

M LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

August 2018

The Five Best Practices for Creating Value with Your Local SEO

Google Ads (AdWords) vs. Bing Ads: Which Pay-Per-Click (PPC) Platform is Best?

Infographic:
Marketing to the Generations

Absolute Beginner's Guide to the Art of SEO

How to use Remarketing to Dramatically Increase Traffic and Increase Lead Conversions

Dangerous Domain Scam to Avoid

What is Inbound Marketing and how can it Increase Revenue?

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LOCAL BUSINESS MARKETING

Greetings!

There seems to be no end in sight for the rapid changes in the business marketing landscape. Facebook and Google both recently rolled out or announced changes that effect how small businesses use their platforms to reach existing and potential customers.

Our hope is that our magazine will help provide you some insight into these and other marketing trends, and contain 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 Online Ads, Remarketing, SEO, 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.

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A Little About Us

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LMS Solutions, Inc.



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

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

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Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

August

Children's Eye Health and Safety Month
Foot Health Month
Happiness Happens Month
Medic Alert Month
Motorsports Awareness Month
National Golf Month
National Immunization Awareness Month

Bargain Hunting Week - August 6-12
International Clown Week - August 1-7
International Assistance Dog Week - August 5-11
Elvis Week - August 11-18
Be Kind to Humankind Week - August 25-31

1st - Girlfriend's Day
1st - Spider-Man Day
3rd - Watermelon Day
3rd - International Beer Day
4th - Chocolate Chip Cookie Day
5th - Friendship Day

7th - National Night Out
8th - International Cat Day
10th - Lazy Day
10th - S'mores Day
10th - Spoil Your Dog Day
11th - Bowling Day
11th - National Garage Sale Day
12th - Vinyl Record Day
13th - International Lefthander's Day
18th - Serendipity Day
18th - International Homeless Animals Day
18th - World Honey Bee Day
21st - Senior Citizen's Day
22nd - Eat a Peach Day
25th - Banana Split Day
26th - Dog Day
26th - Women's Equality Day
28th - National Bow Tie Day
30th - Frankenstein Day
31st - Eat Outside Day
31st - Daffodil Day

September

National Guide Dog Month
Hispanic Heritage Month
Baby Safety Month
Self Improvement Month
Shameless Promotion Month

Sep 3 - Labor Day (U.S.)
Sep 11 - Patriot Day (U.S.)

1st - International Bacon Day
1st - Beard Day
4th - Wildlife Day
5th - Cheese Pizza Day
6th - Read A Book Day
9th - Hug Your Boss Day
9th - Teddy Bear Day
9th - Hug Your Hound Day
9th - Grandparent's Day
12th - Video Games Day
12th - Chocolate Milkshake Day

13th - Scooby-Doo Day
14th - Eat a Hoagie Day
15th - Google.com Day
15th - Big Whopper Liar Day
15th - Citizenship Day
16th - Puppy Mill Awareness Day
15th - Thank a Police Officer Day
16th - Wife Appreciation Day
18th - Cheeseburger Day
19th - Talk Like A Pirate Day
21st - World's Alzheimer's Day
22nd - Autumnal Equinox
22nd - Ice Cream Cone Day
24th - Family Day
25th - Comic Book Day
26th - Pancake Day
27th - Chocolate Milk Day
28th - Drink Beer Day
28th - Good Neighbor Day
29th - Coffee Day
29th - VFW Day

Keep your competitors close

It is essential to research your competition and know them as well as you know your own business. Find out what the others are missing, and provide it, or what they're doing that you have not considered, and make it better.

Content optimization

To stay on top of the SEO game, you must optimize your content by implementing keywords and striving for quality and relevance. You have to make sure that Google and your target audience can detect what your page is about. Introduce keywords that best highlight your message

into your content, weave them through your page titles, URLs, and paragraph headers. Take care not to flush your content with keywords at the expense of quality content that the users will find useful.

Link up

You can make better use of your site's pages by linking to other content around your site. By building strong internal links, you can show Google your site depth and make them index more of your pages. Also, you can drive traffic to various parts of your site by connecting relevant posts. You can also include external links to websites with appropriate authority as that alerts Google that you know

what you are doing, which strengthens the ranking of your site. Remember link building will take you places, and strength of your SEO will get you where you want to go.

