LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

April 2024

How Today's Consumers Search for and Interact with Business Reviews

HOW TO USE EMAIL MARKETING TO INCREASE SALES IN YOUR BRICK-AND-MORTAR STORE

TIPS FOR SUCCESSFULLY SHOWCASING YOUR BUSINESS AT A TRADE SHOW

HOW TO TWEAK EMAIL CALL-TO-ACTION COPY TO INCREASE CONVERSIONS

GREAT TIPS TO KEEP YOUR EMPLOYEES ENGAGED AND HAPPY

Infographic:
Local Consumer Review Trends

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LOCAL BUSINESS MARKETING

Welcome!

Thank you for taking a few minutes to read through this month's issue. We develop this magazine each month with the hope that the information we feature will help you achieve (and exceed) all of your goals.

Once again, we've packed this month's issue full of interesting articles and tips that you can apply immediately to help you grow your business. In this month's issue, you'll find a variety of articles covering many topics that are important to business owners. We hope you enjoy the articles on Business Reviews, Email Marketing, Employee Engagement, and other topics.

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 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.

As always, 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.

Alyssa Engle
Marketing Manager
LMS Solutions, Inc.

Inside This Month's Issue

A Little About Us

Local Business Marketing Magazine is proudly provided by LMS Solutions, Inc.

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

We offer an extensive catalog of cutting-edge Local Online, Mobile, Social, Pay-Per-Click, Video, Web and Direct Marketing Media Programs. Whether you're a small business, medium business, or non-profit organization, our programs can help you find greater success.

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

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 their revenue:

- Website Design
- Web Hosting & Management
- Reputation Management
- Video Marketing
- Outdoor Marketing
- Corporate Apparel

- Online Marketing
- Social Media Marketing
- Direct Mail
- Email Marketing
- Graphic Design
- Promotional Products

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

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Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

April

Parkinson's Awareness Month
National Volunteer Month
Autism Awareness Month
Sexual Assault Awareness Month
National Humor Month
Lawn and Garden Month
Stress Awareness Month

April 1st - April Fool's Day
April 22nd to April 30th - Passover
April 22nd - Earth Day

1st - Handmade Day
2nd - World Autism Awareness Day
2nd - Nature Day
5th - Caramel Day
5th - Self Care Day
6th - Student Athlete Day
7th - Beer Day
7th - Walk to Work Day
10th - Golfer's Day

10th - Hug Your Dog Day
10th - National Siblings Day
11th - Pet Day
13th - Scrabble Day
14th - Donate a Book Day
14th - Pecan Day
15th - ASL Day
16th - Good Deeds Day
18th - Adult Autism Awareness Day
18th - Exercise Day
20th - Look Alike Day
22nd - Jelly Bean Day
23rd - Picnic Day
23rd - World Book Day
25th - Take Your Daughters and Sons to Work Day
26th - Pretzel Day
26th - Get Organized Day
28th - Superhero Day
29th - World Veterinary Day
30th - Adopt a Shelter Pet Day
30th - Bugs Bunny Day

May

Mental Health Awareness Month
Military Appreciation Month
Employee Health & Fitness Month
National Pet Month
National Barbecue Month
National Blood Pressure Month

May 1 - May Day
May 5 - Cinco de Mayo (US)
May 9 - Ascension Day
May 12 - Mother's Day
May 27 - Memorial Day (US)

1st - Learn to Ride a Bike Day
2nd - International Harry Potter Day
2nd - Brothers and Sisters Day
3rd - Space Day
4th - Star Wars Day
4th - International Firefighters Day
5th - Hoagie Day
5th - World Laughter Day

6th - Nurses Day
6th - Herb Day
7th - Teacher Appreciation Day
9th - Children's Mental Health Awareness Day
10th - Small Business Day
10th - Shrimp Day
10th - Golf Day
11th - Fair Trade Day
13th - Apple Pie Day
15th - Chocolate Chip Day
16th - Barbecue Day
16th - Love a Tree Day
17th - NASCAR Day
17th - Bike to Work Day
18th - Armed Forces Day
18th - World Baking Day
20th - Rescue Dog Day
20th - World Bee Day
25th - Wine Day
28th - Hamburger Day
28th - Brisket Day

