

M LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

July 2016

***Fostering Business
Growth Through
Community
Involvement***

***How to Improve
Customer Service
in your Business***

**7 Simple
Ways to
Maximize
Customer
Reviews**

**Breathe Life Into
Your (Old or
New) Facebook
Business Page**

**Why
Should
You Hire a
Business
Coach?**

**Infographic:
5 Ways to
Interact With
Your Social
Media Followers**

**4 Reasons
Your
Business
Should
Support a
Cause**

FREE!

Proudly Provided by LMS Solutions, Inc

Greetings!

I don't believe I have ever met a business owner that didn't want to grow their business. The challenge they face is how to effectively accomplish this. In today's marketplace, many business owners aren't sure where they should invest their marketing dollars to ensure they receive a decent return on their investment.

Our hope is that our magazine will help provide some of the answers, and give you some insight and information you can utilize to help you grow your business.

This month's articles and infographic cover many topics that we hope will be relevant to your business, including Customer Service, Growing Your Business, Customer Reviews and many other timely topics.

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. Of course, we always welcome the opportunity to explain how we've been able to help businesses just like yours increase their revenue by using our effective, yet affordable marketing solutions.

To Your Success!

David Akers
President / CEO
LMS Solutions, Inc.

The content on the Local Business Marketing Magazine is made available on the terms and condition that the publisher, editors, contributors and related parties:

shall have no responsibility for any action or omission by any other contributor, consultant, editor or related party;

disclaim any and all liability and responsibility to any party for any loss, damage, or disruption caused by errors or omissions, whether such errors or omissions result from negligence, accident, or any other cause;

are not responsible in any way for the actions or results taken any person, organization or any party on basis of reading information, or contributions in this publication, website or related product.

Inside This Month's Issue

- 4 Marketing Calendar
- 5 How to Improve Customer Service in Your Business
- 8 Fostering Business Growth Through Community Involvement
- 10 Why Should You Hire a Business Coach?
- 12 Breathe Life Into Your (Old or New) Facebook Business Page
- 14 7 Simple Ways to Maximize Customer Reviews
- 17 4 Reasons Your Business Should Support a Cause
- 21 Infographic - 5 Ways to Interact With Your Social Media Followers

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

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

LMS Solutions is a proud member of:



Did you know that we are a full-service ad agency? Did you also know that we specialize in helping small and medium sized businesses? We customize a program that meets the needs and budgets of each of our clients, and we offer Free Initial Consultations. Give us a call to learn how we've helped businesses like yours grow revenue:

- Mobile Marketing
- Web Services
- Reputation Management
- Video Marketing
- Outdoor Marketing
- Online Marketing
- Social Media Marketing
- Direct Mail
- Email Marketing
- Graphic Design

If you have any questions, or would like to know how we can help you meet and exceed your marketing goals, please contact us.

(484) 893-4055

www.LMSsuccess.com



Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

July

National Blueberry Month
National Anti-Boredom Month
National Cell Phone Courtesy Month
National Hot Dog Month
National Ice Cream Month
National Picnic Month

July 4 - Independence Day (U.S.)

1st - Chicken Wing Day
2nd - I Forgot Day
3rd - Stay out of the Sun Day
6th - National Fried Chicken Day
6th - Take your Webmaster to Lunch Day
7th - Global Forgiveness Day
7th - Build A Scarecrow Day
7th - Chocolate Day
9th - Bald is In Day
11th - Cheer up the Lonely Day
11th - Pet Photo Day

11th - Blueberry Muffin Day
12th - Cow Appreciation Day
13th - Embrace Your Geekness Day
14th - National Nude Day
15th - Be a Dork Day
16th - National Hot Dog Day
16th - National Ice Cream Day
18th - Hug Your Kid Day
20th - National Lollipop Day
21st - National Junk Food Day
23rd - Vanilla Ice Cream Day
24th - National Drive-Thru Day
24th - Parent's Day
25th - Hot Fudge Sundae Day
28th - National Chili Dog Day
29th - National Lasagna Day
30th - Father In Law Day
30th - National Cheesecake Day
31st - Mutt's Day