There are many other techniques you can implement to increase engagement and help your business rank high on search indexes, but the five practices above are guaranteed to take you a long way. Your local SEO can do much to create value for your brand and increase visibility and patronage. By adopting these practices and paying attention to your brand's online presence, you can take your online marketing to the next level.

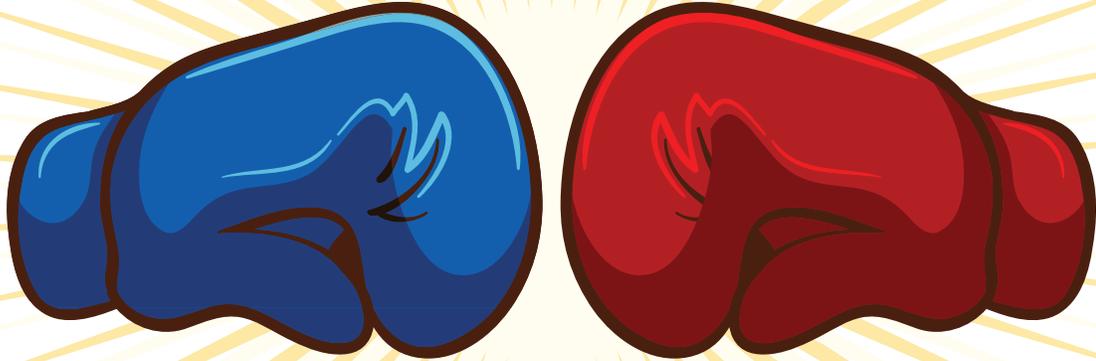
Is Your Website Mobile Friendly?

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!

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Google Ads (AdWords) Vs. Bing Ads: Which Pay-Per-Click (PPC) Platform is Best?

If you're planning to promote your business using pay-per-click (PPC) ads, you'll need to choose the right PPC platform. Not surprisingly, Google Ads and Bing Ads are the most popular platforms among business owners and marketers. The former was launched by Google in 1999 under the brand name AdWords, whereas Microsoft launched Bing Ads in 2006 under the brand name adCenter. They both feature a similar web-based interface for creating and managing PPC ads.

Reach

With Google processing more than 1.2 trillion searches per year, Google

Ads offers the most extensive reach. You can target Google's search results, Shopping, Maps and search partner websites using the Search Network. Alternatively, you can focus on more than 2 million affiliated sites, including YouTube, Gmail and AdSense websites, using the Google Ads Display Network. According to Google, the Display Network reaches 90 percent of all internet users, making it a near-limitless source of traffic. But even if you only use the Search Network, generating ad impressions and clicks shouldn't be a problem.

Bing Ads may lack the reach of Google Ads, but you

shouldn't discount it from your marketing strategy. Microsoft has worked aggressively in recent years to build Bing's brand image and encourage people to use its search engine. In 2010, Bing accounted for only 11 percent of all searches performed in the United States. As of 2018, the Microsoft-owned search engine accounts for nearly one one-third of all U.S. searches. That is partly due to Microsoft's acquisition of Yahoo in 2008 for \$44.6 billion, allowing it to include Yahoo Search in the Bing Ads network.

Cost

When creating ads for either Bing Ads or the

Google Ads Search Network, you'll need to specify the maximum amount that you are willing to pay for clicks triggered by each of your target keywords. Known as a maximum cost-per-click (CPC) bid, this will determine the cost of your advertising campaign. For each ad click, Bing Ads and the Google Search Network will charge you no more than your maximum CPC bid.

You'll probably find that ad clicks are cheaper on Bing Ads than Google Ads, however. According to a study conducted by Search Engine People, clicks for automotive-related Bing Ads were almost 33 percent less expensive than clicks for the same type of ads on Google. For insurance-related Bing Ads, clicks were 59.2 percent cheaper.

Conversion Rate

Click costs is an important metric to monitor when advertising on Google Ads or Bing Ads. Even more important, though, is conversion rate, which is the percentage of users who buy your product or service after seeing your ad. When compared to other marketing verticals (e.g., email, social media, direct mail, television, radio, etc.), Google Ads and Bing Ads offer some of the highest conversion rates. But many marketers have found

Bing Ads to deliver higher conversion rates than its counterpart. In its study, Search Engine People reported 10 percent to 50 percent higher conversion rates with automotive-related Bing Ads.

