

# LOCAL BUSINESS MARKETING

*The Marketing Guide for Local Business Owners*

**August 2021**

*Essential Business  
Etiquette*

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*The Top 5  
Productivity  
Habits of Highly  
Successful People*

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*7 Ways to Make In-  
Person Networking  
Work Better for your  
Business*

**10 Ways to  
Market Your Small  
Business to Local  
Customers**

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*10 Mistakes that Will  
Destroy Customer  
Trust in your Brand*

**Infographic:**  
5 Tips to Increase  
Your Online  
Conversion Rate



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We're now well into the second half of 2021. This means that the holiday season will be upon us before you know it. Now is the time to start thinking about how you're going to market your company's services and products to have a successful season.

We're here to help you complete the year strong and prepare your business for 2022. In this month's issue, we've included several interesting articles and tips that you can apply immediately to help you grow your business.

In this month's issue, you'll find articles on Networking, Productivity, Etiquette, Branding and more.

As in every issue, you'll 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.

Be Well!

David Akers  
President / CEO  
LMS Solutions, Inc.

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# 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.

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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

National Eye Exam Month

1st - Friendship Day

1st - Girlfriend's Day

1st - Spider-Man Day

3rd - Watermelon Day

4th - Chocolate Chip Cookie Day

5th - Oyster Day

6th - International Beer Day

8th - International Cat Day

9th - National Book Lovers Day

10th - S'mores Day

10th - Spoil Your Dog Day

11th - National Son and Daughter Day

11th - Mountain Day

12th - Vinyl Record Day

13th - International Lefthander's Day

14th - Bowling Day

14th - Financial Awareness Day

15th - Relaxation Day

16th - Roller Coaster Day

18th - Serendipity Day

19th - World Photo Day

20th - Radio Day

21st - Senior Citizen's Day

21st - International Homeless Animals Day

21st - World Honey Bee Day

24th - Kobe Bryant Day

24th - Waffle Day

26th - Dog Day

26th - Women's Equality Day

28th - National Bow Tie Day

30th - Beach Day

30th - Frankenstein Day

31st - Eat Outside Day

## September

Hispanic Heritage Month

Baby Safety Month

Self Improvement Month

National Cholesterol Education Month

National Suicide Prevention Month

World Alzheimer's Month

Sep 6 - Labor Day (U.S.)

Sep 11 - Patriot Day (U.S.)

4th - National Wildlife Day

4th - Bacon Day

4th - World Beard Day

5th - Day of Charity

5th - Cheese Pizza Day

7th - Day of Clean Air

7th - Beer Lovers Day

10th - World Suicide Prevention Day

10th - 401(k) Day

12th - Grandparent's Day

12th - Video Games Day

13th - Hug Your Boss Day

13th - Peanut Day

13th - Celiac Disease Awareness Day

14th - Eat a Hoagie Day

17th - Citizenship Day

18th - Cheeseburger Day

18th - Batman Day

18th - Clean Up Day

19th - Wife Appreciation Day

21st - Puppy Mill Awareness Day

21st - World's Alzheimer's Day

21st - Day of Peace

22nd - Autumnal Equinox

22nd - Ice Cream Cone Day

24th - Heritage Day

25th - Cooking Day

25th - Daughters Day

27th - Google's Birthday

28th - Drink Beer Day

28th - Good Neighbor Day

29th - VFW Day

29th - World Heart Day

29th - Starbucks Day

# 10 Ways to Market Your Small Business to Local Customers



When you launch a new local business, your first task will be to get your brand known in the local community. And, as a local business, you are uniquely positioned to engage with the community in a way that big brands cannot. Indeed, even if you aspire to become a national brand, the customers on your doorstep will likely be the best springboard to bigger things.

So, how do you go about making your company a household name in your town? Here are ten effective ways to market a small business to the local community.

