

M LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

May 2017

Developing an Online Marketing Strategy That Works

*Why Customer
Experience is
Vital for Small
Businesses*

*Advanced
Digital
Advertising:
the Best Five
Remarketing
Strategies*



**HOW TO GET
MORE FANS AND
BUILD YOUR
BRAND WITH
PROMOTIONAL
PRODUCTS**

**How to Get
Fans to Join
Your Mailing
List**

**Infographic:
The
Importance
of Your
Online
Reputation**

FREE!

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Welcome!

Being a business owner means you're wearing many hats, and quite often marketing falls in your lap as well. You'd be hard pressed to find an element in business that is changing as fast and consistently as marketing. How do you know what works and what doesn't? How do you properly leverage social media? How can you move up the ranks on Google?

We're here to help. We've included in this month's issue several interesting articles and tips that you can apply immediately to help you grow your business.

We hope you enjoy the subjects of this month's articles, including Email Marketing, Remarketing, Promotional Products and more.

You'll also find new versions of our popular Marketing Calendar and Infographic.

If you like the magazine, and know other local business owners that could benefit from receiving our magazine each month, please do us (and them) a favor by forwarding a copy to them.

If you have any comments about this issue or would like us to help you with your marketing please do not hesitate to contact us.

David Akers
President / CEO
LMS Solutions, Inc.

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LMS Solutions was developed to give businesses of all sizes the ability to leverage the same cutting-edge marketing platforms that the Fortune 500 organizations use, at extremely affordable rates.

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Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

May

Mental Health Awareness Month
Military Appreciation Month
Foster Care Month
National Pet Month
National Barbecue Month
National Bike Month
National Blood Pressure Month
National Hamburger Month

May 1 - May Day
May 5 - Cinco de Mayo (US)
May 14 - Mother's Day
May 29 - Memorial Day (US)

1st - Mother Goose Day
3rd - Two Different Colored Shoes Day
4th - Star Wars Day
5th - National Space Day
5th - Hoagie Day
5th - Military Spouse Appreciation Day
6th - Nurses Day

6th - Kentucky Derby
7th - Lemonade Day
9th - Teacher Appreciation Day
10th - Receptionist's Day
12th - Fibromyalgia Awareness Day
13th - Apple Pie Day
13th - Babysitter's Day
13th - Stamp Out Hunger Food Drive Day
13th - Miniature Golf Day
15th - Police Officers Memorial Day
18th - Visit Your Relatives Day
19th - Pizza Party Day
19th - Bike to Work Day
19th - NASCAR Day
20th - Armed Forces Day
24th - Scavenger Hunt Day
25th - Missing Children's Day
25th - Brown-Bag It Day
25th - Wine Day
26th - Heart Awareness Day
28th - Hamburger Day

June

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

June 14 - Flag Day 2015 (USA)
June 18 - Father's Day
June 21 - First Day of Summer

1st - Heimlich Maneuver Day
1st - Go Barefoot Day
1st - Say Something Nice Day
2nd - Rocky Road Day
2nd - Leave The Office Early Day
2nd - Doughnut Day
4th - Cancer Survivor's Day
5th - World Environment Day

6th - Yo-Yo Day
7th - Chocolate Ice Cream Day
7th - Running Day
8th - Best Friends Day
9th - Donald Duck Day
10th - Belmont Stakes
11th - Corn on the Cob Day
14th - World Blood Donor Day
14th - Bourbon Day
15th - Nature Photography Day
16th - Fudge Day
16th - Flip Flop Day
23rd - Pink Day
23rd - Take Your Dog to Work Day
26th - Chocolate Pudding Day
27th - PTSD Awareness Day
27th - Sunglasses Day
29th - Handshake Day
30th - Meteor Watch Day
30th - Social Media Day



Developing an Online Marketing Strategy That Works

For a local business attempting to gain a foothold in the online world, it is important to create a dedicated marketing plan. A business might have a successful promotional campaign for their offline enterprise, but there is no guarantee this will translate online. While certain strategies might not seem immediately obvious, they can produce tangible results that help a local business create an online presence.