August

Children's Eye Health and Safety Month
Family Fun Month
Foot Health Month
Happiness Happens Month
Medic Alert Month
National Golf Month
National Immunization Awareness Month
National Runaway Prevention Month
Psoriasis Awareness Month
Water Quality Month

Bargain Hunting Week - August 1-5
International Clown Week - August 1-7
Summer Olympics - August 5-21
International Assistance Dog Week - August 7-13
Elvis Week - August 8-12
Be Kind to Humankind Week - August 25-31

1st - National Minority Donor Awareness Day
1st - National Psychic Day
1st - Spider-Man Day

2nd - National Night Out
3rd - Watermelon Day
4th - Chocolate Chip Cookie Day
5th - International Beer Day
6th - International Hangover Day
7th - Friendship Day
8th - International Cat Day
10th - National Lazy Day
10th - National S'mores Day
12th - Vinyl Record Day
13th - International Lefthander's Day
13th - National Garage Sale Day
18th - Serendipity Day
20th - International Homeless Animals Day
21st - National Hug Your Boss Day
21st - Senior Citizen's Day
22nd - Eat a Peach Day
25th - National Banana Split Day
26th - Women's Equality Day
26th - Daffodil Day
28th - National Bow Tie Day
30th - Frankenstein Day
31st - Eat Outside Day

The Power of Patience

While many customers are very civil, there are also quite a few that tend to be irate. This can range anywhere between hearing an insult being muttered under their breath to having people scream at you or your employees.

In addition, there can be many problems that are just as frustrating for you as they are for your customers. For example, a technical problem with your payment system can cause a lot of headaches for you and create a lot of tension in your customers.

The key is to have as much patience as possible. Keep a cool head and more customers will be likely to stay below the boiling point as well. Staying calm, professional, courteous and kind is also a show of respect to your customers.

Exercise Humility

If you or your employees don't know the answer to a question or how to rectify a specific problem, be honest and tell your customers that you don't know and that you'll do everything in your power to find out. If necessary, get the customer's contact information and explain that you'll get back

to them with the solution as soon as possible. Customers appreciate when businesses make themselves seem more human. It's much more understandable for a customer to accept a difficult issue and get a solution later than to act like you know how to fix it when you don't.

Likewise, if you are experiencing problems on your end, were wrong about something or made a mistake, admit it to your customers. Not only does this show that you're honest and humble, but it also helps customers empathize with you. This creates strong customer relations and can even help calm down angry patrons.

Speak Like a Human

Building on the point of appearing more human to customers is analyzing how you speak to them. Customers tend to hate it when you throw out scripted automatic responses to their comments, complaints or questions. It makes you seem cold and dismissive.

While there should be some guidelines in place for addressing customers in specific ways, encourage all of your employees to speak with customers in a normal yet professional manner.

Address customers by their names, don't be afraid to make a joke on occasion, make conversation where appropriate and try to remember each customer that you speak to.

Use All Feedback to Your Advantage

Good feedback usually means that you're doing various things right. If the customers are happy about it, your employees are good at it and it's not very inefficient cost-wise, then keep it up. If you do have trouble keeping it cost-effective, look at ways to lower costs without creating problems for the customers. A little inconvenience to you could be worth it if it keeps the customers happy.

However, not all feedback is good, and you'll even have stray comments that are downright insulting. Whether the feedback has any true merit or not, ensure that you look into any and all issues for legitimate problems to address.

If you did spot a problem, don't just fix it, tell people about it. Update your news page and social media with your improvements. If possible, send a message to the commenter directly about

it. Not only will customers truly feel like their opinions and concerns are being respected and taken to heart, but it will also show that you truly care about your business and wish to improve it in any way that you can.

Practice Various Scenarios with Employees

While you may have a lot of experience with customers and their various comments, complaints and questions, your employees may not. You can't prepare them for everything, but you can give them a starting point for confronting most problems.

Get a friend or coworker to pretend to be a customer and prepare several scenarios to present to an employee. As they are faced with each scenario, don't offer any advice or direction unless they ask for it or until they are done. This will allow you to get a good grasp on how they may act under pressure and in situations where they may be confused.

