on Google's search engine results pages (SERPs), you might be keen to understand Google's ranking factors.

According to backlinko.com, Google web crawlers are programmed to gather information on more than 200 different factors when indexing your page.

Ranking factors could be as simple as the quality of your links, your domain name, and the amount of content

you have on your website. If you're interested in search engine optimization (SEO), you'll want to know how you may tweak your website or blog so that Google's web crawlers can index your pages with greater ease.

What are on-page ranking factors? As the name suggests, this term refers to any aspect of your webpage that makes it attractive to Google crawlers. Some ranking factors are more important than others. The factors that hold most weight are as follows.

Use of Keywords

If you're submitting a query into a search engine box, your search will include keywords. Incorporating keywords into the content of your website will allow Google to match a user's query with the information that he or she is searching for. If you've included the proper keywords on your webpage or blog, you will be found by the user. What kind of keywords are out there and which keywords should you incorporate into your content? You

should seek to include keywords that are relevant to your interests, industry, or brand. For example, if you host a wedding planning website, you may wish to include keywords such as “marriage,” “photography,” “bride,” and “wedding dress.” Keywords don’t have to be just one word, however. Long-tail keywords refer to phrases that are specific, targeted short sentences that are drivers of niche traffic. A long tail keyword, for example, could be, “wedding photographer in Chicago.” To maximize your ranking, be sure to include your keywords in the title tags and headers of your content.

The Structure of Your Content

Google’s mission statement is, “Focus on the user and all else will follow.” Google wants to ensure its users have the best online experience possible. Therefore, Google highly ranks websites that contain informative, engaging content that is structured, on-topic and interesting to any given reader. How does Google decide what information fulfills these requirements? Generally, the longer your content, the better. Google assumes that longer content is more detailed and well-

researched. Informative and user-driven content usually is determined to be around 2,000 words in length, the assumption being that, for the average website owner, it is nearly impossible to write an article of that length without research.

Conversely, duplicate content is a negative factor when considering rankings. Google is likely to penalize you if you have multiple webpages with similar content. In addition, you should try to stay focused on your content’s structure. Believe it or not, Google’s web crawlers can tell if you veer off topic. Sticking to one main subject per each webpage is the way to go.

Videos, Images, and Other Types of Media

In addition to text, Google search engines also index other forms of media, such as images and video. These types of media have a greater chance of being shared by others on media-centric platforms such as Twitter, YouTube, Instagram, and Pinterest. Therefore, these sites may link back to you, increasing your chance of getting ranked highly. To optimize your content, include relevant keywords in image captions, alt texts, and media descriptions.

Links

Internal links are those that are embedded within your webpage that point to some other part of your website. Interlinking webpages can increase your ranking. Backlinks are those that are sourced from other parts of the web that point to your website. The number of high-quality websites that backlink to your website factors is among one of the most important SEO strategies. The willingness of others to link to your content signals to Google that you are trustworthy. While you want to maximize the number of incoming links to your website, you may want to avoid embedding too many outbound links, or those links that point to other websites.

While search engine optimization is by no means mysterious, it does require hard work and research. The Internet is an ever-growing repository of information, and, as such, Google’s algorithms constantly evolve to meet the needs of a shifting environment. If you want to climb the Google ranking ladder, consider how to best organize engaging, user-focused content.

How to Integrate Video into Your Businesses Marketing Plan



The rise in video consumption does not look like it will slow down anytime soon. YouTube reports a 100% rise in mobile video consumption each year, with high engagement levels reported across all types of sites that integrate video. Any business that doesn't have a video strategy risks being left behind. Thankfully, creating and promoting quality videos has become accessible, regardless of your technical or creative expertise. The following methods all offer a way for businesses to begin using video effectively within their promotional plans.

Product Demonstration Videos

Detailed descriptions are important in the sales process, but certain sections of your audience won't buy without watching a video. A product demonstration lets people see the intricacies of an item, while also working as an additional sales mechanism.

Tutorial Videos

Most industries have various questions that people constantly want answered. Creating tutorials can provide an entry point for prospects, allowing you

to move them into a sales funnel. If viewers benefit from the content, they will likely have a better opinion of your brand.