How Today's Consumers Search for and Interact with Business Reviews

Consumer behavior is constantly evolving, particularly when it comes to searching for and interacting with business reviews. With the rise of online platforms and social media, consumers now have more power than ever to research and evaluate businesses before making purchasing decisions. In this article, we'll delve into the various ways today's consumers are seeking and engaging with business reviews, and how businesses can leverage this knowledge to enhance their online presence and reputation.

The Shift to Online Platforms:

Gone are the days of relying solely on word-of-mouth recommendations or traditional advertising to assess the reputation of a business. Today, consumers turn to online platforms such as Google, Yelp, TripAdvisor, and Facebook to read reviews and gauge the quality of products or services offered by businesses.

Mobile Accessibility and Convenience:

The widespread adoption of smartphones has made accessing business reviews easier and more convenient than ever before. With just a few taps on their mobile devices, consumers can quickly search for reviews while on the go, whether they're looking for a nearby restaurant, a plumber, or a beauty salon.

The Influence of Social Proof:

Consumers are heavily influenced by social proof—the idea that people tend to follow the actions of others when making decisions.

Positive reviews serve as social proof, reassuring potential customers that they are making the right choice by patronizing a particular business. Conversely, negative reviews can deter customers and damage a business's reputation.

Search Engine Dominance:

Search engines like Google have become the go-to destination for consumers seeking information about businesses. Google's search algorithms prioritize businesses with high ratings and a large number of positive reviews, making online reputation management a critical aspect of digital marketing strategy.

The Power of Peer Recommendations:

In addition to relying on reviews from strangers, consumers also value recommendations from friends, family members, and colleagues. Social media platforms like Facebook and Instagram facilitate peer recommendations through features such as check-ins, tags, and shared experiences, further influencing consumer decision-making.

The Rise of Visual Content:

Visual content, including photos and videos, has become increasingly important in the realm of business reviews. Consumers are more likely to trust businesses with a visually appealing online presence, as it provides a more authentic and transparent representation of the products or services offered.

The Role of Online Reputation Management:

Businesses must actively manage their online reputation to ensure they are portrayed in a positive light across various platforms. This involves soliciting and responding to reviews, addressing customer feedback promptly and professionally, and monitoring online mentions to identify and mitigate any negative sentiment.

The Importance of Review Diversity:

While positive reviews are undoubtedly beneficial, consumers also value authenticity and transparency. A business

with a few negative reviews alongside a majority of positive ones can actually appear more trustworthy, as it demonstrates a genuine representation of customer experiences.

The Impact of Review Responses:

Responding to reviews, both positive and negative, demonstrates a commitment to customer satisfaction and can significantly influence consumer perception.

Personalized responses show that businesses value feedback and are willing to address concerns, ultimately fostering trust and loyalty among customers.

The Role of Influencer Marketing:

Influencer marketing has emerged as a powerful tool for businesses to leverage the influence of individuals with large social media followings.

Partnering with influencers to promote products or services can help businesses reach new audiences and generate positive reviews and endorsements.

The Evolution of Review Platforms:

As consumer preferences and behaviors continue to evolve, review platforms are constantly innovating to meet the changing needs of users. Features such as verified reviews, real-time updates, and AI-driven recommendations are shaping the future of business review platforms.

Harnessing the Power of User-Generated Content:

User-generated content, including reviews, photos, and testimonials, can be a valuable asset for businesses looking to enhance their online presence. Encouraging customers to share their experiences through reviews and social media posts can amplify brand visibility and credibility.

Building Trust and Credibility:

At its core, the purpose of business reviews is to build trust and credibility with consumers. By providing honest, authentic, and transparent information about products and services, businesses can establish themselves as reliable and reputable entities in the eyes of consumers.