Ad Review Time

Whether you use AdWords or Bing Ads, you won't have to wait long to get your ads reviewed. AdWords typically reviews new and modified ads within 24 to 72 hours, Bing Ads within 48 to 72 hours. Once approved, your ad will begin to show on the respective platform for your target keywords. If either platform rejects your ad, you must modify it to comply with guidelines. Otherwise, it remains stuck in limbo.

Keyword Match Types

Both Google Ads and Bing Ads offer a variety of keyword match types, including broad, phrase, negative and exact matches. Although the specifics vary between the different PPC platforms, the broad match is the most generalized option as it triggers ads when a user searches for the specified keyword as well as related keywords. Phrase match is a more targeted option that only triggers ads when a user searches for the keyword or a close variation. Exact match is the most targeted option, with ads



- Promotional Products
- Online Company Stores
- Trade Show Giveaways
- Executive Gifts
- Stress Relievers
- Team and Collegiate Items



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triggered only by an exact keyword or a very close variation. A negative match, on the other hand, prevents triggering for a user's search query containing that keyword.

Video

When it comes to video marketing, Google Ads has the advantage over Bing Ads because only it supports video as an ad format. Using the Google Ads Display Network, you can create video ads for YouTube and other Google-affiliated websites. Bumper ads, for example, are non-skippable six-second video ads that play at the beginning, middle or end of another video. Unlike Search Network ads, bumper ads cost a flat rate for every 1,000 views, known as cost

per impression (CPM). There are also TrueView ads, which are longer video ads that viewers can skip by clicking a button. With TruView ads, you only get charged when a viewer interacts with your video or watches at least 30 seconds of it.

Mobile Targeting

Given the rise of mobile web browsing in recent years -- more than 60 percent of all internet searches are now performed on smartphones and tablets -- many marketers want only to target mobile users with PPC ads. That isn't a problem with either Google Ads and Bing Ads. You can create mobile-only campaigns for both platforms by using the bid adjustment feature. Making a -100 percent bid adjustment for desktop

devices, for example, essentially prevents your ads from displaying to users on a desktop computer. Only smartphone and tablet users will see your ads with this adjustment.

With its unparalleled reach and support for rich media formats, Google Ads will likely remain the most popular PPC platform. However, Bing Ads is gaining momentum in the PPC marketplace, and for a good reason. It supports many of the same features as Google Ads while delivering lower click costs and higher conversion rates in the process. So, rather than exhausting your budget on Google Ads, diversify your marketing strategy by including Bing's PPC platform.



MARKETING

Companies using video enjoy

41% MORE

web traffic from search than non-users

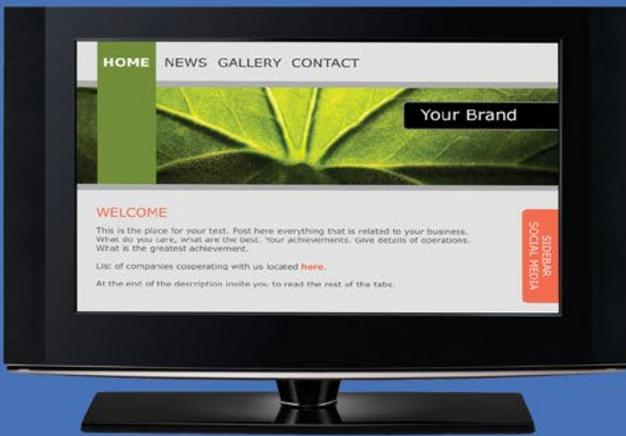
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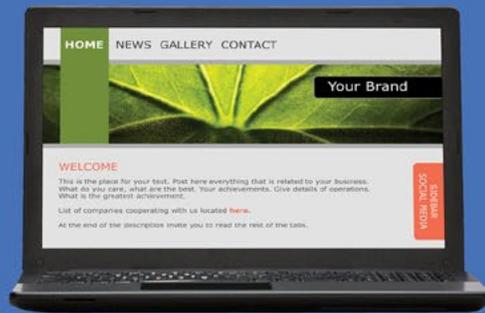


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Absolute Beginner's Guide to the Art of SEO

Search engines like Google use specific criteria when ranking pages to show during a search. If a website is not built using the same criteria, the page has a very small chance of being in a coveted position when users see their search results. Search Engine Optimization (SEO) is used by web developers to handle all items sites like Google look for. This guide will outline the basics of SEO to provide a solid foundation to hone SEO skills.