Webinars

Webinars are similar to tutorials, but they are usually performed live. Having the attention of a group of viewers can be a powerful thing, with the ability to both help people and promote your products.

A webinar is typically informal, so you can also build a relationship with your attendees.

Live Streaming

Live streaming offers the chance to gather social media followers together. A typical live stream will be informal, but you can still provide useful information. Viewers will add their own comments, enabling you to answer questions and engage with the community.

Social Media Videos

Sites like Twitter, Facebook, and Instagram allow you to add videos to your feed. If you have a large following, videos can often be viewed by more people than would have viewed a banner ad. Social media is not the place for long videos, though, so think of creative ways to convey information in a short space of time.

Expert Interviews

Interviewing experts is a way to provide informative content to viewers. The expert benefits from increased exposure, while your business gains quality content and an association with a qualified person.

An interview could also be

framed as a chat between two experts, positioning the business owner in the same light.

Behind the Scenes

A video taking viewers behind the scenes of your operations can help give a business some personality. The video could involve a tour of the offices or manufacturing facilities, providing additional credibility and trust. You could also introduce various staff members to increase the bond between business and customer.

Whiteboard Instruction

A whiteboard instruction video is similar to a tutorial, but offers a different visual effect. Whiteboard videos were a difficult proposition in the recent past, but there are now various software solutions that simplify the process. A whiteboard video can convey information in a clear manner, while also maintaining the interest of the viewer.

Animation

Many people assume animated videos will be too

expensive for their budget. It is possible, though, to create quality animated videos without too much outlay.

Outsourcing the work or using video software can lead to fairly simple animations that help tell a story or convey some information. A complex animation might not be necessary to get noticed on YouTube and social media.

Businesses across all industries can find opportunities to integrate video into their marketing plans. E-commerce stores can enhance their site by providing product showcase videos.

App developers can offer walk-through videos of all the main features. Additionally, it is often possible to reduce refunds using handy tutorials and guides that offer a better customer experience.

Online video is not going anywhere, so it is worthwhile investing in video marketing to improve and compliment the products and services you are currently creating.

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4 Reasons Why You Need an Editorial Calendar

If you own a business or run a website, you probably know how important a blog can be. With a strong blog, you can consistently bring a steady stream of traffic to your website. The more attention you can attract through your blog, the more likely you are to convert those visitors into paying customers.

However, your blog is much more than just a place to upload your thoughts and ideas. While you want your blog to portray your brand's personality and expertise, you also need to consider how your blogging efforts

will bring you closer to achieving your overall business goals. If you're not thinking through a complete blogging strategy, you're going to struggle to grow.

Creating an editorial calendar is one of the best tools for ensuring your blog stays on track. When you develop a strategy, map out a plan, and schedule your thoughts, posts, and time, you can keep your business moving in the right direction. However, there are many other benefits to creating an editorial calendar.

If you're still on the fence about whether or not an editorial calendar is truly necessary for you and your business, here are five of the biggest reasons you don't want to post another blog without one.

1. An Editorial Calendar Creates Consistency

When a visitor comes to your blog, they want to know what to expect. Whether they're reaching your page through a search engine recommendation or from a social media post, they want to land on your site and know who you are,

what you can provide, and what tips, advice, or help you may offer through your blog.

Unfortunately, if you're just posting content whenever you feel like it, your visitors will struggle to identify what you're all about. Instead of knowing exactly what they're going to get, they'll come to your page and feel lost and confused. If they can't find the information they're looking for, they'll quickly leave and head off to a competitor.

An editorial calendar allows you to create some consistency. When creating an editorial calendar, you're going to want to map out which posts you're going to upload and when you're going to add them to your website. This means that you'll want to think ahead at least a few weeks to determine the topics you're going to cover.

When you force yourself to consider your future posts, you're able to see how each blog post can connect to one another. Developing your editorial calendar gives you the opportunity to link your posts together, giving your visitors a better idea of

the topics you cover, what they can expect from you, and what help you can provide.

To fill in your editorial calendar and ensure consistency, think of your blog topics at once. Brainstorm a few different ideas that may connect and then include them into your schedule. When you frame your blog posts like a series, you can encourage readers to check out a few different posts when they visit your page.