Consumers are increasingly turning to online platforms to research and evaluate businesses before making purchasing decisions. By understanding how consumers search for and interact with business reviews, businesses can adapt their marketing strategies to enhance their online reputation, build trust with customers, and ultimately drive business growth in an increasingly competitive marketplace.

For more information about how consumers look at business reviews, check out this month's infographic.

How to Use Email Marketing to Increase Sales in Your Brick-and-Mortar Store

The growth of online shopping, rising rents, and increased living costs have forced many physical stores to refine their marketing strategies. Sadly, many have had to close their doors for good. It's not all bad news, however; the National Retail Federation predicts a 4-6 percent growth in retail sales for 2024. Even so, the need for effective strategies to grab customers' attention has never been greater. This is where email marketing comes in.

A recent study revealed that 61 percent of consumers are more likely to visit a store after receiving an email. However, simply bombarding customers with emails doesn't guarantee higher sales. To get the best results, stores must focus on effective strategies that boost sales and build loyalty. It starts with maintaining a quality customer list.

Building a More Effective Email List

Here are a few ways to make sure you build a subscriber list that strengthens customer loyalty and drives long-term sales:

Precise Audience Segmentation

By dividing your subscribers into separate lists based on demographics, interests, and buying behavior, you can deliver more tailored content that resonates with their needs. For example, a boutique clothing store might segment customers based on their purchase history and then send personalized emails showcasing new arrivals or offer exclusive discounts on similar products. This can create a more compelling shopping experience, drive foot traffic, and ultimately boost sales.

Compelling Opt-In Incentives

To entice visitors to join your email list, use opt-in incentives that specifically cater to brick-and-mortar stores. For example, provide exclusive in-store coupons, early access to seasonal sales, or VIP event invitations. These incentives give potential customers a reason to share their email addresses and increase the likelihood of driving foot traffic to your physical store.

Enticing Sign-Up Forms

Simplify your sign-up forms to make them more user-friendly; if possible, ask for the user's name and email address. And make sure the forms look good on mobile devices using responsive design. Also, to build trust and encourage sign-ups, show customer testimonials next to the form.

The next step is to make sure you regularly engage email subscribers with compelling content that keeps them interested.

Creating More Engaging Email Content to Inspire In-Store Shopping

Boost Open Rates with Compelling Subject Lines and Preheader Texts

Draw in subscribers with attention-grabbing subject lines and preheader texts emphasizing the benefits of the physical shopping experience. For example, use subject lines like "Exclusive In-Store Savings Await You" or "Discover New Arrivals In-Store Only." Craft preheader texts that provide a glimpse of the exciting in-store offers or limited-time promotions awaiting them inside your physical store.

Inspire In-Store Visits with Visual Appeal

Create visually stunning emails that showcase your brick-and-mortar store's unique atmosphere and products. Include high-quality images and striking visuals that reflect your brand's identity. Ensure your email designs are optimized for mobile devices to captivate customers who browse their emails on the go. The visual inspiration will motivate customers to

experience your store in real life.

Encourage In-Store Engagement with Automated Email Sequences

Implement automated email sequences that build anticipation for the in-store experience. For example, send a welcome email series that includes a personalized in-store discount or a list of popular in-store products.

Follow up with post-purchase emails that provide helpful tips or include invites to exclusive in-store events. These automated sequences keep your brand top of mind and foster ongoing engagement with your customers.

Enhance Store Appeal with Exclusive Promotions and Offers

Reward email subscribers with exclusive offers specifically tailored to your brick-and-mortar store. Offer early access to in-store sales, limited-time discounts, or exclusive events for email subscribers. By providing exclusive benefits, you can encourage subscribers to choose your store over competitors and hopefully make more in-store purchases.

Increase Store Relevance Through Personalized Automated Emails

Use customer data to personalize automated emails and make them more relevant to the in-store shopping experience. Address customers by their names and recommend products or services based on their past in-store purchases or browsing history. Personalized emails with product recommendations or exclusive offers create a stronger bond with your customers and increase their likelihood of visiting your physical store.