SEO can be a highly complex and technical beast when trying to untangle Google's algorithms for ranking. The algorithm is not static; Google constantly refines the search parameters to offer better search results to users. Instead of approaching the issue with a mindset of breaking any secrets of the algorithm, a business will enjoy better SEO performance if the underlying concept of the algorithm is followed.

The goal of a search engine is to provide a user with a list of valid results based on the information typed into the search bar. One key to meeting this demand is by the use of keywords. For example, if a website sells boats, the word boat should be a keyword on that site. This keyword is a match if a user types boat into the search engine. Keywords on a site are a crucial part of SEO. It is extremely important to have as many keywords listed in the content on the website

as possible. However, repeating keywords just to get an improved ranking will not work. The keywords must occur naturally in the context of useful information.

To be listed with a search engine, a website owner must go to each search engine and complete a form to be added. When filling out the form, a site or page title, as well as a description of the site, should be provided. Always include a keyword in the title of the site when filling out the form as well as a business name. The title should not be too short; five words or more is a standard practice. The title should be custom to the business. There should be a low possibility other sites have the same title.

Follow the same common sense rules when entering the site description. Make sure keywords are added. Include the name of the business and keep the description near 300 words without going over 300 words. The description should be enticing to compel a user to click the link.

A home page should be a natural landing site for a search engine user. The

home page should have content with keywords near the top of the page and sprinkled naturally throughout the home page. The content on the page should be useful and related to the topic of the keywords. Do not add keywords to the page solely because they are popular. For example, if the site is about dogs, but cat is a popular keyword, do not add cat to the site unless there is relevant information about cats as it pertains to dogs. Repeating keywords or using irrelevant keywords will hurt more than help when the algorithm is used to list a website. Along with keywords, ensure the business name is located prominently on the home page.

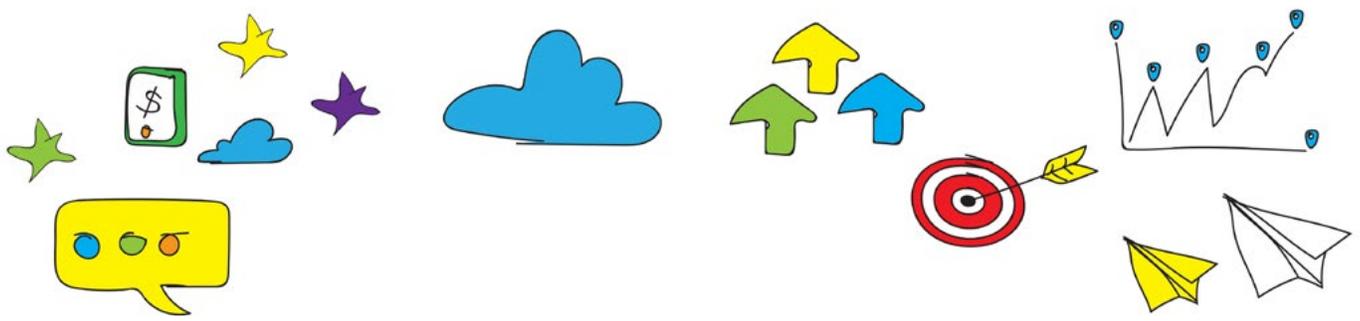
Alt text on images is a free way to stuff more keywords into the site. Provide meaningful descriptions of images by using alt text. Make sure alt text includes a keyword or more if possible.

A page will be ranked higher in search results if there are clear and easy ways for users to get in touch with the business. Include contact information including a phone number and email on the homepage.

Add social links to the company's Facebook,

Twitter and LinkedIn pages. Social media is important in marketing a product and service and will help with a higher ranking in search results. Make sure every page on the website is linked properly to every other page on the website. SEO checks for how the site is linked. If a site has links to other websites and those websites have links back to a site, the site will rank higher in search engine results.

Over 40,000 searches are being performed by users a second on Google. Without a proper SEO strategy, a business will easily lose out to the competition. By remembering the basics of developing good keywords and using them properly, listing the site with Google, and linking the site to other sites, businesses have a better chance of being ranked higher. Ranking is a long game. It takes weeks or months to see the effects of SEO in the actual search engine results. Ensure a website is useful to the user and is full of helpful information to score big with the web crawlers. Practice SEO with every website update and track results with analytic tools. Follow the basics and the site will stay ahead of any competition.