2. An Editorial Calendar Improves Efficiency

Many companies believe simply having a date to post their blogs is enough to plan. While you may know that you want to upload new content every Wednesday or the second Thursday of every month, you may sit down in front of your computer that day and draw a blank on what you should talk about.

Waiting until the last moment to think about your blog topics is a waste of time. If you're unsure of what you're going to cover, it can take you twice as long to write a high-quality blog

post because you need to outline not only the post idea, but also the points you'd like to discuss. Coming up with this information on the spot can cause you to forget important items, miss main talking points, or just spend an entire day on something that only should have taken a few hours.

Creating an editorial calendar allows you to work more efficiently. When you spend a chunk of time brainstorming ideas early on, you can begin writing your post immediately after you sit down to start the task. Rather than coming up with topics on the spot, you can think about the points you'd like to address before you even begin.

An editorial calendar also allows you to do research slowly. If you know you'd like to post a topic on a certain topic in the next few days, you can be on the lookout for relevant examples or ideas before you begin writing. When you sit down to write, you can get right into the good stuff.

You can improve your efficiency even more by creating outlines within your editorial calendar. While it

may take a bit more time at the planning stages, you can work much faster and get more done in less time.

3. An Editorial Calendar Gives You Fresh Insights to Analytics

When you're creating a blogging strategy, your main goal is probably to bring more traffic to your website. As one of the best tools for improving the number of visitors you have to your page, blogging is an awesome way to gain new attention. However, when you get a spike in traffic, you may be at a loss for what to do.

Traffic spikes can be caused by a number of things. From getting a post shared by an influencer to having your name featured somewhere in the news, not all visitor boosts will be the result of your blogging.

However, you still want to understand as much about these traffic boosts as possible. If your blogging is bringing in a high number of website visitors, your editorial calendar can help you discover how to keep this movement up.

When checking your

analytics, you can compare it to the content you posted that day. While your website analytics can tell you the specific pages that people visited and how they got to your site, you can use your editorial calendar to start identifying patterns in your content and how it relates to your visitors.

Each time you have a large traffic boost, you should identify this on your editorial calendar. Just making a quick note about what days were busier than others or what topics were popular can help you improve your editorial calendar for maximum views. Constantly improving your calendar can ensure you're properly reaching your audience and growing efficiently.

If you're going to use your editorial calendar to gather new insights about your audience, you want to keep past records in a place you can easily reach.

Consistently go back to check how your old posts are doing, if they're still getting attention, and how they're spreading across the internet. Always try to hone your blog topics in to more appropriately target your audience and readers.

4. An Editorial Calendar Helps Manage Teams

Depending on the size of your company, you probably have a few people working on your content. Whether you're a large brand with writers all over the nation or you're a startup with a small team operating in an office, one content mistake could throw your entire marketing plan off. If you're not properly outlining what should be shared and when, your team may struggle to stay on top of their work.

An editorial calendar gives everyone on your team a bird's eye view of what you should be creating. When your content team can see how their pieces are fitting into a strategy as a whole, they can better understand how they can work together for maximum efficiency and collaboration.

Your calendar can also encourage your team to work together on topic ideas, research, and content creation. If a writer can see that someone else is covering a similar topic, they can either change their ideal or collaborate with the other writer to create better pieces. When everyone is working together to

improve the content you create, you can attract better quality clients and customers.

Keep in mind that your editorial calendar should include other forms of content as well, not just your blog posts. As part of your content strategy, you also want to include things like email blasts, social media posts, and other pieces that can help push a multi-channel digital marketing strategy. Allowing your team to see each of these campaigns can improve their understanding of the

content they're trying to create.

Using editorial calendar software can allow you to keep various versions of your calendar in one place. Through creating a master calendar, calendars related to different campaigns, or calendars related to different writers and marketers can ensure everyone understands how they fit into the greater picture.

If you're trying to manage a blog without an editorial calendar, you're probably finding that it isn't as easy as

you thought. Whether you're wasting time trying to come up with new ideas or you're missing key points you thought you'd like to cover, an editorial calendar allows you to stay on track with all your content needs.

Start developing an editorial calendar that fits your unique situation, company, and content development processes. When you create a plan you're happy with, you can stay on top of your blogging and bring high-quality visitors to your website.