Analyzing and Optimizing Email Campaigns for Growth

To optimize your campaigns, it's important to take the time to track, measure, and test:

Track and Measure Success

Track key metrics such as open rates, click-through rates, and conversions to measure the success

of your email campaigns in driving in-store traffic and sales. It's also helpful to monitor coupon redemptions and unique promo codes used in-store to identify which email campaigns were more successful in driving customer visits and purchases.

Use A/B Testing to Optimize Each Campaign

Conduct A/B tests to determine which email campaigns have a greater effect on driving in-store visits. You can test different elements like subject lines, promotional offers, or call-to-action buttons to determine what resonates best with your audience. By continuously refining your email marketing strategy, you can maximize the impact of each campaign.

Email Marketing: Unlocking Sales Potential, One Step at a Time

In summary, here are the key points to boost sales in your brick-and-mortar store through email marketing:

- Build a quality customer list through precise audience segmentation and use compelling opt-in incentives.

- Create engaging email content with attention-grabbing subject lines, visual appeal, and mobile optimization.

- Implement automated email sequences to build anticipation and maintain consistent engagement.

- Offer exclusive promotions and personalized recommendations to create a sense of exclusivity and encourage in-store purchases.

- Track and measure key metrics and conduct A/B testing to optimize each campaign, focusing on maximizing in-store visits.

Don't worry if you're unsure where to start with email marketing. Take one step at a time, experiment with different strategies, and be patient. With a steady, strategic approach, you can ensure that your email marketing campaigns strengthen customer loyalty, drive foot traffic, and ultimately boost your sales in the long run.

Great Tips to Keep Your Employees Engaged and Happy

Employee engagement and happiness are crucial factors that contribute to the success and productivity of any organization. When employees feel valued, motivated, and satisfied with their work environment, they are more likely to perform at their best and contribute positively to the company's bottom line.

In this article, we'll explore some great tips to help you keep your employees engaged and happy, fostering a thriving workplace culture.

1. Foster Open Communication:

Encourage transparent communication channels where employees feel comfortable expressing their ideas, concerns, and feedback. Actively listen to their input and involve them in decision-making processes whenever possible. When employees feel heard and valued, they are more likely to be engaged and committed to their work.

2. Provide Growth Opportunities:

Invest in your employees' professional development by offering training programs, workshops, and opportunities for advancement. When employees see a clear path for growth and development within the organization, they are motivated to continually improve their skills and contribute to the company's success.

3. Recognize and Reward Achievements:

Celebrate the accomplishments and hard work of your employees through meaningful recognition and rewards.

Whether it's a simple thank you note, an employee of the month award, or a performance-based bonus, acknowledging their efforts boosts morale and reinforces positive behavior.

4. Promote Work-Life Balance:

Encourage a healthy work-life balance by offering flexible work arrangements, paid time off, and wellness programs. Recognize the importance of downtime and encourage employees to disconnect from work during non-working hours to recharge and rejuvenate.

5. Foster a Positive Work Environment:

Create a positive and inclusive work environment where employees feel safe, respected, and valued. Foster teamwork, collaboration, and camaraderie among team members, promoting a sense of belonging and community within the organization.

6. Empower Employees with Autonomy:

Give employees the freedom and autonomy to make decisions and take ownership of their work.

Trusting your employees to manage their tasks and projects independently not only boosts morale but also fosters a sense of responsibility and accountability.

7. Lead by Example:

Leadership plays a crucial role in shaping organizational culture and employee engagement. Lead by example by demonstrating integrity, empathy, and a positive attitude. Show genuine care and concern for your employees' well-being, and they will be more likely to reciprocate.

8. Encourage Continuous Feedback:

Implement regular feedback mechanisms such as performance evaluations, one-on-one meetings, and anonymous surveys to gather insights and perspectives from employees. Use feedback as a tool for improvement and growth, fostering a culture of continuous learning and development.