Remarketing

How To Use Remarketing To Dramatically Increase Traffic And Increase Lead Conversions

Remarketing is an absolute in today's landscape. People are consistently searching for information and don't always make split second decisions. All too often, they spend time on a website and leave a full shopping cart without making a purchase. Maybe they explore the site and engage but leave without filling out any forms or downloading the free eBook. There are so many scenarios, but they end goal is to achieve the conversion. You've put lots of time and effort into creating awesome content and you are ready to reap the rewards. If your SEO is on point and your traffic is great but your conversions aren't what they should be, then remarketing is probably the answer.

Remarketing are those little ads that follow people around the internet. They have been specifically targeted based on some type of past behavior or demographic, so they have a much higher chance of converting. This makes these leads much more valuable than others. If you are just getting started with remarketing or you need to get the edge over the competition, these tips and tricks will ensure your success and help dramatically increase your conversions.

Start With Basic Segmenting

Obviously, different people will be looking for different things. Your industry will

help dictate how you segment your audience. You may choose to segment based on demographics or past behaviors. For instance, you may have a list of people who have visited a certain page on your website and a separate list for people who left a full cart without making a purchase. Segmenting your remarketing audience in this way allows you to create targeted lists for which you can create specific campaigns. It allows you to bid more aggressively on audience lists who showed greater intent and maximize every dollar spent. Also, keep in mind that you must set a duration for each list and campaign. The 30-day mark is typically the rule of thumb, but you know your

audience. The shorter the duration, the better the cost per conversion.

A/B Testing With Different Ad Designs

It will be necessary to do some A/B testing to see which ads perform best. A/B testing is an absolute necessity in remarketing because it tells you what's working and what's not. Of course, you are shooting for a high CTR that also improves brand recall. You want people to remember your business and identify with it. Find the most memorable images that trigger some sort of

emotional reaction and integrate strong, compelling copy to do this. Absolutely killer content will drive your remarketing strategy to success. You'll also want to incorporate a brand image into the copy as well. Try different formats and rearranging images to see which copy gets the best results. Then simply regroup and focus on the ads that are achieving success. If you aren't getting the results you think you should, then move things around and try again.

Remarketing is a way to really drill down your targeting efforts and maximize your advertising

campaign. By focusing on audience members who have already visited your site, you are capitalizing on their past behaviors and using them to your benefit. Of course, there will be many who don't convert in the long run but there will be more that do. It is not free, but neither is marketing. The return on investment for a remarketing campaign is high enough that it is worth the investment. With an effective, high-quality remarketing campaign, your business will realize a dramatic increase in revenues and conversions.

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INBOUND MARKETING

What Is Inbound Marketing and How Can It Increase Revenue?

Digital marketing is an absolute necessity for both small businesses and large corporations. When people think about digital marketing, the first thing that might come to mind are banner ads and those annoying pop-ups that show up when they are visiting a site. While those are digital marketing tactics, they aren't the most effective. In fact, the majority of companies don't even bother with such intrusive advertising. What they are leaning towards, however, are inbound marketing techniques, designed to attract customers to the brand rather than trying

to chase them down. But, what exactly is inbound marketing and how can it increase a company's revenue?

Inbound Marketing Defined

At its core, inbound marketing is simply a way in which companies attract the attention of potential customers using content. More specifically, it's about providing relevant, useful, timely content that helps the customer solve a problem or make a decision. Content comes in many forms including blog posts, website content,

whitepapers, ebooks, as well as videos.

To be truly effective, any piece of content that is produced has to be unique, authoritative, and credible. This allows the brand to build trust and establishes the company as an expert source for information, which increases the chances that prospects will convert to customers.

Improved Customer Experience

While companies are most interested in increasing revenue, their customers are all about solving their

own problems and making themselves happy. A successful brand makes sure that their customers get what they want and need. That means focusing on the customer experience, which begins long before a sale is ever made. By offering useful information, tips, and other content relevant to the customer's needs and preferences, brands ensure the customer has a great experience from the start.

