

# **M** LOCAL BUSINESS **MARKETING**

*The Marketing Guide for Local Business Owners*

**February 2022**

## **3 Effective Marketing Channels to Use for Your Small Business in 2022**

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*10 Tips to Boost Sales by Cross-selling and Upselling*

*5 Simple Ways to Entice Your Readers with Irresistible Blog Post Titles*

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*10 Steps to Get Your First Influencer Marketing Campaign Underway*

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*Email Marketing for Service Businesses: Seven Golden Rules to Boost Results*

**Infographic:**  
8 Tips For Eye - Catching Social Media Graphics

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Greetings!

Thank you for taking a few minutes to read through this month's issue. Our hope is that the information you find in our magazine 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 issue, you'll find another variety of articles covering many topics that are important to business owners. We hope you enjoy the articles on Effective Marketing Channels, Cross-Selling and Upselling, Influencer Marketing, 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.

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.

## February

Black History Month  
American Heart Month  
Responsible Pet Owner Month  
Cancer Prevention Month  
Children's Dental Health Month  
Spay/Neuter Awareness Month

February 14th - Valentine's Day  
February 21st - President's Day

1st - National Freedom Day  
1st - Change Your Password Day  
1st - Lunar New Year  
2nd - Groundhog Day  
3rd - Golden Retriever Day  
4th - Wear Red Day  
4th - Facebook's Birthday  
4th - World Cancer Day  
9th - Pizza Day

10th - Flannel Day  
11th - Inventor's Day  
12th - Lincoln's Birthday  
13th - Super Bowl Sunday  
14th - Donor Day  
14th - Clean Out Your Computer Day  
17th - Random Acts of Kindness Day  
18th - Drink Wine Day  
18th - Caregivers Day  
20th - Love Your Pet Day  
20th - Muffin Day  
21st - Sticky Bun Day  
22nd - Margarita Day  
22nd - Walking the Dog Day  
22nd - Washington's Birthday  
22nd - World Thinking Day  
24th - Chili Day  
25th - Skip the Straw Day  
27th - Polar Bear Day

## March

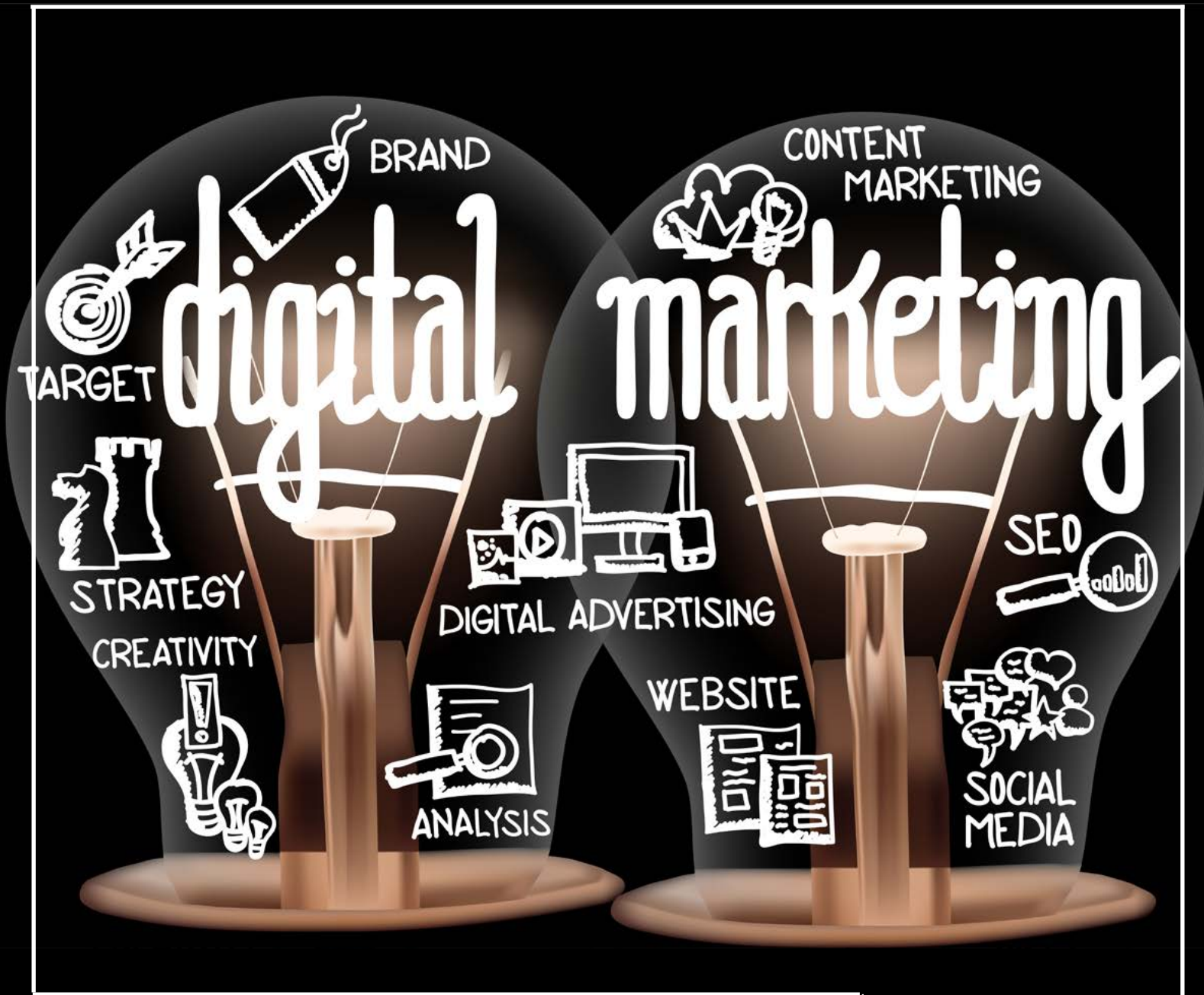
Irish American Heritage Month  
Women's History Month  
Cerebral Palsy Awareness Month  
Multiple Sclerosis Education & Awareness Month  
Developmental Disabilities Awareness Month  
Red Cross Month  
Credit Education Month  
National Nutrition Month