Ideally, a marketing plan will be tailored to a specific business, addressing all the

intricacies of their company and industry. There are, however, a number of strategies that almost always work, providing exceptional results for the businesses willing to commit to them.

Local Search

SEO is always an effective strategy for local businesses, as the traffic is so targeted. Searchers are typically looking for a location and service, so there is a good chance of achieving a high conversion rate. You can gain further prominence by featuring in the Google local

pack, with business details and star ratings featured by your brand name.

Email Marketing

Email marketing remains as effective for local businesses as it does for broader markets. Signing leads to your list, usually by offering a free gift of some importance, and allows you to contact them over an extended period of time. You could promote holiday discounts, coupon codes, and blog posts that establish your authority within the niche.

Reviews

Reviews are extremely important for local businesses, with many searches being performed to gather opinions. Many people already know the main businesses in their area, but they search online to find a consensus of opinions. You can increase the number of reviews you receive by asking clients to leave a review directly after a job is complete, making sure you simplify the process of adding a review.

Local Directories

Local directories can be effective, as they often rank highly in the search engines. Directory owners will be working hard to get their platform exposure, using SEO, social media, and even paid advertising to increase visibility. By working on creating a detailed listing with information, images, and reviews, you can stand out among the competition who might only include basic contact details.

Facebook

While all social networks are important, Facebook can usually provide the best

free and paid traffic for local businesses.

The targeting provided through the advertising network allows you to pinpoint the audience receiving your message, while groups and pages can be used to reach local people. The huge number of Facebook users means you can almost certainly find leads interested in your services.

Local News Sites

Local news sites are experiencing a resurgence in many cities, with organizations finding new ways of presenting relevant news and information. If your region has an active new site, you could consider paying for advertising on the site. Additionally, you might be able to convince the editors to let you post blog content, using your area of expertise to drive the articles.

Targeted Press Releases

Press releases offer the chance for wide syndication across a range of relevant sites. If you can craft an interesting press release with an angle, local and

niche sites will often run stories discussing your business.

Many of these sites are eager for news of local importance, so there is far less difficulty getting published than in broader niches. Search for a press release service that has the relevant connections you need, while also sending an email directly to appropriate journalists.

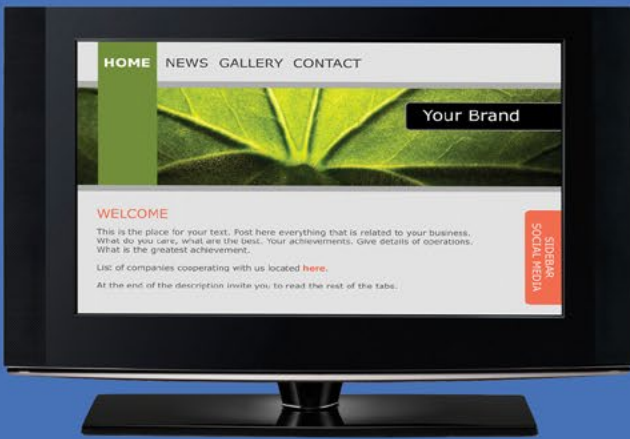
Most local businesses are trying to reach a specific audience. There may be fewer potential leads than a global market, but they are highly targeted and very likely to convert into sales.

Reaching these leads might involve using some common marketing tactics, some location-specific methods, and some less common techniques based on audience research.

With a considered marketing plan, though, it is possible to spend your time and money on the promotional methods that actually get results, providing a positive ROI for your business.

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How to Get Fans to Join Your Mailing List

If you find it difficult to communicate with your customers online, you aren't alone. It's hard to cut through the noise on the internet and get your message heard. You can solve this problem with the power of email marketing.

Few people actually enjoy using Facebook as the middleman for interactions with their favorite brands.

After all, to use Facebook is to expose yourself to

endless advertisements and distractions. People only use it because social media is the lowest-friction option available.