As stated before, try to avoid creating scripted responses to certain situations. Simply give your employees a base to work from since every situation is different.

Be Accessible as Much as Possible

One particularly frustrating problem for customers is being unable to contact customer support or other representatives when they need them. Depending on how inaccessible your business seems, you may give off an impression like you don't put a customer's needs at the forefront.

Make sure there is always someone tending to the email account and customer service lines throughout the day. If someone needs a lunch break, get someone else to handle the lines for a little while until they return or take it upon yourself to watch them.

If you are able, keep customer support lines open slightly before and a while after regular business hours. Thanks to the popularity of cell phones and the advances of communication in the Internet, you or an employee can field some customer concerns and questions as the day winds down

Activity in regards to customer support is usually low both early and late in the day. Leverage this time to provide a welcome benefit to your customers that will show that you truly care about

their questions and problems regarding your business.

Reward Loyalty

One of the absolute best ways to show your customers that you care about them, their well-being and their experiences with your business is by offering rewards for their loyalty. More and more businesses are offering loyalty reward programs through point systems, contests, giveaways and more. Customers can sign up for these programs or actively follow and respond to the social media pages of your business.

Get creative with your rewards, and make sure that they're as appealing as possible. Customers won't feel very appreciated if the rewards or prizes are cheap or something that probably won't get used.

With all of these tips in mind, remember that the common threat amongst all of these options is respect and appreciation for your customers, employees and business. Dealing with some customers may be unpleasant, but nearly any negative situation can be turned into a positive. Learn and grow with your customers to make your business the best that it can be.



Fostering Business Growth Through Community Involvement

It is important to be a local search leader. Businesses can get up to 50 percent of their leads and customers through mobile visits. This does not mean it is necessary to ignore the local customer base - it is actually more advantageous not to do so. Your local community has plenty of potential and there are many strategies you can apply to tap into this engine of growth.

Whether you are running a brick-and-mortar business or a franchise, take a look at the community you serve. There are numerous opportunities to get involved in events and campaigns that will keep your business relevant. While charity events and goodwill make for good PR, you can also invest in projects that connect your local customers' needs directly to what your business offers.

When the local activities your business participates

in are tied to the customer experience, you are creating a significant advantage over your competition. Even small gestures such as offering coupons can make a positive impression on the customer experience. Businesses that make these steps often receive benefits in the form of positive reviews, excellent PR, and lasting customer loyalty.

If your business is getting involved, spread the news online. There are ways you can create online buzz to promote your community involvement efforts. This includes communicating with local media, distributing press releases, and connecting with popular local figures. You can publish blog posts or update your website content regularly to include information on local events you are participating in.

Content can also be updated on your business listings, including third-party websites, social media,

online directories, and review resources. The new information can include topics about your company's efforts in making a difference. There is also email, where you can distribute news of your community services to clients or customers subscribed to your mailing list. Since philanthropic initiatives are important with consumers today, your recipients will welcome these positive developments.

Online conversations provide a way to spread the word about your activities. Participate and engage in these conversations as much as possible. There is room to be creative, which you can do by adjusting hashtags on social media posts or mentioning local organizations. The way you connect with other people and organizations online helps with your community outreach efforts.

Your local area of operation provides plentiful opportunities for business growth, it is important to research and apply the right strategies to capitalize on them. In a marketing world where public image can make or break a company, your business has plenty to gain (or lose) from being part of the local community.



TOP SIGNS YOU NEED HELP WITH YOUR MARKETING

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

HELP is a call away!

We can develop a custom marketing program to meet both your needs and your budget. Call TODAY!

(484) 893-4055

Why Should You Hire a Business Coach?



The amount of risk, abundance of potential pitfalls, and varying degrees of personal inexperience create an intimidating landscape for those brave enough to start their own business.

Start-up costs are typically substantial, and the prospect of losing money will constantly loom over every business owner, especially in their company's early stages. Inexperienced business owners, no matter how well prepared, will run into problems and pitfalls for which they have failed to plan appropriately.

Suffice it to say, no amount of detailed preparation, market research, or foresight

can substitute for business experience.