March 13th - Daylight Savings Begins  
March 17 - St. Patrick's Day  
March 20th - 1st Day of Spring

1st - Shrove (Fat) Tuesday  
1st - Pancake Day - IHOP  
2nd - Dr. Seuss Day  
2nd - Ash Wednesday  
3rd - World Wildlife Day  
4th - Hug a G.I. Day  
4th - Employee Appreciation Day  
6th - Dentist's Day  
6th - Oreo Cookie Day

8th - International Women's Day  
9th - Crabmeat Day  
10th - Popcorn Lover's Day  
10th - World Kidney Day  
13th - Good Samaritan Day  
14th - Pi Day  
14th - National Napping Day  
18th - Global Recycling Day  
20th - Day of Happiness  
20th - World Oral Health Day  
21st - Fragrance Day  
21st - Poetry Day  
22nd - World Water Day  
22nd - Goof Off Day  
23rd - Puppy Day  
26th - Purple Day / Epilepsy Awareness Day  
29th - Mom and Pop Business Owners Day  
30th - Take a Walk in the Park Day  
30th - Doctors Day  
31st - Crayon Day  
31st - Tater Day





## 3 Effective Marketing Channels to Use for Your Small Business in 2022

To develop a winning marketing strategy, it is necessary to identify important marketing channels that are appropriate for your business. Large corporations can brainstorm and implement as many marketing tactics as they like because they have the luxury of big budgets. However, small businesses typically have limited budgets, meaning they have to focus on marketing channels that are both effective and cost-effective.

It's important for small businesses to consider seriously which marketing channels to prioritize as they plan how and where to allocate their resources. With a restricted marketing budget, it is better to focus on quality rather than quantity. Think about how best you can capitalize on whatever amount you have set aside for marketing your business.

Although there are many marketing channels businesses can tap, not all channels are suitable for a small business. That is why it's necessary to have a good understanding of marketing channels that work best for small businesses. Here are three effective channels to use for your small business:



## 1. Search Engine Optimization (SEO)

Search engine optimization refers to

the process of making a website rank high in search engine results pages (SERPs) with emphasis being placed on a particular keyword or term. Nowadays, most people use search engines to find out more about a business and its products or services. And an increasing number of people also use search engines when they are ready to buy products or pay for services.

Ranking high is important because your content or website will be easily accessible to people searching for that keyword or term, or something similar. One key benefit of using SEO is that you get organic traffic because you don't pay for advert placement. Because SEO is constantly changing, it's important for a small business's SEO experts to employ strategies that adapt quickly. But there are SEO basics that change little with time. These include:

**Site structure** -- How the search engines select and organize your content.

**Keywords** -- What is the content on your website about?

**Crawlability** -- Can the content on your site be found by search engines?

**Backlinks** -- Does the content on your website provide useful information?

## SEO Tips

Online presence is vital if you are to expand as a business in this modern world. However, even more important is that your website comes up on the first or second page of search engine results because people rarely scroll past those two pages. For your website to show up in the first, or at the very least, second page of search engines, you can:

- Learn keyword optimization -- The key elements of SEO are keywords. If you want to drive targeted search engine traffic to your site, it's vital for you to research and choose the best possible keywords. And to achieve that, you can use keyword optimization tools such as Google Search Console and Google Keyword Planner.