As they progress through the sales funnel, continuing to provide valuable information all but ensures the customer will come back when they are ready to make a purchase. After the sale, inbound marketing helps maintain the relationship through customer support channels and ongoing marketing. These factors all combine to encourage customers to return and recommend the business to others.

It's All About Content

Marketing techniques that are centered on the company and its products and services are a thing of the past. The truth is, no matter how great anyone says a company is or how fantastic their products work, that's not going to attract customers. In fact,

those tactics will likely drive them away, in search of another company that understands what they want and need.

By creating quality content that addresses the issues, concerns and needs of the ideal customer, brands become expert sources of valuable information. That could come in the form of a blog post that explains a certain process, a web page that details the pros and cons of a product, or a video that shows how to use a product to solve a problem. Unique, quality content based on evergreen topics published in a consistent manner is, by far, a more effective way to turn prospects into customers.

Lead Generation

Once a company has attracted the attention of a prospect, it's time to ramp up the efforts and convert that visitor into a lead. This is often the hardest part of the process, especially for marketers who don't truly know what their audience is looking for to begin with. Inbound marketers, however, already have a general idea of what their customers are looking for, thus, have an easier time attracting leads.

Most often, forms are used to collect data such as the individual's name and email address in exchange for something of value like an ebook, whitepaper or other gated content. Meetings, either virtually or in person, are also useful tools for lead generation. Quality leads can then be handed off to the sales department to follow-up and close the deal. While this seems like a pretty simple process, it can take several interactions with a prospect before they become a viable lead.

Lead Nurturing

The leads that are collected through inbound marketing efforts have to be nurtured. Tracking software helps keep track of pages they've visited, content they've viewed, whitepapers they've downloaded and more. All of these actions are indications of the lead's interests and needs at the moment. Adapting the message to stay relevant and providing additional information about topics of interest will keep them interested and increase the odds they'll convert to a customer.

If a customer has answered a call-to-action but hasn't taken the next step, an email sequence containing

relevant content is an effective method of keeping their attention. Lead nurturing is really nothing more than a continuation of the techniques that first attracted the lead, but more specifically tuned to what they are most interested in learning.

Closing The Deal

When brands use inbound marketing correctly, the leads pour in, and there is a high potential for the sales team to close more deals. Keep in mind that even though the customer may be ready to buy, they can change their mind at any time. The best way for brands to ensure customer loyalty is to continue to be

the helpful, expert voice they've come to rely on.

Inbound marketing, in general, helps generate interest in a brand, especially if the brand is truly offering helpful, timely, and actionable information. Even customers who are not ready to buy now will be more likely to return to a helpful company or brand in the future. What's more, brands that share their expertise are often shared with friends, family, colleagues, and anyone that will listen about how great the company is. In other words, they find that more qualified leads come their way through word-of-mouth (free) advertising.

An organization that isn't incorporating inbound marketing strategies is missing out, it's that simple. Customers don't care about a company's awesome reputation for quality, superior products, or anything else. They are really only interested in solving their own problems, getting answers to questions they have and making their own lives easier and more comfortable. Therefore, it only makes sense to create the type of content that they are looking for from an expert position. Not only will it provide the information customers need, but it helps develop brand awareness and forms the basis of a mutually beneficial long-term relationship.

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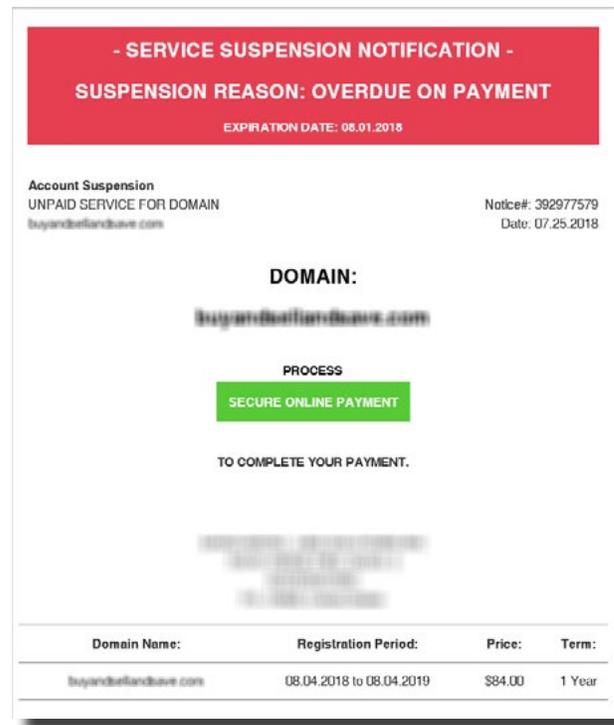
Dangerous Domain Scam to Avoid

Small business owners are often the target of scam artists. Those business owners that are the registrar of their domain names are at risk for a new threat.