Is Your Website Mobile Friendly?

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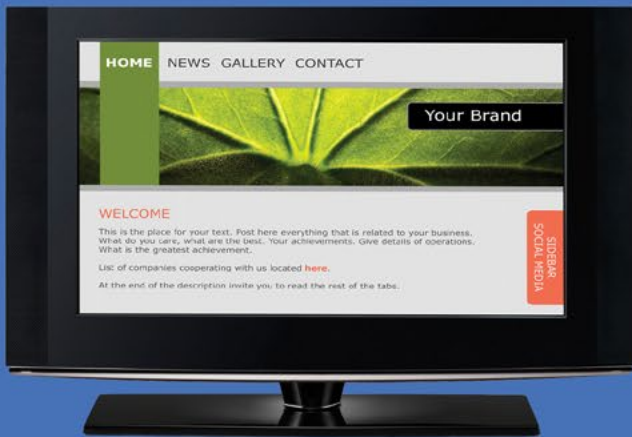
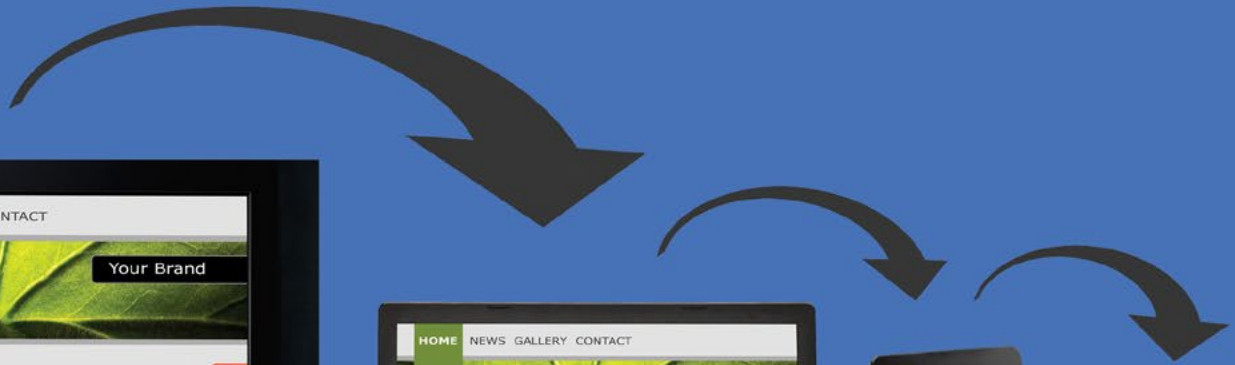