- Optimize your

website for mobile search -- Because more time is now being spent on mobile devices by people the world over, it is necessary to make sure that the design, structure, and speed of your site are suitable for mobile browsing. Google mainly uses the mobile version of website content for ranking and indexing through its mobile-first indexing policy. So mobile optimization can help you get the best results.

- Always have high-quality content -- For your site to fully realize its SEO goals, it's important to always have fresh content. The content on your website should have well-researched keywords and should generate backlinks for your site as well. Visitors generally want content that is new or updated so they can decide whether to buy your products or pay for your services instantly.

Plus, through a process called indexing, search bots crawl the web continuously in order to add new pages to their search lists. If your content

is helpful, it's highly likely that more people will share it. And the more the content is shared, the higher you will rank on search engines because the search engines will think you have an important website.



## 2. Social Media Marketing

One of the best ways you can increase your online following and connect with your customers as a small business is through social media marketing. Through social media platforms, such as Twitter, Instagram, TikTok, YouTube and LinkedIn, you can build your brand, establish and maintain relationships, grow your following, and generate sales.

### Social Media Marketing Tips

- Know your audience -- Knowing your audience is something that is required with every marketing

initiative, including social media marketing. It's important to know your audience because it helps to generate content that is tailored for them.

- Have a social media calendar -- As a small business, it's necessary to build a strong social media presence, and one of the best ways to achieve that is to post high-quality and relevant content consistently. Creating a social media calendar guarantees a constant flow of content, a consistent brand voice, and helpful information. Having a schedule helps to avoid posting content last minute, and you can keep up with your social media activities.



## 3. Email Marketing

Another effective way small businesses can engage with individuals who have shown interest in their service, product,



brand, or website is email marketing. This is because of the widespread use of email the world over. You can develop relationships with current and potential clients using email. This is the channel frequently used by companies to build their brand, deliver marketing messages, and to keep clients informed.



### ***Email Marketing Tips***

- Come up with your own lists -- The most important thing to remember with email marketing is that consent is crucial. For your marketing efforts to be successful, it is important to send emails to people who actually want to receive promotional offers and newsletters via email from you. So, make sure that you send emails to subscribers that have agreed to

receive email marketing messages from you. To avoid being branded a spammer, don't purchase ready-made email lists from suspicious sources.

- Send personalized messages -- If you want your email marketing strategy to work, avoid sending out messages randomly because that can result in increased unsubscribe rates. You can maintain clean lists by putting them in segments. That way, you will know the emails that belong to a particular segment. Personalization is crucial for account-based marketing.

Although there are many channels which businesses can use to market their products or services, not every marketing channel works for small businesses. In the end, what matters if you are a small business is that you opt for marketing channels that are in line with your business goals.

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## 10 Tips to Boost Sales by Cross-selling and Upselling

Would you like to add onion rings? Do you want to supersize that? Those phrases, familiar to everyone, are excellent examples of cross-selling and upselling. Accepting those offers will only add a few dollars to your order. Nevertheless, you can be sure that upselling and cross-selling add a significant sum to the bottom line of outlets that employ the techniques.

Cross-selling and upselling can be used by almost any type of business. But your timing must be perfect, and you need to offer the right products. Here are some tips on cross-selling and upselling to increase sales and profits.

## What Is Cross-selling

Cross-selling is the practice of selling products complementary to the original order. Generally, the items will be related to the item ordered but fulfill a different need. For example, a financial advisor selling you a mortgage is also likely to offer you life insurance.

## What is Upselling?

Upselling is offering customers a product that might better suit their needs. And, of course, the product suggested will be a premium product. Supersizing your meal, for example, is an upsell. Products available free with a premium upgrade that provides enhanced functionality are another example of upselling.

## How to Upsell and Cross-sell like a Pro

The idea behind cross-selling and upselling is straightforward. You are

tempting customers with more products. However, presenting buyers with random products is unlikely to succeed. Here are some pointers to help you fine-tune a cross-selling or upselling strategy.

### 1. Wait Until the Original Order is a Done Deal

The objective is to make cross-sells and upsells additions to the purchase, not an alternative. If you offer too many options before the sale is complete, you may sow the seeds of doubt and lose the entire order. It is, therefore, best not to offer additional products until you have all the necessary information to finalize the original order. For example, on an e-commerce site, you would present the buyer with the products at checkout.

### 2. Follow the 25% Rule

You are attempting to tempt buyers into increasing the value of the order. However, your customer will have already decided that their purchase will meet their needs and is within their budget. Consequently, you want to offer something that will only add slightly to the total value of the

order. The magic number that will generate the most add-on sales is 25% of the original order value or less.

### 3. Offer Only Relevant Products

It is crucial that you only offer products relevant to the original purchase. Suppose your customer is buying a dress shirt, for example. In that case, they might be interested in purchasing some studs or cufflinks. Offering unrelated products is unlikely to be successful. It could also distract the customer from completing the original order.