## **1. Localize Your Brand and Website**

The first rule of marketing is to understand who you are. So, if your initial target is the local market, that is the audience towards whom you must target your brand. So, don't be afraid to play on your local connection in all your marketing materials, including your website. And target localized keywords in web content and online advertising.

## **2. Advertise in Local Directories**

Yes, people do still use directories to find local businesses. Indeed, Yelp alone attracts more than 178 million visitors every month. So, claim or set up a profile for your business on Yelp and other business directories and encourage people to leave reviews.

When you first set up a new business, your website will have relatively low search engine rankings. But an entry in a major directory could achieve a top spot on Google. And links from a directory listing back to your website will help

boost your site's ranking, too.

## **3. Set Up a Google My Business Account**

Google My Business is another way to get a local business a prominent listing on Google. And you can advertise your business for free and display your location and opening times on this platform. Plus, you can post promotional content on My Business and encourage customer reviews.

Google My Business is straightforward to set up. You need to set up a Google account if you don't yet have one and visit [google.com/business](https://google.com/business). There, you will need to answer a few questions about your business, such as business name, address, and contact details. Then, Google will ask you to verify your listing, usually via postcard registration.

## **4. Spread the Word on Social Media**

Next, you will need to start engaging with the local community. And one of the best ways to do that is to be active on

social media. However, don't spread yourself too thin by attempting to be active on too many platforms. Instead, focus on two or three platforms, such as Twitter, Facebook, and Instagram. And post content that will interest local users, tagged with a localized brand hashtag.

## **5. Consider Traditional Advertising**

You can still reach a lot of people with traditional advertising. So, it would be best not to completely rule out things like billboards and local mailshots when marketing to a local audience. Of course, you also have local radio and T.V. advertising if you have sufficient funds in your marketing budget.

Traditional marketing can be an extremely effective way to announce the launch of your business to the local community. And you can use it in the future to advertise things like sales or special offers.

## **6. Connect with Other Local Businesses**

Partnering with other local businesses is an excellent way to market a



small local business. And you might be surprised at how willing other small companies are to collaborate. You could, for example, share leads with other non-competing companies. Or you could jointly host local events or marketing campaigns.

## **7. Sponsor a Local Sports Team**

The best way to connect with a local community is not to market at it but instead, become a part of it. And one way of achieving that is through sponsorship of local sports events or teams. For example, advertising at a local ballpark would get your brand name in front of local people. Or, if you have the budget, sponsoring a junior team's kit would work, too.

Sports sponsorship is excellent for brand awareness and demonstrates your business's willingness to contribute to the community.

## **8. Offer Local Discounts**

Physical discount vouchers or online discount codes can

be an effective local marketing tool. You can distribute your discount codes via other local businesses and the local population. And then, you will encourage word-of-mouth recommendations and cement partnerships with local companies. Local discounts also demonstrate that you put local customers first, which will help generate local customer loyalty in return.

## **9. Get Involved**

There's no better way to get closer to people than rolling up your sleeves and working alongside them. So, if you want to connect a community, try getting involved in community projects about which local people care.

There are so many opportunities for small businesses to show their commitment to the community. For example, your team could give up some of their time to help with a community cleanup project. Or you could volunteer to help out a local non-profit organization. And, if volunteers wear branded T-shirts, the business

gets some publicity while doing some good.

## **10. Personalize Your Branding**

One of the reasons people will choose a local business over a national brand is personal service. So, make a point of getting to know your customers, and personalize your service to local people wherever you can. It will also help if you make your company more approachable. So, allow customers to get to know the people behind the brand. And personalize your brand so that it is clear that your business is local people serving local people.

Small local businesses can market to local communities far more effectively than large corporations. So, consider personalizing your brand, getting involved in community projects, and localizing advertising. Because if your business can become a part of the community, local people will reward you with their custom.



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# The Top 5 Productivity Habits of Highly Successful People



Have you ever wondered how the world's most productive and successful people manage their time so effectively? How does Warren Buffett maintain his position as one of the world's most successful investors? How does Elon Musk lead three companies - Tesla, SpaceX, and Neuralink - and still find time to raise a family? And how does Jeff Bezos run Amazon and still find time to journey to space? Below are five of the most powerful productivity habits that the world's most successful people use to organize and maximize their available time.