Domain owners are receiving emails that contain a strong subject line, such as "SERVICE SUSPENSION." The invoice contained within the email is very professional and official looking, and has a direct link to make an online payment.

The email goes on to say "This information is generated automatically as a service to you. Failure to complete your domain service name registration order by 08.03.2018 will result in account suspension. We reserve the right, at our sole discretion, to close any and all of your Account(s) with us (making it difficult for your customers and friends to locate you, using search engines on the web). After that it will not be possible to recover any data. You must renew your domain name to retain exclusive rights to it on the Web. You can take advantage of our best savings."

Since we know that our domains are not housed with this company, we immediately identified it as a scam, however the design of the email and



wording has many business owners confused. Many business owners are not sure of where their domains are housed. Website managers are receiving calls asking if this is a real bill.

They charge a ridiculous fee of \$84 for one year. A typical annual domain renewal should be less than \$20. Unfortunately, many business owners simply pay the invoice and are now trapped into a recurring payment nightmare, and their domain ownership is often transferred to this company.

Upon further investigation into the company behind the invoice, the website is actually registered to a person in China.



Business owner are urged to know where their domains are managed, and to avoid making the mistake of making payments to this fraudulent enterprise.



FUN FACTS

August was named in honor of Augustus Caesar. It has 31 days because Augustus wanted as many days as Julius Caesar's month of July had. They took that extra day from February.

Fans of Elvis Presley mourn each Aug. 16th, the day the famed singer died in 1977

August's birthstone is the Peridot.

August Milestones:

- 1620 - The Mayflower departed from Southampton, England, headed towards North America
- 1858 - The Billboard Hot 100 is published for the first time. The first number-one song of the Hot 100 was "Poor Little Fool" by Ricky Nelson.
- 1957 - American Bandstand debuted on the ABC television network, with host Dick Clark.
- 1981 - The IBM Personal Computer was released.
- 1981 - MTV network debuted on cable television, actually playing music videos 24 hours a day. The Buggles' "Video Killed the Radio Star" was the first video shown
- 1986 - Rain fell a record 13 inches of rain in a single day on Sydney, New South Wales, Australia

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Marketing to the Generations



Baby Boomers

Born 1946 - 1964

- Controls about 70% of all disposable income.
- 60% spend time reading blogs and online articles and about 70% enjoy watching videos about products and services.
- Baby Boomers spend the most across all product categories but are targeted by just 5-10 percent of marketing.
- 96% of baby boomers use search engines, 95% use email, and 92% shop for products and services online rather than shopping in stores and shopping malls.
- Boomers watch 174 hours of television a month, 63% more than millennials.



Generation X

Born 1965 - 1979

- Predicted to double their share of national wealth by 2030.
- 48% listen to the radio, 62% still read newspapers and 85% watch traditional television.
- 81% have Facebook accounts. 35% use LinkedIn. 25% post regularly on Twitter.
- More addicted to Social Media than Millennials.
- 54% are frustrated that brands constantly ignore them.
- 81% of Generation Xers have Facebook accounts, allowing them to interact with companies easily.



Generation Y

Born 1980 - 1994

- Millennials commonly use Facebook, as well as recommendations from friends to collect information.
- 83% of online adults (18-29 years) use Facebook, 53% use Instagram, 37% use Twitter, and 34% use Pinterest.
- 62% of millennials say that if a brand engages with them on social networks, they are more likely to become a loyal customer.
- 75% say it's fairly or very important that a company gives back to society instead of just making a profit.



Generation Z

Born 1995 - 2012

- Prefer social networks like Snapchat, Secret, and Whisper.
- 25% of 13- to 17-year-olds have left Facebook.
- Trust social stars advice 70% while only trusting mainstream celebrities 21% when buying tech gadgets.
- 63% prefer real people to celebrities when it comes to advertisements.
- Becoming more interactive on apps such as Snapchat, where they can interact with companies and social stars.