If you cut out the middleman and make it easy for customers to connect via email, they will be happy to do so.

This is a win/win scenario that makes the world a better place for everybody involved.

Why should somebody join your mailing list?

The first answers that come to mind are often selfish. For your brand, there are many clear benefits to getting a customer's email. What you need to do is turn this around and understand what makes it worthwhile from their perspective.

Your email content needs to enrich your customers' lives. Entertain them, teach them something new,

and help them find new opportunities.

If you think your email list is mostly about advertising, you won't be able to find true success in this area. Make it about improving your customers' lives and showing them a good time.

The weird thing is that the less selfish you are with your email marketing, the more benefit you get out of it. The world will pay you back for your kindness and giving spirit. You'll be happier at every step of the process and your customers will share in that joy.

The Power of Your Facebook Page

Your Facebook page will play a role in building your mailing list. You can use the platform as your first point of contact with new fans.

The way to connect with new people on Facebook is to create consistent content. You should post once a day on your page, even when it feels like you have nothing new to say. Use a combination of original and curated content to keep up

this pace.

As you keep posting on Facebook, you'll become more and more likely to show up in non-fans' feeds. This leads to new followers for your page. You can then make occasional posts sending your Facebook fans to your email signup form, converting a fraction of this audience into mailing list subscribers.

Email Onboarding

Don't assume that a sign-up is the end of the email marketing process. The most important moment of the entire customer journey is when they receive their first email newsletter from your business.

Will that first newsletter convince them that they made a good choice? Or will it stoke new fears that they've made a mistake? If it's the latter, you can easily lose a new subscriber after that very first email. Be careful.

It's best to automate a chain of welcome emails for new subscribers. Your first email shouldn't contain too much

text. Show, don't tell, by including links to your most popular content of all time. Video, even if only accessible via hyperlink, will make a better impression than text.

Send an automated follow-up message one week later. This email should offer even more entertainment for the customer, asking for nothing in return. After a few valuable emails like that, your new email subscriber will love hearing from you.

The Joy of Email Marketing

Your business will make more money with a larger mailing list. Once your list is populated with happy customers, you can leverage that value for the rest of your life.

Don't wait to get started. It takes time to build a durable list of real customers. The sooner you implement these tactics into your business's digital marketing strategy, the sooner you will earn the rewards. Your mailing list will become the foundation of your small business's digital strategy.



Unleash the Power of Email Marketing to Improve Your Profit

Most people spend a lot of time and money trying to get people to visit their website, although not everyone will buy from them the first time. Some marketing experts accept this problem as a fact of life, but it does not need to be that way. You can use email marketing to stay in touch with those who otherwise would have been gone forever, improving your profit in the process. In fact, you can even turn people who might never have given you a second thought into loyal customers.

The formula is to offer something for free, provide value over time, and ask for the sale in a way that will produce results.

Most consumers receive spam emails on a regular basis and are hesitant to give out their contact information, so simply asking people to provide you with their email address won't get you far. Instead, you will want to offer something for free, such as an e-book, digital class, or audio course.

What you offer will depend

on your market and your goals, but you will always need to put your best foot forward. When people review your free material, they will form expectations of your paid products and services. If you can impress them, you won't have much trouble asking for the sale and establishing yourself as a caring expert.

When people start joining your list, you may feel tempted to go for the sale right away. Since many businesses follow that path, you will need a way to stand out from the rest in a

powerful way. Rather than trying to push a product, send newsletters that focus only on offering engaging and valuable information. Emailing tips that are related to your product or service is a good way to set the framework for when you pitch your offer.

If you have followed the last few steps, your subscribers will trust you and look forward to each email you send. You are now ready to go for the sale, but you must do so in a way that won't turn people away. You can

give tips that your prospects can use, listing the product as a way for them to get even better results. Also, you can offer exclusive discounts to your subscribers. Since people like to feel special, they will be much more likely to take action on your offer.