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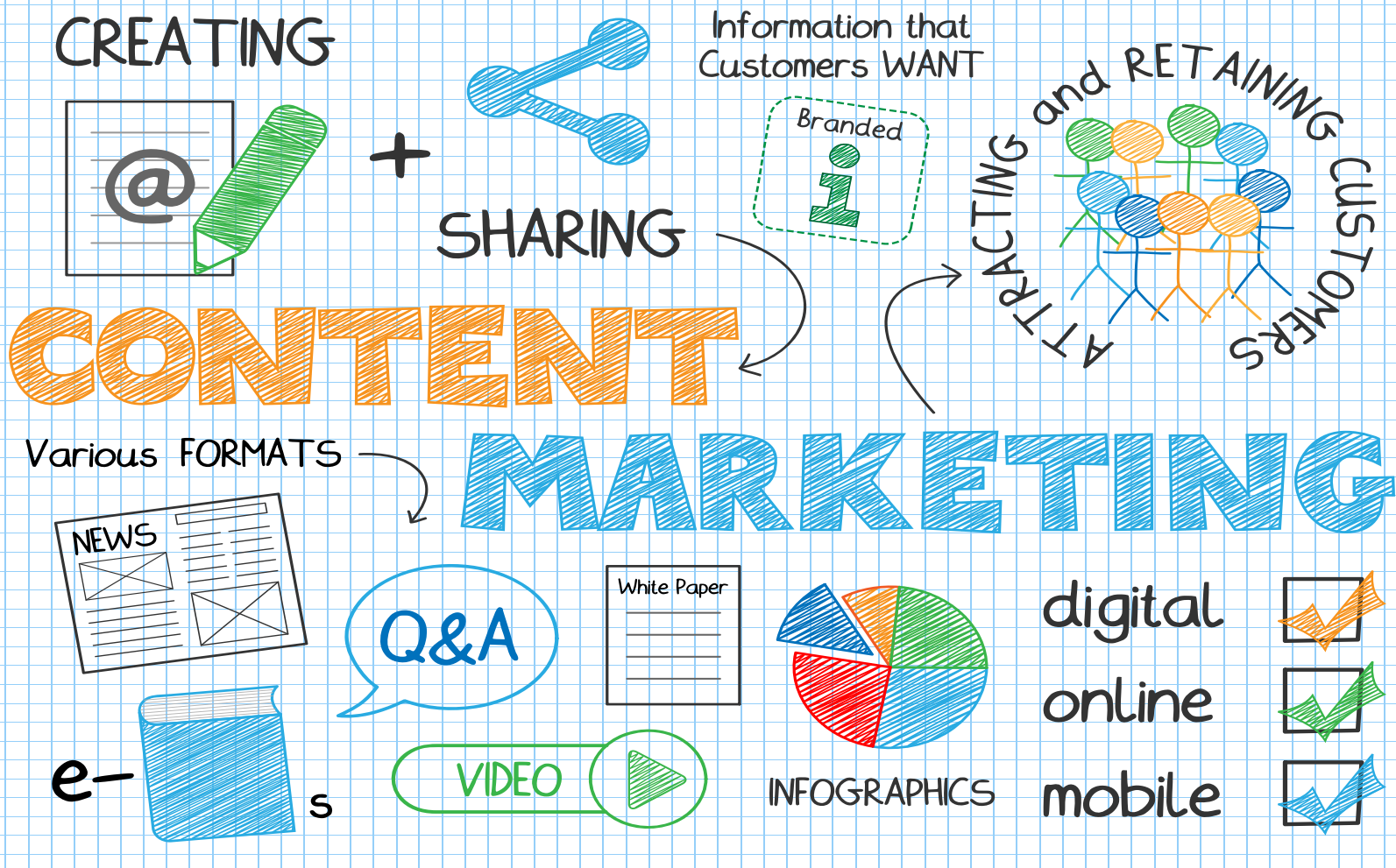


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The Secret to Building Your Business with Content Marketing

With the rise of technology and social media, content marketing is now at the forefront of successful marketing strategies. Traditional forms of marketing, while useful, simply cannot compete; they seem outdated and ineffective in comparison.

Today, a strong content marketing strategy could mean the difference between a profitable business and one that fails to build a loyal customer base.

What is Content Marketing?

Content marketing is a form of marketing that focuses on potential customers and not the bottom line. In other words, it means giving people content that is useful, engaging, and valuable. It does not mean pushing your product. In fact, in some instances, you may only mention your product once or twice. Content marketing is designed to help customers solve problems. It attracts them to your business and

later increases the chances of profitable action.

Why Content Marketing?

When it comes to content marketing, the proof is in the numbers. This form of marketing has been proven successful time and time again by big-name companies. What's so incredible about content marketing is that it's good for both your business and the customer. It leads to increased sales, saves

money, and helps create a loyal customer base.

Examples of Content Marketing

As an example of content marketing, consider these two scenarios. Let's say that you sell musical instruments. Your brand has a website.

Scenario 1: You publish a list of your guitar tuners and their specs, along with prices.

Scenario 2: You publish a guitar tuning tutorial with a link to your shop's collection of guitar tuners.

In the first scenario, you're simply promoting your brand's products. You're not really giving the user any useful information, other than information on the guitar tuners that you sell.

In the second scenario, however, you're providing useful, relevant information. It draws a wider range of people to your website. The information is valuable.

Again, let's imagine another scenario. You're out shopping for small kitchen appliances. In the store, there are two companies

promoting their brand.

The first company hands you a pamphlet detailing information about their products and prices. The second company, however, hands you a booklet filled with delicious recipes featuring high-resolution images. At the end of the book, there is a short snippet about their kitchen appliances.

Which company would stand out in your mind? Chances are, it's the second company.