### 4. Limit the Choices

It is best to limit cross-sells and upsells to a handful of options because offering too many choices will confuse customers and deter them from completing the original order. Checkout or order completion still needs to be as painless as possible. So, upgrading or adding new products to the order should require minimal effort on the part of the customer.

### 5. Offer Added Value

Cross-selling and upselling should not be seen as a way of offloading

substandard or slow-moving items in your product range. Your add-on products should be adding value to a customer's purchase. And it is that added value that you should be pushing when you present the customer with the option to add something to their order. The message you are conveying is that the buyer can significantly increase the value of their order while only slightly increasing the total purchase cost.

## **6. Time-Limit Offers**

Time-limited special offers create a sense of urgency and encourage customers to select the add-on products and complete their purchase. For example, messages such as "Upgrade today and save 20% on your total order" would be an enticing proposition. However, you need to ensure that such an upsell increases profits overall.

## **7. Offer Tiered Upgrades**

People have varying budget flexibility. Some people might be tempted by the super-premium offer you have for them. Others, though, might have limited flexibility in how much they are willing

to spend. Consequently, offering a small range of upsells or cross-sells at various pricing levels increases the chances of a customer purchasing one of those add-on options.

## **8. The Customer Comes First**

Cross-selling and upselling are not tactics to con a customer into parting with more money. Instead, these strategies are best used to help customers find products that meet their needs and get the best value for money. Aggressive sales tactics and misleading advertising will get a brand a bad reputation and eliminate the possibility of repeat business. It is best to put the customers' needs first when planning cross-sells and upsells while, of course, keeping the objective of increasing profits in mind.

## **9. Don't Overdo It**

As already mentioned, offering too many choices can be counterproductive. Pushing an upsell or cross-sell at every opportunity can be equally unproductive. The offer of an additional product or service should be helpful to the customer, not a blatant effort to extract

more money from a customer.

## **10. Consider the Various Timing Points**

Finally, checkout or the signing of an order is not the only time you can cross-sell or upsell. There may be opportunities to sell upgrades and additional products pre-sale and post-sale. For example, providing a menu of varying service levels pre-sale might entice customers to go for the premium option. Post-sale follow-up emails can also be used to prompt customers to buy upgrades or complementary products.

Cross-selling and upselling are tried and tested methods of increasing sales and profits. Both techniques are best used to ensure the customer wins when they upgrade or add to their purchase. The application of these methods will vary depending on the type of products or service you are selling. But the fundamental principles apply to almost any sector. Hopefully, the above tips will help you see how you can use cross-selling and upselling to increase your profits.



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# 5 Simple Ways to Entice Your Readers with Irresistible Blog Post Titles

A close-up photograph of a laptop screen. The screen displays a blog post with the title 'My blog' in a large, white, sans-serif font. Below the title, there is a sub-header 'Online advertising' and a paragraph of text that is partially obscured. A central image on the screen shows a woman with long brown hair and glasses, looking towards the camera. To the right of the image, there is a sidebar with a blue circular icon containing a white letter 'B'. The laptop keyboard is visible in the foreground, and a hand is seen typing on the keys. The background is a soft, out-of-focus teal color.

In the busy age of TLDR (Too Long, Didn't Read), your blog posts face a tsunami of competition for the attention of your target readers. From dawn to dusk, hundreds of Tweets, posts, emails, and videos vie for their attention. So how can you stand out?

In large part, people choose what to read based on the titles they glance at. Compelling titles stand a chance. All the rest disappear into the ether, ignored and forgotten forever.

Fortunately, it doesn't take much to create an effective blog post title. You don't need to be a master marketer or an experienced writer. All you need is a few handy, time-

tested techniques. The following five methods will ensure that your posts are the ones that get clicked, read, and shared.

## **1. Use Impactful, Seductive Words**

There are certain powerful, emotive words that naturally draw our attention. In your titles, try to use words such as free, surprising, amazing, latest, memorable, awesome, killer, mind-blowing, and so on. For example:

### *7 Killer Copywriting Sales Page Templates*

### *This Surprisingly Simple Trick Will Remove Your Coffee Stains Faster*

With the hectic pace of our modern lives, we're all a little time-starved, so it pays to offer speed and simplification. You can do this with words such as easy, steps, step-by-step, ways, practical, kickstart, immediate, faster, cheat-sheet, shortcut, guide, ultimate guide, and so on. For example:

### *6 Easy Ways to Negotiate a Discount on Your Next Airbnb Rental*

### *A Simple Step-By-Step Guide to Decluttering*

We're also drawn to any hint of rare and lesser-known knowledge. You can offer this with words and phrases such as secret, little-known, ...that no one will tell you, ...used by industry leaders. For example:

### *Did You Know This Little-Known Secret to Curing Vitiligo?*

### *9 Effective Sales Techniques Used by Automobile Industry Leaders*

## **Don't Forget the Most Powerful Word of All**

Whenever you can, use the most seductive word in the English language. Can you guess what it is? That word is "you," followed closely by "your."