Hiring a business coach can be immeasurably beneficial to anyone who is in the process of starting their own business, whether it's their first or 50th. The involvement of a third party in your business planning and growth phases ensures that all possible obstacles and scenarios will be considered.

Two heads are better than one, as the saying goes, all the more so when one of those heads has extensive experience in business development and consultation. Here are several primary advantages to hiring a business coach:

Goal Setting

Your business goals, especially when starting up a new company, can be too specific or too vague. A professional assessment of your objectives may help to redefine them in a more realistic way. Some of your goals might require adjustment to include a new approach or additional demographic of potential clients and customers. The goals you set will guide your every move, so a detailed, implementable set of goals is invaluable to your business strategy.

Strategy

Once you set clearly defined and attainable goals, a realistic strategy must be

devised to reach them. A professional business coach is prepared and able to explore all possible avenues and make recommendations on potentially profitable and constructive methods of increasing your company's stability and growth.

Growth

When the business has gained a certain degree of stability, a business coach can begin to lay out a variety of recommended growth options. Expanding your business to a new area or demographic can be intimidating, as can adding new products, services, and/or employees. Your business coach's job is to challenge you to improve continually toward your ultimate goals.

Marketing

Growth is nearly impossible without carefully planned and implemented marketing strategies. The vast ocean of marketing opportunities is difficult to navigate without professional assistance. Print ads, TV and radio commercials, directory listings, billboards, Internet, call centers ... the list of potential marketing directions you can take with your business is endless. Your business coach will provide insight into the pros and cons of various advertising and

marketing methods, as well as social media and networking approaches, which are quickly becoming every business' primary marketing focus.

Social Media

Marketing strategies are incomplete without serious attention being paid to social networking options. Local Internet directory listings on such sites as Yelp and Google+ are immeasurably valuable and necessary for the success of most businesses. Facebook business pages, LinkedIn profiles, Twitter accounts, and even Tumblr and Pinterest exhibitions are capable of reaching millions of potential customers and clients. Business coaches are well versed in social media and can even help you to develop a separate social media team dedicated to this one important aspect of your business.

Business coaches typically offer two primary approaches to coaching. They are:

Curriculum Coaching

The curriculum approach to coaching is more of a one-size-fits-all style. This can be beneficial for those who are on a budget or have no need for individualized, hands-on coaching. Curriculum coaching can be delivered in

the form of videos, lectures, books, etc.

Situational Coaching

The situational approach provides a more on-on-one coaching experience. Your company's specific needs and goals are analyzed and an individualized strategy or series of implementable stages are devised accordingly. Having a third party present at all of your company's business development stages can provide much-needed insight which may otherwise have remained unconsidered or prematurely rejected.

The highly competitive nature of business, especially among startup companies, is too great to not take advantage of every possible asset available to you. Hiring a professional, experienced business coach can mean the difference between success and failure.

Business coaches will help you to set realistic goals, devise strategies, market your business across all media, including social networks, and plan growth strategies for the future. Consider hiring a business coach, whether you're in the initial phases of business development or planning on expanding your already-successful business into new markets.

Breathe Life Into Your (Old or New) Facebook Business Page



Social media users see hundreds, if not thousands, of advertisements and marketing pages every day on every social network they choose to visit.

This oversaturation of marketing content means your social media presence needs to stand head and shoulders above the competition and do so in a way that delivers much more than the same old sales pitch.

Whether you are new to social media marketing or you've been around that block more times than you care to count, one of the strongest pieces of content you can create on

social media is a Facebook business page.

What is a Facebook business page and what should it contain?

A Facebook business page has the look and feel of a personal Facebook page, but provides more information about your company rather than your personality. Information can be included relating to physical location, hours of operation, products and services, website URL, and much more.

Rather than just being a plain-vanilla page, however, you should eschew the

inclusion of standard data and incorporate your Facebook business page into your overall marketing efforts.

Your business page should be designed to interact with your visitors, followers, and consumers in ways that educate, entertain, and engage them, with a focus on delivering unique and meaningful value.