### **Habit 1. They Guard Their Time**

The first productivity habit of highly successful people is that they guard their time. According to research from Atlassian, the average person spends over 30 hours per month in meetings, and only half of that time is productive. Successful people instinctively know that if they don't value their time, no one else will. For example,

Elon Musk once sent an email to Tesla employees advising them to walk out of meetings or drop off a call if they aren't adding value.

While this behavior may not be acceptable in most workplaces, there are other ways that you can prevent people from wasting your time. Musk allegedly spends just the first thirty minutes of each day answering emails, while the Silicon Valley venture capitalist and angel investor Mark Suster developed a "no template" for his email account that he uses to reply to people he doesn't want to bother him.

### **Habit 2. They Focus Only on Things They Specialize In**

The second productivity habit of highly successful people is that they focus almost exclusively on things that they specialize in and outsource everything else. If they need to get something done, and they can pay someone to do it cheaper, they outsource the work. For a notable example of this habit in action, look

no further than Amazon's 2017 annual shareholder letter in which Jeff Bezos wrote that he used the "disagree and commit," approach to making decisions at any board meeting where there wasn't group consensus. Bezos recognized that he couldn't possibly master all the information necessary to make a perfect decision, so he focused on what he excelled in: seeing the bigger picture. This strategy meant that decisions could be made faster, and productivity quickly increased.

Many hyper-productive people apply the same approach in all areas of their lives. They outsource as many of their tasks as possible, giving them the maximum amount of time to focus on their areas of specialism. You don't have to be a CEO or C-suite executive to implement this habit and quickly boost your productivity. Simply outsource tasks you don't want to do, and you'll free up more time to work. For instance, you could get groceries delivered from the store instead of

shopping there or hire a service such as Handy to get your laundry delivered. If you have data entry work, you can hire a virtual assistant on FancyHands or UpWork to help.

### **Habit 3. They Begin Each Day with Their Most Important Task**

The third productivity habit of highly successful people is they begin each day with their most important task. Research shows that when it comes to knowledge work, our brains are capable of around four hours of good work per day. That's why the most productive people stay on top of their tasks by beginning their day with their most critical work. For example, Elon Musk starts his day at around 7 a.m. and focuses on important emails for the first half an hour. At his USC Commencement Speech, Musk advised attendees to focus on "signals" over "noise" and avoid things that don't make a difference.

It doesn't matter whether you sleep under your desk like Elon Musk,

wake up at 5 a.m. like Richard Branson, or putter around your home until 10 a.m. like Jeff Bezos. What matters is that the first work you do is your most important work. To implement this habit, spend a few minutes each evening deciding on your most important task (MIT) for the following day. This should be the task that has the greatest impact on your work. Try to tackle it first before you move onto anything else.

### **Habit 4. They Take Regular Breaks**

The fourth productivity habit of highly successful people is that they take regular breaks. Highly productive people understand that they can't be perpetually productive. They structure their workdays to ensure that they have periods of work and regular rest periods. According to Business Insider, Bill Gates and Elon Musk break their daily schedules into five-minute chunks, while some entrepreneurs such as Gary Vaynerchuk, claim to plan their days down to the second.

Why? Well, research supports the idea that setting aside specific times for breaks helps boost productivity. Our biological clock ticks in both Circadian rhythms (24-hour periods) and Ultradian rhythms (120-minute periods). This is why managing when we rest is just as important as managing when we work. Setting aside a five or ten-minute break shouldn't be a guilty pleasure - it's an essential strategy for staying productive. To try the Pomodoro technique, take a five-minute break after every 25-minute interval.