This is another example of good content marketing. The first kitchen appliance company essentially handed you informational "garbage." It's rarely useful to the consumer. There is a huge difference between content marketing and material that provides information about your brand. Content marketing gives the customer something that they can use, hence the recipe booklet.

Personalization is Important

Personalization is one content marketing strategy that really works. Consider

Coca-Cola --a huge name brand, recognized throughout the world. Coca-Cola's "Share A Coke" campaign was an incredible success. How did they do it? Well, they simply added names to their bottles. That's literally it. Personalization made the customer feel special--so special, in fact, that people were literally rummaging through coolers to find their name. As a result, memes were created and everyone was talking about the soda giant. This is a prime example of how catering to the customer is an effective part of content marketing--even if it simply means using their name.

In short, marketing is impossible without content that your prospects want or something that makes your customer feel good.

Effective Content Marketing Strategies

Before diving in, it's important to build a marketing strategy. If you're a marketing expert, you're likely able to draw out this plan yourself. If you have little knowledge of marketing, however, you may need a little help. Fortunately, the internet

is ripe with relevant information to help you on your journey. Before you start searching, we'll cover some of the most popular content marketing methods.

Visual Aids -

Humans are visual creatures. We love having something to watch or look at. This is clearly evident with popular social media websites such as YouTube, Instagram, Pinterest, and Snapchat.

Understanding this can help you create visual aids that are useful to your prospective customers. Some examples of visual aids include videos, pictures, and infographics. Videos are the most popular form of visual content marketing.

YouTube is still the number one place for this, but recently, Facebook Video has also become an effective way to market content.

Articles and Blog Posts -

Having a specific web page or blog dedicated to useful content is one way to increase your inbound traffic. Providing these resources for FREE is the trick. Giving away tools,

resources, and information that is relevant to your targeted audience will capture their attention and keep them coming back, as long as you provide such information consistently. Don't just add information. Add USEFUL information.

eBooks -

What's great about eBooks is that even if it's not successful, you can use the fact that you've published a book to market yourself. If the book is successful, however, that's simply an added bonus. Books shouldn't be sold just to make money. They should be sold because you legitimately want to provide something to your customers.

Writing books about how to do something or by giving away tricks and tips for free is a fun, savvy way to grab the attention of prospects.

These are only a few examples of content marketing. Others include podcasts, seminars, presentations, and more. It's up to you on what you want to do, based on your product, service, and audience.

How to Build a Content Marketing Strategy:

The number one secret to a successful content marketing strategy is value. Yes. It really is that simple.

As addressed throughout this post, you must give customers something that they want, something they need, or something that they can use. It makes a world of a difference in how they view your company.

You want people to enjoy your marketing material. It's one thing to create a blog post about your products, but it's another thing to create a video tutorial showing how they can be used. Always keep your prospects in mind first.

As you can see, content marketing has the potential to increase inbound traffic, increase sales, and create a loyal customer base.

Now that you have a basic understanding of content marketing and how it works, you can begin to get your creative juices flowing and start putting your plan into action.



How to Increase Engagement on Your Facebook Page

You can reach an incredible number of people if you create great content for your Facebook page. Think of Facebook as a central discussion board of the internet, where people go to check up on current events and make a few comments along the way. You can give them something to talk about.

If a piece of content gets a lot of likes and comments from people, it becomes a higher priority for future news feed viewers. The opposite is true for posts that fail to engage anybody. Your content needs to get good engagement from the start to help you get higher organic reach for your page.

There are some key principles to follow if you want to get better engagement for your posts. Here's how to do it.

Stand Out From the Feed

The most important thing you can do for better engagement is to improve your visual branding. Every post you make must have a photo or video in it. If you include a video, the thumbnail needs to look great enough to stop people as they scroll through the feed.

Most pieces of content only get two seconds of screen time before the user scrolls past them. It is common for users to skim through the news feed without paying much attention. Your content needs to be immediately interesting in a way that disrupts the autopilot of somebody scrolling through Facebook. The more vibrant and intense your content is, the more likely it can grab somebody's attention.

Ask Questions

One reason that people don't respond to your content is that they aren't sure of what to say. It is not always obvious what to comment on a post. Asking a question at the end of a piece of content is a good way to drive more conversation.

Good questions are clear and can be quickly answered. Don't expect your followers to invest five minutes into creating a comment for your page.