While you can do that with unique posts, relevant shares, and other social signals that are designed to gain visibility in the social media sphere, you can also use the page itself as a small piece of the bigger puzzle.

How can a Facebook business page fit into a content marketing strategy?

One way to draw attention to your Facebook business page is by using an effective content marketing strategy. Simply one more aspect of SEO, content marketing optimization is the delivery of high quality, engaging, thought-provoking content designed to increase interest in and awareness of your brand, products, or services. Your content should stand out against that of your competitors and should address the needs of your target audience and clearly demonstrate how your brand, products, or services can meet those needs.

Is cross-channel marketing effective for promoting a Facebook business page?

Using cross-channel marketing is another way to keep your Facebook business page active and attractive. You can link your blog entries, Instagram or Pinterest images, Google+ posts, and tweets from Twitter on your Facebook page, and likewise include links to your Facebook page on those online locations. You can also add social sharing icons to your content on Facebook and elsewhere, to allow visitors and site traffic to quickly and easily access or

share your content.

The few social networks mentioned here such as Twitter, Pinterest, and Google+, are just a tiny sampling of the many social networks through which you can use cross-channel marketing. There are, in fact, dozens. If you do decide to embark upon a large scale cross-channel marketing campaign, make sure you keep in mind that each social network has a user base with a typically unique demographic. Users on Twitter are not necessarily interested in the same things that Facebook or Instagram users may be, and vice versa.

Before blasting your marketing message across multiple platforms and networks, do some research to determine if your message would be effective on those channels. Sometimes the simple answer is a resounding “no,” while in other cases, a marketing message needs a few tweaks or a slight change in tone or intent to succeed on a different network.

What is the one thing that a Facebook business presence should focus on?

Consumer engagement is vital to the success of your Facebook business page, so make sure you foster a spirit of

community and interact with your visitors and followers in less formal and more personalized ways. Encourage feedback and social sharing and stay both active and involved in the development and growth of your online and social media presence.

Users find it easier to achieve a certain level of trust in and loyalty toward an Internet-based company (or a brick-and-mortar one with a strong online presence) when that company shows a genuine interest in its users, visitors, window-shoppers, and customers.

Brand recognition and awareness is increased by a high level of B2C engagement, as is the potential for increased traffic and lead generation. Simply because a business takes the time to become invested in the people who have invested in it.

The important thing to keep in mind is that you need a Facebook business page, if for no other reason than to put your company on the social media map. Once you’ve staked your claim on that small piece of virtual real estate, you can begin to expand your empire and (hopefully) someday achieve global reach and recognition for your business and brand.

7 Simple Ways to Maximize Customer Reviews



Attracting reviews boosts your search engine page ranking, shows off the quality of the service you provide and helps to attract new customers. In fact, marketing experts Zendesk have found that 90% of internet users say that positive reviews influence their decision to buy. In 2014, BrightPilot found that 88% of consumers trusted online reviews as much as word of mouth recommendations, while 88% also used reviews to assess the quality of a business near them, so it always pays to maximize your customer reviews.

The problem is, not all

customers think about leaving a review and good businesses can sometimes sell themselves short by failing to encourage positive reviews. So how can you put this right?

Use Facebook Intelligently

Whether you run a local restaurant, a boutique fashion label or a micro-brewery, the chances are you have a Facebook page. It's also highly likely that your followers leave feedback about the services you provide, but however many reviews you are generating on Facebook, you can always do better.

Make a point of informing customers about your Facebook page. You could include it on physical receipts, in-store posters or at the checkout stage of your online store. Just make sure that people know about your social media profile and ask them to leave a review.

You could also offer rewards for Facebook reviewers. There's nothing wrong with offering 50% off a customer's next meal or a free t-shirt for the week's best review. Aggregate reviews as well to show off the best feedback. A weekly blog digest or a section of your newsletter would be ideal.

Get Listed On the Directories that Matter

The web is full of business directories dealing with everything from event organizers to automobile parts suppliers, so find out which directory applies to your business sector and make sure you have a listing. For example, if you are located in a tourist destination, a TripAdvisor listing is a must, while most businesses can benefit from a Yelp profile as well.