9. Promote Health and Wellness:

Prioritize employee health and wellness by offering wellness programs, gym

memberships, and healthy snacks in the workplace. Encourage physical activity, mindfulness, and stress management techniques to support overall well-being.

10. Foster a Sense of Purpose:

Help employees connect their work to a larger purpose or mission beyond just making a profit. Clearly communicate the company's values, goals, and vision, and show how each employee contributes to the organization's success. When employees feel aligned with the company's purpose, they are more motivated and engaged in their work.

11. Encourage Social Connections:

Facilitate opportunities for employees to socialize and build relationships outside of work tasks. Whether it's team-building activities, company outings, or social events, fostering social connections strengthens bonds among team members and enhances overall morale.

12. Provide Tools and Resources:

Equip employees with

the tools, resources, and technology they need to succeed in their roles. Invest in training, software, and infrastructure that streamline workflows and enable employees to perform their jobs more efficiently.

13. Embrace Diversity and Inclusion:

Celebrate diversity and foster an inclusive work culture where employees from all backgrounds feel welcome and valued. Embrace diverse perspectives, experiences, and ideas, recognizing the strength that comes from a diverse workforce.

14. Encourage Innovation and Creativity:

Create an environment that encourages innovation, experimentation, and creative thinking. Encourage employees to share new ideas, take calculated risks, and challenge the status quo to drive continuous improvement and innovation within the organization.

Prioritizing employee engagement and happiness is essential for creating a thriving workplace culture and driving organizational success. By fostering open communication, providing growth opportunities, recognizing achievements, promoting work-life balance, and prioritizing employee well-being, you can create an environment where employees feel valued, motivated, and fulfilled in their roles. Invest in your employees, and they will invest in the success of your organization.

Tips for Successfully Showcasing Your Business at a Trade Show

Trade shows present an invaluable opportunity for businesses to showcase their products or services, connect with potential clients, and stay ahead of industry trends. However, navigating these events can be daunting without a clear strategy in place. Fear not! We've compiled a comprehensive guide with actionable tips to ensure your business stands out and makes the most of its trade show experience.

1. Set Clear Objectives:

Before diving into the whirlwind of a trade show, define what you aim to achieve. Is it brand awareness, lead generation, or networking? Having clear objectives will guide your decisions and help measure success post-event.

2. Design an Eye-catching Booth:

Your booth is your storefront at the trade show. Invest in captivating design elements, bold signage, and interactive displays that draw attendees in and reflect your brand identity.

3. Engage Attendees with Interactive Experiences:

Create memorable experiences by incorporating interactive elements like product demonstrations, virtual reality experiences, or contests. Encourage participation to foster meaningful connections with potential clients.

4. Train Your Staff:

Your booth staff are your brand ambassadors. Equip them with thorough product knowledge, effective communication skills, and a welcoming attitude to engage attendees and leave a lasting impression.

5. Utilize Social Media:

Harness the power of social media before, during, and after the trade show. Generate buzz by posting sneak peeks of your booth setup, live updates during the event, and follow-ups with attendees afterward.

6. Offer Incentives:

Attract visitors to your booth with enticing incentives such as exclusive discounts, giveaways, or freebies. These incentives not only drive foot traffic but also leave a positive impression of your brand.

7. Network Strategically:

Don't limit networking to your booth; seize opportunities to connect with industry peers, potential partners, and influential figures. Attend networking events, seminars, and after-parties to expand your professional network.

8. Collect Quality Leads:

Focus on quality over quantity when collecting leads. Engage in meaningful conversations with attendees to gauge their interest and qualify leads effectively. Implement a lead capture system to streamline the process.

9. Follow Up Promptly:

The fortune is in the follow-up. Reach out to leads promptly after the trade show to nurture relationships and convert prospects into customers. Personalize your follow-up messages to demonstrate genuine interest and value.

10. Gather Feedback:

Reflect on your trade show experience by soliciting feedback from both attendees and booth staff. Identify strengths, areas for improvement, and lessons learned to refine your strategy for future events.