### **Habit 5. They Remove Trivial Choices to Avoid 'Decision Fatigue'**

The fifth productivity habit of highly successful people is that they remove trivial choices, which helps avoid "decision fatigue". Most people know what it feels like to be physically exhausted after exercise--our muscles need to rest and recuperate--but few of us recognize mental fatigue as easily. Our brains are organs, not

muscles, but research shows that when we make a series of decisions, the quality of our decisions decreases. This is known as “decision fatigue”, a term coined by social psychologist F. Baumeister, and the world’s most successful people avoid decision fatigue by eliminating trivial choices.

For instance, according to Walter Isaacson’s biography of the late Steve Jobs, Apple’s mercurial co-founder adopted a diet of only apples and carrots, in part so that he wouldn’t

have to make choices about what to eat. While unhealthy (Job’s skin allegedly developed a sunset-like hue), this, and other strange eating habits may have helped him avoid decision fatigue. In a similar vein, Warren Buffett claims to drink five cans of Coca-Cola per day and is believed to get over a quarter of his daily calories from soda.

One way to incorporate this habit may be to set aside ten minutes every evening to prepare lunch and snacks for the following day. In the

evening, you can organize your wardrobe, so you know roughly what you’ll be wearing every day for the following week.

Hopefully, these five productivity habits of highly successful people will inspire you to build healthier habits into your life. While there are no habits that will magically lead to success, the five habits above will help. The journey to success requires constant change and evolution. Looking at yourself and learning from your own mistakes is the key to becoming more productive.

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A close-up photograph of two people in business attire shaking hands. The person on the left is wearing a grey suit jacket with four buttons on the sleeve and a patterned tie. The person on the right is wearing a dark blue suit jacket. The background is blurred, showing another person in a dark suit. A white rectangular box with the text "Essential Business Etiquette" is centered over the handshake.

## **Essential Business Etiquette**

While it is tempting to believe that etiquette isn't important in the business world, this is obviously not true. Just as in any other area of life, good manners smooth your way and bad manners alienate other people. Those who understand and apply proper etiquette in the business world have a distinct advantage over those who don't.

Here are seven essential rules of business etiquette.

## **1. Be punctual.**

You should always be on time for meetings. Leave yourself extra time so that any delay - a traffic jam or a slow ride on public transit - won't result in lateness. If you are the meeting host, you should be sitting in the meeting room at least five minutes before the appointed time, so you are prepared to welcome the other attendees. If you are a guest, you should arrive at least a couple of minutes before the

scheduled time, so that you have enough time to sit down and get organized before the meeting begins.

## **2. Return calls and e-mails.**

With the exception of spam e-mail and unwanted phone calls, you should return all messages. Messages should generally be answered within 24 hours, but responding the same day is even better. If you can't give a substantive answer, you should at least let the caller know that you received their message and will be in touch when you are able to provide the requested information.

## **3. Don't use your cell phone during meetings.**

It is generally frowned upon to spend time during a meeting looking at your cell phone. In fact, it's disrespectful to be texting or reading e-mails while someone is making a presentation.

Of course, when there is a break during a meeting it's perfectly okay to take out and use your cell phone.

## **4. Treat everyone with respect.**

When you walk into the offices of a company, you should treat everyone you encounter - from the receptionist to the CEO - with courtesy and respect. This will impress those you meet. And when the receptionist moves up within the company, he or she will remember your courtesy!

## **5. Dress more formally than expected.**

Standards of business attire have evolved in recent decades. However, the way you dress still matters. Your clothes make an impression - positive or negative - before you open your mouth and say a word. If you dress slightly more formally than the minimum level in every situation, your high standards will be noticed. For instance,

in offices where the gentlemen are expected to wear a dress shirt and dress pants, wearing a blazer over the shirt will set you apart in a good way.

## **6. Get names and titles right.**

People are offended if their names are forgotten, misspelled, or mispronounced. They are also annoyed if their title is rendered incorrectly. So, take the time to get names and titles right. It's a small thing that

means a lot to those you encounter.