In the split second it takes us to glance at a title, if our eye catches the word "you," then something in our brain lights up. This is especially true if the topic also relates to a genuine problem we have or something we strongly desire in that moment. The combination of a highly targeted topic and the magic word "you" is simply irresistible.

To illustrate, compare

the following two titles and decide for yourself which one sounds more intriguing:

### *How to Double the Success of a Blog in 60 Days*

### *How to Double the Success of Your Blog in 60 Days*

## **Is B2B different?**

Of course, the kind of wording you use depends upon your market. Business to business (B2B) blogging naturally tends to be more formal in tone than business to consumer (B2C).

Even with B2B, however, remember that you're writing to an individual with emotions and personal problems, not merely a faceless business entity (more on this in tip 4 below). You can still use emotive words and language to intrigue them.

## **2. Arouse Curiosity with Numbers**

When used in a title, numbers promise brevity, something that is easy to scan and consume. Numbers suggest a well-thought-out and organized piece, and rightly so. Here are some examples:



## *6 Little-Known Secrets to Softer, Smoother Skin*

## *The 13 Best Tools for Finding Underserved Affiliate Niches*

## *5 Effective Ways to Fall Asleep Faster*

As soon as we see the number in a title, we think there must be some value therein. If there's a list of 10 solutions, even if we know most of them already, we think surely there must be one or two new ideas. It must be worth a glance. Our aroused curiosity compels us to click.

### **3. Ask an Intriguing Question**

Our minds are question-answering machines. Whenever we hear or read a question, neurons fire off, grasping at answers.

If the question is provocative and something the reader is often asking themselves, it's very hard to turn away from that promised answer, just a short click away.

You might make the entire title a question, such as:

## *Why Is Your Bathroom Mold Not Going Away?*

## *How Do Pilots Deal with Jetlag?*

## *When Should You Sell Your Niche Site?*

*You can also start the title with a question, then promise an enticing answer after it:*

## *Bored With Your Job? These 15 Apps Are All You Need to Find a Better One*

## *Overly Complex CRM Process Losing You Money? Here Are 5 Ways to Streamline Your System*

You can even double up, asking two questions in a single title:

## *What Are KGR Keywords and Why Should You Care?*

### **4. Promise a Clear Benefit**

The very best titles speak to the deeper need behind the topic. If you can, try to explain how the content will truly benefit the reader's life, and how it will contribute toward their broader goals.

If your audience wishes to slim down, for example, it might be to look great in a



swimsuit this summer. Or it might simply be to feel more confident. So, in your title, don't only promise to get them into shape, also mention the larger, exciting end-goal, and you'll have them hooked. For example:

## *3 Simple Steps to Look Amazing in Your Swimsuit This Summer*

## *10 Ways to Slim Down Fast and Feel Truly Confident in Yourself*

### **What Keeps Them Up at Night?**

The key to knowing which benefit to mention is to know your reader really, really well. Pay close attention to their wants and wishes. Understand what problems keep them awake at night. Know the exact words they use to describe those problems.

You gain this insight by staying in close communication with your customers and audience, by always reading comments and reviews,

and also by spending time in forums and social media groups.

This method applies to B2B blogging as well. Your reader, no matter their position and job title, is an individual with problems and worries related to their job. Find out who your ideal reader is within your target company and speak to that exact individual. Offer to help them with their personal struggles and goals, stated loud and clear in your titles.

### **5. Help Them Avoid Pain**

So far, we've spoken of offering promises and benefits. But people also want to avoid

errors, embarrassment, wastage, and pain. In fact, sometimes this need for avoidance is an even stronger driver for action.

You can simply use the word "mistakes" in your title, and you're bound to get clicks. In a similar vein, you can use the terms *stop doing...*, *stop ruining...*, *stop being...*, or *stop believing these myths*.

You might also warn of a problem people are experiencing, and the awful potential results of that problem. Here are a few examples:

***Are You Making These 3 Costly Digital Marketing***

***Mistakes?***

***Stop Killing Your Tomato Plants with This Common Watering Problem***

***10 Myths Every Yoga Instructor Should Stop Teaching NOW***

***5 Dangerous Computer Viruses to Watch Out For in 2022***

It doesn't take advanced writing skills to make your blog post titles more enticing. Anyone can do it. Implement a few of these five simple title techniques, and you'll soon have readers clicking, reading, and eager for more.

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# 10 Steps to Get Your First Influencer Marketing Campaign Underway





Surveys have found that 40% of consumers have purchased a product after seeing it promoted by an influential figure on social media. So, there is no denying the power that social influencers have. But influencer marketing is still uncharted territory for many businesses. And one of the reasons why so many companies have yet to try influencer marketing is they don't know where to start.