11. Embrace Innovation:

Stay ahead of the curve by embracing innovative technologies and trends in trade show marketing. Whether it's augmented reality, live streaming, or

gamification, explore new avenues to captivate your audience.

12. Measure ROI:

Track key metrics such as lead conversion rate, brand impressions, and cost per acquisition to evaluate the return on investment (ROI) of your trade show participation. Use data-driven insights to optimize future strategies.

13. Cultivate Relationships:

Building lasting relationships is the cornerstone of successful trade show marketing. Cultivate connections with prospects, clients, and industry influencers beyond the event to foster trust and loyalty.

14. Stay Flexible:

Adaptability is key in the fast-paced environment of trade shows. Be prepared to pivot your strategy, adjust tactics on the fly, and seize unexpected opportunities as they arise.

15. Celebrate Success:

Take a moment to celebrate your achievements and milestones following the trade show. Recognize the hard work of your team, acknowledge accomplishments, and use successes as motivation for future endeavors.

Mastering the art of showcasing your business at a trade show requires careful planning, creativity, and execution. By following these tips, you can maximize your presence, forge meaningful connections, and elevate your brand to new heights on the trade show floor. So, go forth with confidence and make your next trade show a resounding success!

How to Tweak Email Call-to-Action Copy to Increase Conversions

As an email marketer, you spend a lot of time crafting email campaigns to nurture relationships with your subscribers. But when it comes to conversions, your calls to action (CTAs) just aren't getting the results you want. Why is this? Your offers seem good, and your emails look nice, so what's the problem?

The answer often lies in the wording of your CTAs. Even small changes can make a big difference. In this guide, you'll discover techniques to enhance your CTAs through formatting, emotional language, personalization, and design. Use these techniques to get more readers to click on your links and improve overall conversion rates.

The Power of Effective CTA Copy

The words you use in your CTAs have immense power. They can guide readers by clearly showing them the next step, or encourage them to take action with emotional language. The right wording also builds trust and confidence.

But what happens when your CTA copy misses the mark? Confusing or unclear language won't get people to do anything. An overly formal tone can distance readers. Complex sentences will just leave them overwhelmed. All of these issues cause people to disconnect rather than engage.

On the other hand, strong writing connects with your audience's motivations and values. The way you choose and arrange your words can spark a strong desire in your readers to take action. When your

words resonate, you'll see a jump in your response rates.

So, whether you write your own emails or hire a copywriter, remember that every word matters when aiming to maximize conversions. Take the time to polish your CTA copy with some of the following techniques.

Make Your CTAs Stand Out with Smart Formatting

Formatting your CTA effectively can significantly impact whether people notice and respond to it. Remember, subscribers decide within seconds whether to keep reading and take action. Here's how to grab their attention:

- Break up your text. Use short sentences and bullet points to make your CTA easy to scan and understand.

- Bold the important words. This will help key action words like "Learn More" stand out, making it clear what you want readers to do next.

- Keep it short and sweet. Every extra word can lower your response

rate, so focus on the essentials: why this matters to your readers, and what you want them to do. Use concise language to give them that quick motivation to act.

By following these simple tips, you can make your CTAs more visible, understandable, and ultimately, more effective.

Use Emotional Language to Spark Action

Formatting isn't the only way to make your CTAs more powerful. The words you choose can have a huge impact on whether people respond.

Generic phrases like "Buy Now" are forgettable. To truly appeal to emotions, you need to understand what motivates your customers. Replace emotionless commands with messages that resonate with their desires, like convenience, security, or exclusivity.

For example, "Invest in Peace of Mind" speaks to a buyer's desire for safety and security. A software company might focus on how their product saves time for busy customers and use a CTA like "Save

Hours Every Week - Start Your Trial."

Experiment with different words and phrases to see what resonates with your audience. Use words that evoke emotions, be specific about the benefits you offer, and personalize your message by using "you" and other personal pronouns. The goal is to find the most effective combination of words that will encourage your audience to take action.