Some directories encourage user feedback in the form of photos, which can be a good way to advertise

the atmosphere at your restaurant or bar. Almost all of them include star ratings or reviews, so mention this to customers if you can. Include your listing URL on your social media accounts and website to maximize the chances of customers leaving a review.

Exploit Your Email List and Use Your Website

Your email list isn't just there to promote your products. You can also send out a call for customers to leave their feedback on major listings sites, so don't be afraid to make a request.

Make it as easy as possible

for customers to find the right places to leave a review, and include a form on your website as well. A simple customer feedback form linked to order and delivery confirmations can generate plenty of positive reviews, which can then be aggregated and sent out via newsletters.

Your email list can also form the basis of customer surveys. Make an appeal for participants and offer generous rewards if they will give you half an hour of their time. The level of detail provided by survey respondents goes far beyond simple reviews, and it can be invaluable in finding out how

NEED HELP WITH YOUR SOCIAL MEDIA MANAGEMENT?

Call Us for a Free Evaluation
(484) 893-4055



customers are experiencing your business.

Attract Recommendations via LinkedIn

If you work in the B2B sector, it's likely that your sales team has a strong LinkedIn presence. It's well known that using LinkedIn is a great way to find and contact potential customers, but fewer companies appreciate that it's also a good way to attract feedback.

When your sales team completes a deal, they can ask clients to leave a recommendation (and many happy customers will do so anyway). Make sure that your staff harvest all of these recommendations on a regular basis and use them as proof of expertise to enhance your reputation.

You could also try an incentives scheme to make attracting reviews a key part of your sales team's role. That way, you can ensure that staff make the right requests and gather feedback as efficiently as possible.

Don't Forget About Video Reviews on YouTube

Some companies attract plenty of video feedback via YouTube, but they don't

always use this content to promote their products. For example, power tools manufacturers often have a loyal following, and customers use their tools to complete YouTube how-to guides. That's great marketing material, so ask the user if you can use it and send it out via social media.

You could also target key customers and ask them to produce a review, with a free product as a reward for their efforts. Competitions are another great idea, allowing companies to harness the creativity of their customer base.

Use Alerts to Ensure You Never Miss A Mention

Many reviews and testimonies go unnoticed by the companies involved, but there is no reason this should be the case. If you want to harvest as many reviews as possible, set up a Google Alert using your company name, product names and any keywords that relate to your products. Make a point of sifting through the results, as they will often feature useful feedback.

Tools like Social Mention are also indispensable. In the constant chatter of Twitter, Instagram and Facebook, reviews can easily be lost, so

keep track of every mention.

Always Make Reviewers Feel Valued

Reviewers play a crucial role in making online businesses a success. They boost your reputation, tell others about what you do and provide free marketing (aside from actually buying your products in the first place). So give them a reward for what they do.

When people mention you on social media, thank them for their feedback. When they leave reviews on Yelp, let them know you appreciate it. Be sure to respond constructively to negative reviews as well. A well-answered complaint shows that you care about improving your service, and it's almost as useful as a five-star review.

If you don't take action, masses of reviews won't materialize automatically. No matter how great your designs are or how tasty your food is, you should actively encourage customers to leave reviews. Reviews are vitally important, so put a strategy in place to maximize your feedback. The effort will always pay off.



Four Reasons Your Business Should Support a Cause

By Erica Grabenstein

Consumers stay loyal to businesses that are trustworthy and likeable; in addition to purchasing a quality product customers are eager to support a cause with their purchases. Connecting your company to a social purpose benefits your business and the cause in many ways. Here are four ways your company benefits from contributing to the community.

1. Great publicity

Associating your company with a good cause is a great way to gain publicity. Sponsoring an event and promoting it on your social media sites and website will spread the word about your commitment to social

responsibility.

When people start talking about your plans for the partnership it will gain attention and create a buzz on social media. Local media outlets reporting on the event showcase your involvement with the cause for free. If your business chooses to donate a portion of proceeds from each product consumers will connect your product to the social cause and have a pleasant purchasing experience because they know their purchase is meaningful.