Creating and managing an influencer marketing campaign requires a slightly different approach to other types of advertising. For a start, you are dealing with individuals rather than advertising companies or agencies. Plus, the cost of influencer campaigns can vary considerably and be subject to a lot of negotiating. But the primary objective of achieving the best possible return on investment (ROI) is the same as with any marketing campaign.

So, how do you go about approaching influencers? How do you ensure that you don't overspend and what you spend is not wasted? Here is a ten-step

guide to starting your first influencer marketing campaign.

### **1. Define the Goals and Budget**

The first step towards a successful influencer marketing campaign is defining the goals. And that is no different from any other marketing or advertising campaign. So, you need to decide if you are targeting sales, aiming to increase brand awareness, or want to generate leads.

Then, you need to quantify those targets to create measurable key performance indicators (KPIs) against which you can judge the campaign results. It is also crucial that you define and work within a budget for your influencer marketing campaign.

### **2. Identify Your Target Audience**

Next, you will need to identify your target audience. And you will need to understand your audience, know which social media platforms they use, and determine what types of content will

interest them.

Knowing your audience will help you find suitable influencers operating on the right platforms. And it will help you identify the best types of content to use in your influencer marketing campaign.

### **3. Identify Potential Influencers**

Finding the right influencer can be the most challenging aspect of influencer marketing. However, there are several ways that you can search for influencers in your niche.

You can start by looking at your social media followers for potential candidates. And you can look at relevant hashtags, mentions of your brand, or search on Google. There are also online tools available for identifying influencers. Or you could employ the services of an influencer outreach agency.

There are different levels of influencers you might want to consider. There are, of course, well-known celebrity influencers, but they will be expensive. However, plenty of lower-

profile influencers may also wish to monetize their social media profiles. These less prominent influencers, known as micro or nano influencers, will have fewer followers. But their followers are usually more engaged, the cost of marketing on their channel will be significantly less.

#### 4. Vet Influencers

Once you have identified an influencer, you will need to vet them to ensure their suitability for your needs. Firstly, consider if the influencer aligns with your brand values. And then look at how many followers they have, what levels of engagement their posts attract and look at the other products they have promoted. Remember, you will be associating your brand with the influencer, so you must pick the appropriate individual for your brand.

You should also be aware that there are fake influencers around. These are people who have bought followers, views, and likes merely to attract advertising opportunities. So, look at a sample of the followers to determine if they are real people or

dummy accounts. And consider if the volume of genuine engagement makes sense for the number of followers.

#### 5. Decide on the Campaign Type

There are several ways that you can compensate influencers for their promotional work. And these compensation models will help you determine the type of campaign you want to run.

One option to consider is an affiliate marketing campaign. With this option, the influencer will earn a commission on any sales made when someone clicks on an affiliate link in the content. You can also use affiliate links in conjunction with discount codes.

Alternatively, some influencers will accept products for review. This type of model is often used in “unboxing” videos that you might have seen on YouTube. The influencer may take a sample of the product in place of payment. Or the product giveaway may be used along with an affiliate link.

Another option is



sponsored content. With this model, you pay the influencer to produce content on your behalf. Or, if the influencer has a blog, they may accept sponsored guest posts.

#### 6. Build a Relationship with Influencers

Influencers are unlike other advertising platforms. The more established influencers might have rate cards and be adept at monetizing their channel. However, they are real people with loyal social media followers, and they care about what they promote to those followers. And staying on-brand is as important to an influencer as it is to any other brand.

So, it is best to build a relationship with influencers before you reach out with a marketing proposal. Follow their channels, for example, and comment on their content. You could share some of their posts with your

followers and mention the influencer in some of your posts. Let an influencer get to know your brand first, and they will probably be more receptive when you approach them about sponsored content.

## **7. Make Your Pitch**

Then, once you have identified an influencer, you can then approach them with your marketing plans. But remember that you are selling to them as well as asking for some advertising. So, make your pitch for a mutually beneficial collaboration rather than merely requesting some advertising space or time. And stress how your product aligns with the influencer's values and content.

Pitches should be clear and straightforward. Explain what the influencer gets out of the arrangement. And be clear about what you expect, too. And it helps to have some sense of urgency in your proposal, so include a deadline for responses or a proposed schedule. But, above all else, make it personal and be genuine. And a little bit of ego-stroking won't go amiss,

too.

## **8. Start the Campaign**

Once you have found and vetted a suitable influencer, you can start your influencer marketing campaign. So, first, you will need to work with the influencer on the format and timing of the content. And it is advisable then to stay in touch with the influencer to check on progress and see if any further input is needed.