It's more likely that you will get five seconds. Yes or no questions are great for this reason.

At first, you may get few responses to your questions. That is ok. If you get any interaction at all, it's better than nothing.

Follow a Schedule

Facebook content is important but easy to overlook. You need to have a system in place that enables you to have a superb online presence. Using a schedule to plan out your future content is the single best way to manage your page.

With a schedule, you can make sure that you'll always have content at the ready. It will give you better clarity about your social media strategy by putting your work into an organized format. Most importantly, your content will get better as a result of you doing it ahead of time.

Pay Attention to Your Audience

When you succeed at generating your first bit of engagement, respond to it. Be thoughtful in conversing with your audience and giving them the attention that they want. If you listen to what your followers say, you will gain insights on how to improve your social media strategy.

People will tell you what kind of content they want to see. Give it to them. Your ultimate goal is to create posts that make your followers happy, so do whatever you can to make that possible. Listening to

the comments on your page is a great way to increase the amount of awareness you have towards your fanbase.

Better Facebook Engagement

Having an engaged fan base on your Facebook page is a great thing. Your content will get a broader reach as a result of the regular likes and comments that your posts receive. This creates an upward cycle of engagement and new followers. You can expect to see results within a few months of using the tactics from this guide.

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- 
- The logo for LMS Local Marketing Solutions. It features the letters "LMS" in a large, blue, stylized font. To the right of the text is a graphic consisting of a blue location pin with three curved lines above it, and a yellow speech bubble to its right. Below the "LMS" text, the words "LOCAL MARKETING SOLUTIONS" are written in a smaller, blue, sans-serif font.

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FUN FACTS

March was originally the first month in the old Roman Calendar, January assumed that position beginning in 153 BC.

Leap years exempted, January always begins on the same day as October.

In leap years, January always begins on the same day as April and July.

National Trivia Day is held on January 4th, 2018.

January is named after the Roman god Janus, who was always shown as having two heads. He looked back to the last year and forward to the new one. The Roman New Year festival was called the Calends, and people decorated their homes and gave each other gifts.

During the Middle Ages, the Church remained opposed to celebrating New Year's Day - it has only been celebrated in the western world for about 400 years.



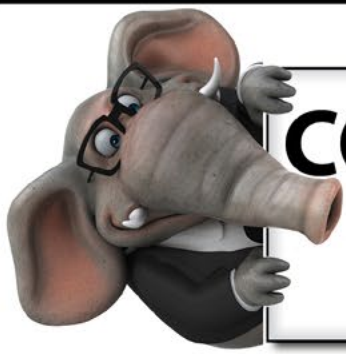
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COMMON WEBSITE MISTAKES

SMALL BUSINESSES MAKE

KEYWORD STUFFING

Utilizing proper keywords in your content is important - but resist the temptation to stuff a page with them. You could get banned from the search engines.



SPELLING / GRAMMER MISTAKES

Spelling and gramatical errors on your website can give a site visitor an unfavorable impression of your company.

NOT MOBILE FRIENDLY

Over 50% of all searches are now performed on a mobile device. Google will now penalize a site that isn't mobile friendly.



NO SOCIAL MEDIA INTEGRATION

Show your site visitors that you are socially engaged.



CONTENT OUTDATED

Site visitors want to see a site that is maintained and updated. Besides helping you keep visitors engaged, fresh content helps your rankings.



IMAGES NOT OPTIMIZED

Proper image optimization is important. Large image files can cause a site to load slowly. Using proper "Alt" tags on your images can help your site images show up in Google Image searches, which can drive more traffic to your site.

SLOW PAGE LOAD SPEED

Page load speed is now one of the Google ranking factors. Make sure your site loads quickly on all devices.



ON-SITE SEO NOT COMPLETED

You need potential customers to find your website. Performing on-site SEO tasks can greatly help you site rank higher on Google, Bing and other search engines.

BAD NAVIGATION

Site visitors want to be able to find the information they want quickly and easily. Include sitemaps, which can help your ranking as well.



NO SSL CERTIFICATE

Many of the major web browsers will now warn consumers when a site is not secured by an SSL Certificate, and Google will now penalize a site if it isn't secure.

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