Consider getting special shirts printed to be worn by your team members. Not only does it help publicize your support of the cause, but your

employees will enjoy wearing the shirts - even away from the workplace - giving you additional exposure for your business.

90%
of consumers would switch brands to one that was associated with a social or environmental cause

(Cone Communication, 2015).

2. Gain consumer support

The number of consumers dedicated to the wellbeing of the community is skyrocketing. 90% of consumers said they would switch brands to one that was associated with a good cause

Sponsoring an event that benefits the cause and relates to your business is a great way to build a strong association to your product and your dedication to social responsibility.

Consumers benefit from having a fun and easy way to get involved and get an opportunity to meet the people behind your business at sponsored events.

3. Increased employee morale

Employees feel a greater sense of loyalty to companies that support a cause that is relevant to their personal beliefs and gives them an opportunity to volunteer.

Volunteering and raising

money in the community offers many team building opportunities for employees and gives them a chance to work hands on instead of just writing a check from the business.

Staff from different departments have a chance to work together on the philanthropy and create a sense of pride in their business. Their increased energy will transfer into the office and increase employee loyalty.

63%
**of consumers have
purchased a product
associated with a cause in
the past 12 months**

4. Help raise awareness

By partnering with a social cause or nonprofit organization, your business can help them raise more money and create publicity.

By working together to host an event a greater impact will be made on the community by shining a light on the social cause and inviting people to get involved. Publicity that captures your company's work features the social cause to explain the importance of it and draw interest.

Donating a portion of future proceeds from your product associated with the cause is a great way to continue your support long after the event is over.

Is Your Website Mobile Friendly?

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

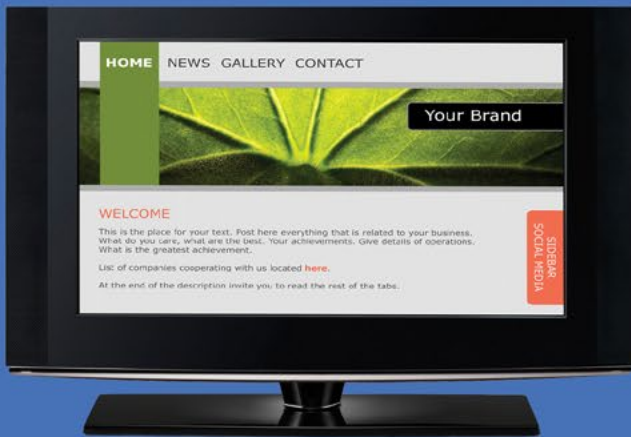
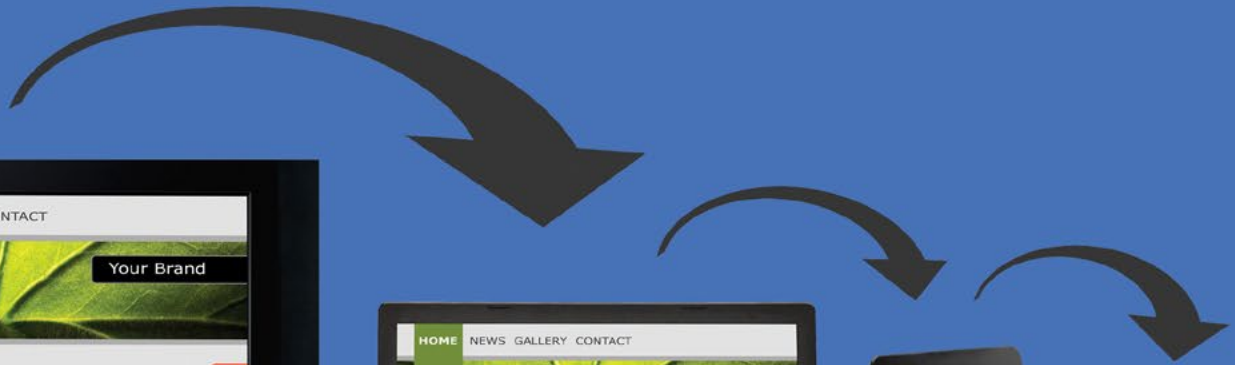


With Google's Recent Algorithm change, having a mobile-friendly website is more important than ever!