In most cases, the artistic side of content creation will be the influencer's responsibility. This approach is somewhat different from other types of advertising because you must step back from the creative process. You still have some say in the content. However, it would be best to avoid trying to micromanage an influencer.

## **9. Amplify the Content**

Once the content has been produced, you can amplify it by sharing it on your social media feeds and website. You might also want to combine an influencer marketing campaign with traditional

advertising and an email campaign.

Reposting the content will generate more engagement. And, if the influencer is well known, reposting the content will also boost the credibility of your brand.

## **10. Monitor the Results**

Finally, you will need to track the results against the targets you set. Your outcomes might be measured in terms of sales through an affiliate link, take-up of a discount code, leads, or increased traffic to your website.

The results will indicate how successful the campaign was. And that will help you decide if you chose the right influencer and allow you to modify your strategy if needed for future campaigns.

Running an influencer campaign does require a slightly different approach to traditional advertising. However, the fundamental principles of defining the target market, choosing the right platform, and measuring ROI are the same. And the rewards can be significant if you choose the right influencer.



# Email Marketing for Service Businesses: Seven Golden Rules to Boost Results



With the global number of email users predicted to grow to 4.59 billion by 2025, it's no surprise that service businesses are taking advantage of email marketing to generate growth. From finance, real estate, and information technology, to hospitality, healthcare, and home maintenance, every sector of the service industry depends on email marketing to attract, engage, and retain customers.

However, not every service business follows email marketing best practices, something that can undermine results. If you think your email campaigns could be doing a lot more to bring in business, keep in mind the following seven golden rules to maximize results.

## 1. Optimize Your Welcome Emails

Automated welcome emails should be sent to customers as soon as they sign up for your list. In a large 2020 study, the average open rate for a welcome email was around 86 percent -- much higher than the open rate for a standard email. For this reason, the welcome email is one of the best opportunities you'll have to introduce your services and convince people to engage with your business.

The most effective welcome emails include the following:

- A prominent business logo to familiarize customers with your brand.
- A warm greeting that uses the subscriber's name.
- A brief summary of the benefits of using your service.
- A call to action (CTA), whether you want users to visit a landing page, read a recent blog post, edit their email preferences, or claim an exclusive offer.
- An unsubscribe link.

While this is required by law, it's also important for keeping your list "clean."

## 2. Segment Your Audience

A customer that recently used one of your services might have different needs than someone who hasn't engaged with your business for six months. This is why segmenting your email list is so important. For example, you might want to send a follow-up survey to a recent customer, whereas sending a limited-time offer to a more inactive customer might be a better option.

You might have already gathered some key information from users when they signed up, but you should also use your email marketing software to segment your list into smaller groups. As well as age, gender, and location, segment your lists based on the origin of capture, date of last service, and length of subscription. Refining your lists means you can send more personalized, relevant messages to each group.

To take things further, send users a link to your

email preference center, where they can choose which types of content they receive and how often. Fortunately, most email marketing platforms will automate some of these processes.

## 3. Create Relatable Copy

One of the worst things you can do as a service business is to write copy that customers can't relate to. Ultimately, you need to show that you understand your customers, so writing jargon-free, relatable copy should always be one of your top priorities.

How do you show that you understand the needs, fears, and aspirations of customers? First, you need to listen. Whether it's on social media, website forums, or review sites, take the time to listen to what people are saying about your business and services. What common problems do they face? What do they expect from you? The more you understand your audience, the more you can create engaging content that connects with readers on an emotional level.

Second, don't be afraid to regularly ask your customers for feedback.

Send out email surveys to find out what people think about your services. Then let your audience know what you've learned from their feedback and what you're going to do as a result. As you listen to customers, take note of the language they use, and what frustrates or pleases them. This will give you a good idea about how to talk to your customers in emails.

#### **4. Show Your Expertise**

No one knows your business like you do, so use your knowledge as an asset to highlight the value of your services. Email marketing isn't about constant self-promotion, but there are subtle ways that you can inspire confidence from potential customers.

Throughout the year, your email editorial calendar should include content that educates, informs, and inspires your audience. Delivering a constant stream of valuable content is one of the best ways to keep your business top of mind with customers and promote customer loyalty. Here are a few examples of content to build your reputation:

- Tutorials.

- Product guides.
- Employee spotlights.
- Service update information.
- Company event schedules.
- Links to helpful blog content.
- Interviews with team leaders.
- Links to helpful YouTube content.
- Customer testimonials and reviews.
- Industry reports and audience surveys.
- Reports on awards your business has received.
- Behind-the-scenes content, such as staff photos and videos showcasing your services.

The more value customers receive from you, the more likely they'll want to do business with you when the time is right.