In a world overrun with ads, people have become desensitized to marketing efforts that once produced outstanding results. If you want to make yourself stand out from the herd, email marketing is the path you

will want to take. A free offer will get the ball rolling, and releasing great content will build trust over time. You will then be ready to go for the sale.

Chances are, you will be impressed when you see the outcome for the first time. If someone buys from you once, they will likely do so again if you don't let them down. An effective email marketing campaign can improve the value of each customer more than you once thought possible.

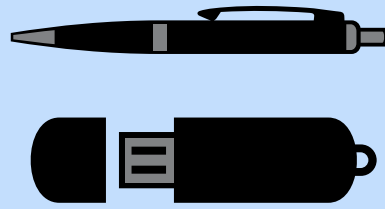
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How to Get More Fans and Build Your Brand with Promotional Products

The first commemorative objects were used by George Washington in his 1789 bid to become the president of the United States. Since then, promotional products have become a standard part of the marketer's toolkit.

When used properly, promotional products can radically increase the number of people who know about your brand. This is an opportunity to get a better marketing ROI than you will ever get with digital advertising.

In spite of this, many marketers focus exclusively on the internet. They become so distracted by the many social media platforms, they forget about the real world. You don't want to make that mistake. Take the time to learn how you can build your brand with promotional products.

Promotional Product Facts

Promotional products are everywhere. You've probably been given a branded hat, frisbee, or pen at some point in your life. Most people use these items for a while, eventually losing them or giving them away to a friend.

As a matter of fact, 8 out of every 10 consumers own at least one promotional product. Of those, 48 percent would like to receive promotional goods more often.

Gender matters when it comes to picking your product. Bags, writing instruments, and calendars are most popular with women. Men tend to prefer shirts and caps. Regardless of gender, consumers hang on to promotional products for an average of six months.

This is a huge opportunity for your brand. Your fans want more promotional products. All you have to do is give it to them. Once you do give away your products, you will be a part of fans' households for half a year or more.

Which Promotional Products Should You Use?

There are many different kinds of promotional products. How do you pick the right ones for your business? The exact method will vary from brand to brand. Here are a few things to consider:

- Bags generate more impressions than any other product
- Mugs and pens have the best cost per impression
- USB sticks have a high CPI

Pens, guitar picks, phone

cases, T-shirts, notebooks, wallets, or earbuds are just a few items on an endless list of products that potentially can be branded. You are mainly deciding on the trade-off between quality and quantity. The nicer items tend to be more expensive. Premium brands may have to spend substantially more money to maintain their image while using promotional products.

Brands with a more casual image can get away with much cheaper goods. Pens won't impress people, but they still get the job done. Not all marketing needs to be impressive, after all. If you can get an affordable CPI in a way that benefits your brand, you are winning.

Learn Through Experience

The best way to benefit from promotional products is to execute a campaign. You'll never know whether the results will be worth the effort until you give it a try.

You should start with simple, affordable campaigns. It takes trial and error to get good at using promotional products; you want to make sure you can afford the "error" part of that equation. If you know mistakes will

happen, you can budget accordingly.

Of course, there's also the potential for a big win. You may experiment with a small promotional product campaign and find your brand's popularity suddenly soaring. There is little downside to trying this out in an affordable way.

Pens, patches, and stickers are all good, inexpensive items. Start with one of those if you don't have any other ideas. Over time, you can work your way up to frisbees, socks, tote bags, or anything else that makes sense for you.

Distribution

After you select your product, it's time to work out distribution. How will you give away these items?

This is easy in a city. Figure out where your target market hangs out, and go there. All you have to do is set up a booth in that area, following the local laws, and give away your merchandise.