## **7. Express gratitude appropriately.**

While it may seem like an empty formality, expressions of gratitude are appreciated by those who receive them. If a prospect agrees to meet with you to hear your sales pitch, thank them the next day. If someone comes into your office to make a presentation to your staff, thank them. The choice of communication options

- a phone call, e-mail, or written note - depends on local and industry practices.

It doesn't take much extra time or energy to deploy proper etiquette. It does require self-discipline and commitment. Whatever personal resources you devote to practicing good manners are well spent, because proper etiquette impresses everyone you encounter in the business world.

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**WHAT  
DO PEOPLE  
THINK ABOUT  
YOU?**

## **10 Mistakes That Will Destroy Customer Trust in Your Brand**

Every business, regardless of type, needs the trust of its customers to survive. Consumers trust restaurants not to poison them, for example. We all trust that the brakes will work on a new car. And, on a less dramatic level, we trust that an online store will ship us a product in return for our money.

But fundamental failures like the above examples are not the only things that can diminish the faith customers have in a brand.

There are many other mistakes companies can make that will make consumers question their belief in the brand. Indeed, some of the best-

intentioned companies have been known to destroy consumer trust beyond repair through careless mistakes.

Here are ten of the easily made errors that will damage customer confidence in a brand.

## **1. Failure to Communicate**

The moment a company stops communicating with its customers is when people lose faith in the brand. For one thing, people usually associate the drying up of communication with a company struggling to survive. At best, if you stop talking to your customers, people will think you don't care.

So, even if the company is going through a tough time, you must keep the flow of information constant. Don't suddenly stop posting on your blog, for example. And don't ignore emails or messages left on your social media accounts. Even something as simple as forgetting to set your out-of-office responses to emails can sow the first seeds of doubt in customers' minds.

## **2. Hiding the Truth**

Of course, lying is a surefire way to destroy trust in a brand. But a lack of transparency can be equally damaging. So, ensure, for example, that your terms and

conditions are easy to find and written in plain English. And don't try to hide things like your shipping charges and other additional costs. It only takes one transgression from the truth or one misleading fact to make people wonder what else about your brand might be dishonest.

## **3. Running Down the Competition**

Of course, you will want to highlight the unique aspects of your products that your competitors lack. However, it is best to sell any product or service on its merits rather than highlight competitors' shortcomings. Many people will see knocking the competition as an act of desperation and an underhanded sales technique. And, if the sales methods are dubious, people will ask what else about the company not strictly above board is.

## **4. Not Responding to Negative Reviews**

Customer review sites are a double-edged sword. On the one hand,

glowing testimonials are great for business and provide a tremendous ego boost.

On the other hand, negative reviews can be extremely disheartening. However, it is best not to ignore the negative comments. Instead, see them as an opportunity to demonstrate your commitment to customer service publicly.

So, respond to negative feedback, apologize, and offer compensation when appropriate. Failing to respond to negative reviews suggests that either you don't care or that the negative review was accurate and par for the course.

## **5. Not Following Through on Promises**

Don't make promises you can't keep! If you say that you offer next-day delivery, for example, make sure that you can achieve that. And don't get a reputation for missing appointments with customers or failing to deliver by agreed deadlines.

Over-promising is an



easy trap to fall into when you are selling to a customer. But it is better to set realistic expectations than to let a customer down later and lose their trust.

## **6. Falling to Rectify Mistakes**

Mistakes happen; they always do. But you can rebuild trust if you admit mistakes and rectify them quickly. So, don't ignore customer complaints and don't use excuses to wriggle out of a situation. Address the problem head-on and take steps to ensure that the issue does not arise again.

## **7. Not Being Open to Customer Feedback**

Caring about customer opinions is central to generating trust and building relationships. And brands that fail to listen will never know where they are going wrong. So, actively encouraging feedback will help to cement the reputation of your brand. And, of course, acting on feedback and publicizing what you have done is essential for trust-building, too.