#### **5. Offer Incentives**

Ultimately, you want your email recipients to get a quote online or call you to make a booking. One of the best ways to encourage action from potential customers is to offer an incentive at the

right time. There are a few ways to do this:

- Referral campaigns. Offer special gifts and discounts to customers who refer friends and family to your business.
- Promote exclusive offers. Create a sense of urgency by offering time-sensitive deals. For example: "Book by Friday and get 10 percent off."
- Offer promotional codes for specific services. According to one study, emails with promotional codes achieved a 48 percent increase in revenue per email sent.
- Remember to emphasize how customers will benefit from your service alongside CTA buttons.

#### **6. Send Follow-Up Emails**

Sending follow-up emails at the right time is a great way to remind people of your business, build brand awareness, and show that you value your customers beyond the initial transaction. There are various ways you can use follow-up emails:

- To ask for feedback.
- To thank customers.

- To confirm service delivery.
- To upsell and cross-sell your services.
- To remind customers about your services.

For example:

- Insurance agents can recommend additional insurance policies.
- Website designers can ask for a testimonial after the completion of a project.
- Plumbers can remind customers that their fixtures are nearing the end of their warranty.
- The goal is not always to drive sales, but to maintain customer awareness of your company and its services.

## 7. Test and Analyze

Many service businesses underestimate

the importance of experimenting with emails and tracking the results. No one can tell you what will resonate with your specific audience; you need to find out yourself. This is why split testing or A/B testing emails is so valuable.

Most email marketing platforms offer A/B testing tools and analytics tools, allowing you to test different variables, such as subject lines, delivery times, and CTA text.

Crucially, you need to test one variable at a time. For example, send two small groups of subscribers the same email but use different subject lines for each group. Then look at your analytics data to see which email had the most open rates or which one received more click-throughs.

The hard truth is that you need to continually experiment, analyze the data, and adjust your strategies accordingly to maximize results.

## Grow Your Service Business with Email Marketing

For service businesses, there's no magic formula for the perfect email. However, following the best practices outlined here is a good place to start and will hopefully help your business stand out in a competitive marketplace.

If you follow these guidelines, track your results, and fine-tune your strategies, you should be able to engage more of your subscribers, increase your sales, and build a more loyal customer base.



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# FUN FACTS

The Roman month Februarius was named after the Latin term februum, which means purification, via the purification ritual Februa held on February 15 (full moon) in the old lunar Roman calendar. January and February were the last two months to be added to the Roman calendar since the Romans originally considered winter a monthless period.

## January Milestones:

- Feb 4, 2004 - Facebook launched as "TheFacebook.com".
- Feb 6, 1952 - Queen Elizabeth II succeeded to the British throne.
- Feb 7, 1964 - The Beatles first arrive in the United States.
- Feb 8, 1998 - The first female hockey game in Olympic history took place. Finland defeated Sweden 6-0.
- Feb 11, 1928 - The La-Z-Boy reclining chair was invented by Ed Shoemaker.
- Feb 18, 2001 - Race car legend Dale Earnhardt was killed in a crash in the last lap of the Daytona 500.
- Feb 22, 1956 - Elvis Presley debuted on the music charts with Heartbreak Hotel.

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# 8 TIPS FOR EYE-CATCHING SOCIAL MEDIA GRAPHICS

## 1. Use Bold & Bright Colors

Now is the time to embrace colors! Bright and bold color schemes will thrive across all platforms as brands move further away from traditional looking layouts.



## 2. Explain Concepts Using Icons

Icons are a great way to help better understand the concept in a fun social media graphic. Having a bold background with some fun icons is a great way to have your graphic stand out.



## 3. Create Unique Illustrations

Putting in the extra work to create your own unique illustrations adds originality to your brand and is a great way to ensure your graphics won't easily be copied.



## 4. Share Data with Charts & Infographics

Graphs, charts, and infographics make data a lot more visually pleasing for others to interpret.



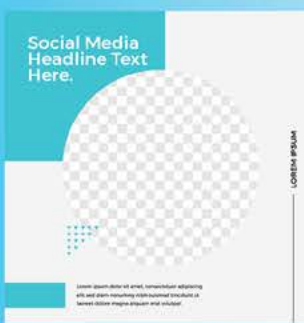
## 5. Make Text the Focus of the Design

To create a graphic that has impact, have your text be the focus of your image. Write slogans in big, decorative font that is still easily readable & combine it with a photo or icon.

**WELCOME** *Hello!*

## 6. Use Pre-Made Social Media Templates

If you are someone who doesn't have much design experience, there are plenty of pre-made social media templates you can use to start creating your own designs to post.



## 7. Create Custom GIFs & Cinemographs

Creating your own GIFs or cinemographs is a great way to set yourself apart from the competition. Always make sure to add your branding into the content so if people share, they will know who the original curator was.



## 8. Incorporate Your Branding into the Design

It is so important to make sure your logo(s), brand colors, and your brand's unique style is in every one of your social media graphics for when your posts are shared.







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