Try to find local events where people will congregate. There are usually conventions,

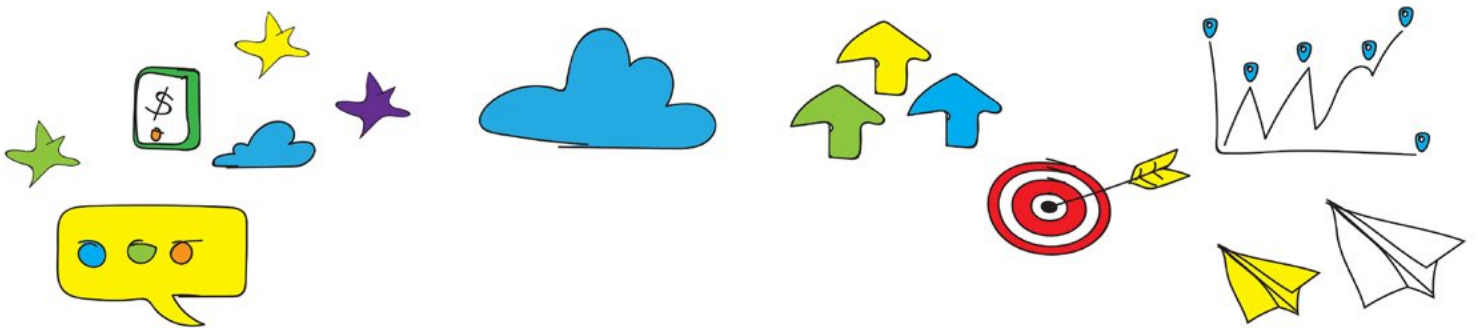
concerts, and community gatherings within a reasonable distance of your business. You can give away your products at these gatherings.

When in doubt, add food to the equation. If people aren't walking up to your booth, a clearly visible jar of candy will change everything. You can give away hundreds of items in an hour if you include candy. This is a simple trick that has been proven effective.

Promotional Products are for Everybody

No matter what industry you are a part of, there's a way to make promotional products work for your brand. They can improve the core of your business, and by increasing the number of people who know you, they amplify all of your other efforts. When there's an assortment of your pens, patches, and other branded knickknacks floating around your city, people will start to ask who you are.

If your competition isn't using promotional products, that's a good thing. You can get the competitive edge by taking advantage of this classic marketing technique.



Remarketing



Advanced Digital Advertising: the Best Five Remarketing Strategies

Once upon a time, digital marketers had to mimic traditional advertising techniques. They paid to place banner ads on popular websites, using the same methods that had worked for TV and newspaper ads. As the internet matured, these banners slowly lost their value.

The best companies saw

this trend well ahead of time. Knowing that traditional ads were doomed, they struck out to discover a profitable new form of digital advertising. This led to the concept of remarketing.

The underlying technology behind remarketing is the cookie. Whenever somebody visits your website, uses your app,

or searches for a relevant search term on Google, they collect a digital “cookie” that sits in their browser’s cache. The cookie acts as an opt-in public record of that user’s browsing history.

Remarketing simply uses this cookie info to serve the right ads to the right people. This is considerably more effective than untargeted advertising.

How to Use Remarketing

Remarketing is a deep subject. The better you get at it, the more you have to learn.

The most common entry-level remarketing tactic is to target people who visit your website. All you have to do is design an ad specifically for the people who visit once and do not return. Your ad could say “We miss you already! Come back to our shop for 20% off.”

When you create market segments, you can use remarkably specific ads. For example, ads for people with abandoned shopping carts could say “Your items are still here, ready to buy?” For visitors who read the blog but never purchase your products, you could say “Love the blog? You’ll dig our shop too. 10% for first-time shoppers when you visit today.”

You may not have a large enough team to automate too many different situations, but you can do better than a one-size-fits-all approach. Start small and build it up over time.

Below is round-up of the most common remarketing strategies a savvy marketer will encounter. Each of these

five ideas has the potential to take your marketing to the next level.

1. Target Users from Other Walled Gardens

The phrase “walled garden” refers to a closed-off digital ecosystem owned by one company. You may be selling an app on the Apple Store, giving away a podcast download via iTunes, or self-publishing an e-book on Amazon. In all of these cases, you don’t own the interaction.

You can remarket to people who engage with you inside of a walled garden. For example, you can serve Facebook ads that only target users of your app. The ad could say “Enjoy the app? You’ll love our online shop!”