## **8. Being Fake**

Aligning your brand with your customers' values is a great way to connect with your target audience. However, if a brand is only faking its persona, the truth will soon come out. A company that promotes its green credentials, for example, must take steps to reduce waste and curb its carbon emissions. And a brand that promotes ethical trading cannot be found to be importing cheap products from overseas sweatshops. Consumers will jump on a company that is found to be faking it extremely fast. News of the brand's deceit will travel quickly, and all brand credibility will be lost.

## **9. Mistreating Employees**

Happy employees make great brand ambassadors. However, it would be wise to remember that disgruntled employees have a voice too. So, fair treatment of employees is as crucial to brand reputation as customer care. Suppose you mistreat employees, for example, with low

pay and poor working conditions. In that case, negative comments from dissatisfied workers will get your company a bad reputation and alienate some customers.

## **10. Inconsistency**

Finally, consumers like to know what they are going to get from a brand. That expectation might be low-cost products that offer unrivaled value for money. Or it could be top-quality, exclusive merchandise. But the important thing is not to chop and change but instead consistently deliver on the brand's promise.

Building brand trust is no different from asking someone to trust you personally. If you want someone to trust you, you must be honest, genuine, transparent, and deliver on your promises. And, if you let someone down once, it can be hard to regain that person's trust. So, brand reputation management is not something to be taken lightly.

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## 7 Ways to Make In-Person Networking Work Better for Your Business

Business is all about networking, but if you believe your only opportunity lies with networking online, then you're missing out on business. There are still a lot of people who believe that online networking can be done faster and easier than face-to-face networking, but online networking is only one aspect of marketing yourself or your business.

In-person networking can be more effective than online marketing because it provides a face-to-face connection with the other person. Online networking can be a quick way to connect with other people, but the connections are not as strong because it is not the same direct person-to-person interaction.

One of the biggest advantages of in-

person networking is that it gives you a chance to show your personality, warmth, and humor. Also, in-person networking will help you to get to know the people with whom you are networking in a deeper way. This is not possible in online networking. Also, in-person networking allows you to meet more potential business contacts as compared to an online network.

## **Join Business and Social Groups**

The first way to make in-person networking work is to join the business and social groups. These groups are useful because they provide you with opportunities to meet like-minded people and expand your social network.

How can you get started? Here's an example. If you are interested in event management, get involved with the event planning community to find like-minded individuals who share similar interests. You can also meet new people through these groups. Getting together with a lot of people in your groups with similar interests will help you start a professional relationship with them.

How can you find such groups? Through personal networks and informational websites. You can also use search engines to look up keywords related to your interest and business or find groups through

social media. Another option is through word-of-mouth referrals or referrals from your friends.

## **Join Professional Networks**

Another way to dip your toes into in-person networking is to join professional networks. These types of networks allow you to share information with people who have the same profession as you who aren't active online. Joining such networks will also help you build credibility and take on leadership roles. If you can find the time, volunteer to be on a committee or take part in volunteer events where you can interact with the community.

## **Know What You Have to Offer**

To make in-person networking effective, know your story and what you have to offer. Before going to an in-person networking event, clearly define what your business brings to the table. Be

ready to present yourself in a way that makes people remember who you are and your message. Look the part, dress appropriately, and act the part. Never underestimate the importance of developing a professional image when attending these events. Your presentation will determine your future interactions within the group.

Get ready to attend networking events and bring people to them. For example, if you are a lawyer, you can participate in legal conferences such as the Texas Bar Association's Annual Meeting where lawyers meet each other. This is a great opportunity to get your company name out there and network with lots of people with similar interests.

## **Talk to People**

The third way to make in-person networking work is by talking to people. If you think just going to an event will be sufficient, then you are

wrong. Being there isn't enough because people don't know who you are and what your company does.

To get more results from networking events, talk to as many people as possible. Remember not all events are the same, and the type of person who attends them varies. Hand out business cards to get your name out there.