**Call Us for a Free Evaluation
(484) 893-4055**

Incredible Websites

Responsive - Effective - Affordable



Desktop



Laptop



Tablet



Phone

Need a new website? Let our talented team of designers develop a new, responsive website that will not only provide you with a professional representation of your company, but also be easily viewable and navigated on today's portable devices.

Get a free quote by calling us today.

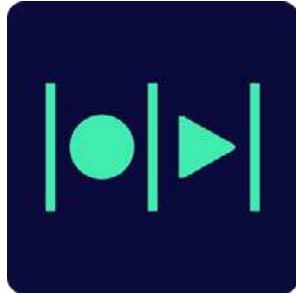
(484) 893-4055

APP Watch

Magisto

Price = Free

Availability: Android and Apple



Express your creativity - make a movie and tell your story by working with Magisto's free movie editor. You don't need to be an expert photo or video editor, Magisto's magic will create a professional looking music video from as little as a few photos or a video clip. It's that easy!

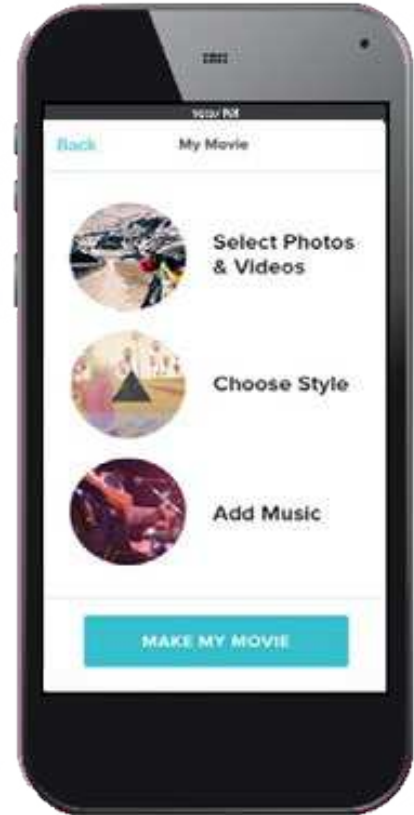
SHARE VIDEOS - Share your videos on Facebook, Instagram, Google+, Twitter, Email, YouTube and Whatsapp. Create special Instagram videos and share them right to your Instagram account. Add your Instagram videos and photos, selfie videos, mp4 movies and more.

AUTO VIDEO MAKER - Imagine a personal video maker available 24/7 that transforms your photos and videos into a music video masterpiece. Magisto movie maker creates sensational photo video clips using your photos.

MUSIC VIDEOS - Upload photos and videos from your gallery or use Magisto as a smart video camera. Add music to video from your device or from Magisto's music library and make an amazing music video.

VIDEO EFFECTS - Choose your movie editor style and let Magisto apply automatic video stabilization, facial recognition, video filters, video effects, and smooth transitions to turn your photos and videos into beautiful memories.

BUSINESS FEATURES - Grow your business with powerful videos. With a Magisto for Business subscription enjoy unlimited HD movies, longer movies, unique business styles, commercially licensed music and the ability to add your logo & captions.



LOCAL BUSINESS MARKETING

Don't Miss An Issue!

- ***Relevant / Timely Topics***
- ***Business Tips, Tricks & Tools***
- ***FREE!***

Subscribe today by visiting our website

<http://Imssuccess.com>

5 Ways To Interact With Your Social Media Followers

Use popular Twitter hashtags to join in on the conversation. Hashtags make it easier to find and follow trending topics

Start the conversation by encouraging your audience to respond and give their opinion. Ask consumers to post pictures with your product

Answer questions and complaints quickly, 78% of consumers who tweet a complaint expect a response within an hour

Take time to read comments and respond to them as well as reply to any conversations you were mentioned in

Be personable on social media, it is important that the customer connects with your brand and that your social media reflects the culture of your business



***Is Your Marketing
Missing
Something?***

***We Might Be The
Missing Piece!***



***Call Today For A
FREE Consultation!***



(484) 893-4055

www.LMSsuccess.com