2. Target People Based on Traffic Funnel

You may have multiple traffic funnels sending people to your website. Some people will come from organic search traffic, others from your email funnel, and still others through social media links or the QR code on your receipt.

The visitor’s funnel is valuable information that can enhance your ability to close the sale. Don’t treat

all of your visitors the same way. Develop the perfect advertising strategy based on each funnel for a better marketing ROI.

3. Target People Based on Search Terms

You can infer a lot from a user’s search engine keywords. A company that sells winter coats would love to market to people who use the keyword “winter coat,” right? With remarketing, you would get many opportunities to serve ads to that audience.

There are other ways to use this information. For example, you can use search-based remarketing to intercept consumers just before they’re ready to buy. Even better, target people who search for your competition’s customer support number. Creativity is the name of the game for this form of remarketing.

4. Target People Based on Website Actions

When a user is on your website, you need to pay particular attention to what they do. Are they scrolling through your blog for an hour? Clicking onto your home page and bouncing immediately? Shopping and abandoning the cart?

You can remarket to people in each scenario, using A/B tests to develop your sales pitch. This method is powerful for websites with a lot of traffic.

Be careful. It's not worth setting up the automation for situations that only a few people are going to experience. Focus on market segments of 250 or more people per month to keep it worthwhile.

5. Target People Who Read Your Email Newsletter

Do you have members of your mailing list who won't convert to an actual sale? Do

they enjoy your free content but never venture beyond the inbox?

Remarketing can be just the trick that gets these window-shoppers to start paying up. By serving ads that reach them outside of the email environment, you can create a new context for your relationship.

Your ad copy should encourage this idea. "Move beyond email with this 20% off coupon code -- good for today only." With the right incentive and a sense of urgency, you can turn email newsletter subscribers into paying customers.

A Word Of Caution

The aforementioned advanced remarketing tactics are time-consuming to execute. To use a common idiom, you should only bite off as much as you can chew.

With enough effort and time, anybody can learn to do it. However, if you are busy running your company, your best option would be to outsource this, perhaps in conjunction with your online marketing work. Find a firm that is Google Certified and has experience with Remarketing.



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Why Customer Experience is Vital for Small Businesses

Every consumer market is driven by the consumers. CEOs, executives, marketing professionals, and so on all make their decisions based on the needs, wants, and whims of one lowly person -- the customer. While huge corporations are already on the bandwagon of doing everything they can to provide their customers with the best experience possible, many small businesses overlook the importance of CX to their company. Failing to put a

CX strategy into place can cost you the brand loyalty that your company needs to thrive.

1. Huge Companies Already Have a Competitive Edge

When you're heading out to the grocery store to pick up a few things for the weekend, where are you more likely to go: the corner market with a tiny parking lot in the back, or your neighborhood Wal-Mart? No matter what your industry,

you will be up against the big guys whose brands are already well established. And if you want to run with the big dogs, you have to stay one step ahead of them by giving your customers a reason to choose you rather than them.

2. Brand Image is About a Customer's Entire Experience, Not Just One Aspect of It

A few short years ago, brand image was largely about

what you were trying to tell your customers with your marketing tactics. Not so anymore, when consumers have come to expect a feast at every meal and information at their fingertips 24/7. From the ambiance of your place of business to the customer service you provide to the navigability of your website, the entire experience must be seamless if you want repeat business.

3. Customers are Increasingly Demanding

People used to put up with a few perceived shortcomings to remain loyal to their companies of choice. Today, however, consumers are less loyal than they ever have been before. One bad fry is grounds for complaint, refund, and a whole box of free fries to boot. In a market ruled by the idiom, "The customer is always right," customers can and will demand just about anything. And today, customers demand a fully integrated experience wherever they go.

4. One Bad Internet Review can Ruin Your Company's Reputation

Sure, word-of-mouth sharing still happens -- it's just that virtual sharing is so much more far-reaching. The big companies all have a few bad reviews; but for a small business, especially a local one, a single bad review could mean the loss of dozens of customers or more.