## **Catch up on Current Events**

Don't live in a vacuum. Be aware of current events. Read relevant news sites and use sites like Twitter to stay updated about the news. Go to sites where your audience hangs out and find out what other people are saying on those sites. Be aware and informed, so you can contribute to the conversation and people will take note of who you are and what you offer.

## **Avoid Risky Things**

There are some behaviors you should

avoid with in-person networking. Stay away from risky things such as trying to sell your product or service directly at an event. Also, avoid talking too much about your business. That might sound counterproductive, but the goal of in-person networking is to develop contacts, not sell. It's an opportunity to meet new people and make a positive impression. You won't do that if you talk only about your business. It could even backfire and make potential contacts lose interest in you or even avoid you.

Show genuine interest in the people with whom you are talking. For example, if you meet a lawyer, ask the lawyer about a certain law that interests you. This will give people the impression you are interested in what they are saying and is a great conversation starter.

In-person networking does not have to be as hard as it sounds and it's an effective way to build your network. Go into it with the right mindset,

making connections and a good impression, rather than with a salesperson mindset.

## **Get to Know Business and Community Leaders**

You do not have to go to every event. Instead, network and get to know the people who are hosting the events. Start this process by putting your business card into a person's hand or making eye contact with them while they are handing out cards.

Basically, you want to get their attention so that they will remember you as someone they should know and potentially invite you to their events. Be personable without being promotional.

Don't spend all of your time on online networking, be present locally too. In-person networking is a great way to help build up your professional connections. It should bring you many happy returns.





# 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.

## August Milestones:

- August 1st, 1981 - MTV network debuted on cable television, playing music videos 24 hours a day. The Buggles' "Video Killed the Radio Star" was the first video shown.
- August 7th, 1782 - George Washington ordered the creation of the Badge of Military Merit to honor soldiers wounded in battle. It later was renamed to the more poetic Purple Heart.
- August 6th, 2012 - NASA's Curiosity rover landed on the surface of Mars.
- August 12th, 1990 - Sue, the largest and most complete Tyrannosaurus Rex skeleton found to date, was discovered by paleontologist Sue Hendrickson in South Dakota.
- August 16th, 1954 - The first issue of Sports Illustrated was published.
- August 21st, 1911 - The Mona Lisa was stolen by a Louvre employee, Vincenzo Peruggia. It was returned in 1913.
- August 27th, 2003 - Mars made its closest approach to Earth in nearly 60,000 years, passing just 34,646,418 miles away.

## LOCAL BUSINESS MARKETING

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# 5

# Tips to Increase Your Online Conversion Rate



## 1. Test, Test, & Test Again.

A/B tests are your secret weapon to improve each element of your marketing campaign. Think of every element of your campaign and all the possible variations, and then subject it to thorough A/B and A/B/C tests. This will help you see what your audience responds to.

## 2. Create Urgency

A powerful digital marketing strategy is creating urgency on your site. A lot of people are afraid of missing out, so it makes them want to seize the opportunity before it runs out. Use words like "act now", "limited offer", or "last chance", pushing them to make a purchase. But don't overdo it! Use them in the right moments and see how they affect your conversion rate.



**LIMITED OFFER**



## 3. Include Clear Calls to Action

CTAs are the most essential part of your marketing strategy because they are often what convinces the user to do the action you want them to do. The best CTAs always have action words with an eye-catching design. Use colors that contrast with your site, include animation, images, links, etc. that will effectively convert people. Make sure your button is optimized for mobile devices. Don't go overboard on the sizing, make it just big enough to be noticed.

## 4. Have a Strong Social Media Presence

When you have a strong social media presence, you will get noticed more. This will increase your audience's knowledge of your brand. More familiarity with your brand means you have more credibility. When people start to trust you, they will be more willing to purchase from you.



## 5. Be Mobile Friendly

Mobile devices are responsible for majority of internet traffic and that is not going to go away. You need everything you have on your website to be compatible for all devices, from smart phones, to tablets, to laptops, to desktop computers.







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