Personalize CTAs for Maximum Impact

Personalization can take your CTAs to the next level. Even small changes tailored to different audience segments can boost conversions.

Segment your email list based on factors like customer stage, demographics, or purchase history. Then, tailor the language and offers in your CTAs to resonate with the specific needs and preferences of each group.

For example, you might want to:

- Welcome new subscribers with a warm message that

CALL TO ACTION

DOWNLOAD   SHARE   LEARN MORE   WATCH OUR VIDEO   CONTACT US   SUBSCRIBE   CLICK HERE

educates them about your product's benefits before pushing for a purchase.

- Send exclusive deals to long-time email recipients as a thank you for their loyalty.

- Offer free shipping or support to abandoned cart users to encourage them to complete their purchase.

Take personalization a step further by using merge tags to address customers by name. This personal touch helps build stronger connections and can make them more receptive to your CTA.

Test different combinations of personalized messages, emotional appeals, and offers to see what resonates best with each segment. By analyzing your response rates and continuously refining your approach, you can optimize your CTAs for maximum impact.

Optimize CTA Placement and Design

Even with great copy, your CTA won't be effective if it's hidden or poorly designed. Here are some tips for making your CTAs stand out and get clicked:

- Place your CTA where people are most likely to see it, like above the fold or at the end of your email. Guide readers toward the CTA with your content and layout.

- Use contrasting colors, bold fonts, and clear design elements to make your CTA stand out.

- Keep it short and sweet. Aim for just a few words at most to avoid overwhelming readers. Make it clear and easy to understand at a glance.

Don't be afraid to experiment with different placements, designs, and wording to see what gets the most clicks for your specific audience. Once you find what works, stick with it and make it your standard for future campaigns.

Don't Underestimate the Power of CTAs

Are low conversion rates causing you to question your email marketing strategy? Before you scrap your next campaign, consider this: your CTAs might be holding you back.

Fortunately, you don't need to overhaul your entire email strategy. Just use the tips outlined in this guide to optimize your CTAs through language, personalization, design, and more. Remember, even the smallest tweaks can have a significant impact on results.

By taking the time to test and refine your CTAs, you might be surprised at the jump in your response rates. So, don't underestimate the power of your CTAs - they can be the key to unlocking dramatic results in your email marketing efforts.

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- ✓ GRAPHIC DESIGN
- ✓ PRINTING
- ✓ PROMOTIONAL PRODUCTS
- ✓ CORPORATE APPAREL
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FUN FACTS

April was formerly the second month in the ancient Roman year, when March began the calendar. The real origin of its name has been lost.

- April 12, 1955 - The polio vaccine, developed by Dr. Jonas Salk, was declared safe and effective

- April 14, 1912 - The famous ship "Titanic" sank

- April 17, 1937 - Daffy Duck made his first appearance.

- April 17, 2011 - Game of Thrones premiered on HBO

- April 20, 1926 - Western Electric and the Warner Brothers film studio officially introduced Vitaphone, a new process that would enable the addition of sound to film

- April 24, 1990 - STS-31 - The Hubble Space Telescope was launched from the Space Shuttle Discovery

22

Local Consumer Review Trends

75% of consumers read online reviews when browsing for local businesses

Timing is Everything

48% of consumers said food and drink brands should ask for a review within two to three days of the experience.

Reviews on Multiple Platforms

77% of consumers check at least two platforms for local business reviews.

Brand Perception

91% of consumers feel that local reviews of chains and franchises impact their overall perception of the brand in some way.

Methods of Requesting Reviews

The top three methods for asking for reviews are Email (32%), In-Person (28%) and via Social Media. (27%)

Google Dominates

81% of consumers use Google to evaluate local business reviews, 45% use Facebook, and 44% use Yelp.

Engagement with Reviews

Consumers are 41% more likely to use a business that responds to all of its reviews than a business that doesn't respond to any.

Importance of High Ratings

71% of consumers would not consider using a business with an average rating below three stars.

Prompted Review Recall

69% of consumers can recall leaving a business review after being prompted by the brand within the last year.

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