So How Can a Small Business Create an Unbeatable Customer Experience?

- First, create a Customer Experience team. You can use employees that you already have -- even a team of two can tackle your CX needs. Secondly, align your CX team with your marketing team to make sure that the message your marketing is trying to send aligns with the customer experience you hope to provide. That way, new customers will already feel familiar with your brand the first time they check out your website or walk

through your door.

- You can't view customers as a collective -- look to the needs of the individual. Demographics are great information, but in the end, it's all about the individual experience.
- Excellent web design is a must. You need a responsive, social website that provides information your customers can use, whether that includes the prices of your menu items or tutorials on how to use your products. The more relevant the information, the better.
- Make great customer service a priority. Give your customers their choice of contact methods if they have a problem, or if they simply need help. Make sure that they have a phone number they can call or text as well, and that you keep that phone nearby at all times so you can respond quickly.
- Market through social media, online directories, radio ads, print, and even

promotional products. Just make sure that all of those marketing efforts line up with the customer experience you are trying to create -- you could lose customers if they feel like they didn't get what they expected based on your marketing.

- Entertainment never hurts. People love to be entertained, so oblige them by posting funny memes, informative videos, and written content that doesn't feel like a drag to read on your social media.

Nobody wants to share a dry, boring article when the other guy is delivering the same message in a hilarious video.

- Offer free WiFi. Seriously. Sometimes, free WiFi can be a consumer's sole deciding factor between two similar businesses.
- If you get a bad review or two, consider investing in online reputation management. ORM can help boost public opinion of your business, especially if you are a local business. After

all, over 70 percent of consumers check online before they try a place of business out for the first time.

A CX team can be a vital asset to your small business. Web design, marketing, ORM, and social media management can all be effectively outsourced, but customer experience hits a little closer to home. And as the tech-savvy Millennials are comprising a larger and larger share of consumers, your small business simply cannot do without a strong customer experience strategy.

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- Website SEO
- Website Management
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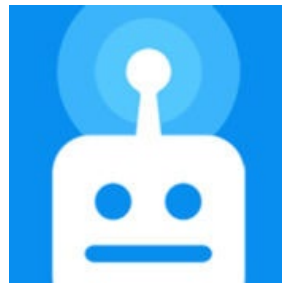
Price = Paid - Monthly subscription = \$0.99/mo.

Availability: Apple

RoboKiller can reduce unwanted calls by over 85% in 30 days!

RoboKiller is even more than just spam protection. If you receive a call from a number you don't recognize, RoboKiller's Super Caller ID will show you detailed information on the number to help show you exactly who's calling. RoboKiller's Super Caller ID will show you names, addresses and even photos of the people calling, so you can stop guessing who's at the other end of your calls.

RoboKiller works on Verizon, AT&T & T-Mobile.



BENEFITS INCLUDE:

- ✓ Continuously updated protection from spam calls
- ✓ Learns to stop new spammers with every call
- ✓ New spammers added hourly
- ✓ Auto-updating spam list — no app updates required
- ✓ Blacklist any number not already on our list
- ✓ Whitelist any number you want to ensure gets through
- ✓ See your blocked calls in your Spam Box
- ✓ Identify unfamiliar callers with Super Caller ID
- ✓ See name, address and photos of unfamiliar Caller IDs



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THE IMPORTANCE OF YOUR Online Reputation



84%

of consumers trust online reviews as much as personal recommendations.

91%

of consumers read online reviews for local businesses

53%

of consumers search for local businesses at least one time per month



63%

find reviews on search engines such as Google, Bing, and Yahoo!, and 37 percent go directly to a review site, such as Yelp.

47%

of people surveyed claimed to leave reviews for businesses on Facebook.



7 out of 10 consumers will leave a review if they're asked to.



73%

of consumers think that reviews older than 3 months aren't relevant

74%

of consumers say that positive reviews make them trust a local business more



14% of consumers would consider using a business with a 1-2 star rating

60%

say that negative reviews make them not want to use a business



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