

# M LOCAL BUSINESS MARKETING

*The Marketing Guide for Local Business Owners*

February 2026

## Understanding Analytics

*What Small Business Owners  
Should Actually Track*

## Customer- Centered Leadership:

*Putting People  
First in Small  
Business  
Strategy*

**Best and  
Creative  
Ways  
to Get  
Reviews  
from  
Your Top  
Customers**

**Infographic:**  
2026  
Promotional  
Product Trends

**How to  
Conduct  
a Simple  
Social  
Media  
Audit**

**FREE!**

**Proudly Provided by LMS Solutions Inc**

# LOCAL BUSINESS MARKETING

*Welcome to the February Issue!*

While the new year is still gaining momentum, February is the perfect time to reassess your business strategy and take action on what really moves the needle. This month's issue focuses on sharpening your marketing, leading with empathy, and building systems that drive sustainable growth.

*Here's what's inside:*

- Understanding Analytics – Know what to track (and why) to make better business decisions.
- Customer-Centered Leadership – How putting people first fuels loyalty and long-term success.
- 2026 Promo Product Trends – What's trending now to help you stand out and stay top of mind.
- Getting More Reviews – Creative ways to encourage raving reviews from your best customers.
- Conducting a Social Media Audit – A simple step-by-step to improve your online presence.

We hope this issue helps you start Q1 strong, with strategies you can put into action right away. If you find value inside, be sure to share it with another business owner in your circle!

To smart moves and meaningful growth,

Alyssa Engle  
*Marketing Manager*  
LMS Solutions, Inc.

The content on the Local Business Marketing Magazine is made available on the terms and condition that the publisher, editors, contributors and related parties:

shall have no responsibility for any action or omission by any other contributor, consultant, editor or related party;

disclaim any and all liability and responsibility to any party for any loss, damage, or disruption caused by errors or omissions, whether such errors or omissions result from negligence, accident, or any other cause;

are not responsible in any way for the actions or results taken any person, organization or any party on basis of reading information, or contributions in this publication, website or related product.

## Inside This Month's Issue

- 4 Marketing Calendar
- 5 Understanding Analytics: What Small Business Owners Should Actually Track
- 9 Customer-Centered Leadership: Putting People First in Small Business Strategy
- 12 2026 Promotional Product Trends
- 15 Best and Creative Ways to Get Reviews from Your Best Customers
- 19 How to Conduct a Simple Social Media Audit
- 22 Fun Facts
- 23 Infographic: 2026 Promotional Product Trends

# A Little About Us

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



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

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

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

LMS Solutions is a proud member of:

Did you know that we are a full-service ad agency? Did you also know that we specialize in helping small and medium sized businesses? We customize a program that meets the needs and budgets of each of our clients, and we offer Free Initial Consultations. Give us a call to learn how we've helped businesses like yours' grow their revenue:

- Website Design
- Web Hosting & Management
- Reputation Management
- Video Marketing
- Outdoor Marketing
- Corporate Apparel
- Online Marketing
- Social Media Marketing
- Direct Mail
- Email Marketing
- Graphic Design
- Promotional Products



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

**(484) 893-4055**

[www.LMSsuccess.com](http://www.LMSsuccess.com)



# 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

2nd – Groundhog Day  
2nd – Tater Tot Day  
3rd – Golden Retriever Day  
4th – Facebook's Birthday  
4th – World Cancer Day  
5th – World Nutella Day  
6th – Wear Red Day  
6th – Rose Day  
8th – Pizza Day  
8th – Super Bowl Sunday  
8th – Chocolate Day  
10th – Flannel Day  
11th – Thomas Edison's Birthday

11th – Inventor's Day  
12th – Lincoln's Birthday  
12th – Hug Day  
13th – World Radio Day  
14th – Valentine's Day  
14th – National Donor Day  
16th – President's Day  
17th – Random Acts of Kindness Day  
17th – Perfume Day  
19th – Chocolate Mint Day  
20th – Love Your Pet Day  
21st – Sticky Bun Day  
22nd – Margarita Day  
22nd – Washington's Birthday  
23rd – Banana Bread Day  
26th – Chili Day (Last Thursday of February)  
27th – Polar Bear Day  
28th – Pancake Day  
28th – Rare Disease Day

## March

Irish American Heritage Month  
Women's History Month  
Developmental Disabilities Awareness Month  
American Red Cross Month  
National Nutrition Month

4th - Ash Wednesday  
8th: Daylight Saving Time Begins  
17th - St. Patrick's Day  
20th - First Day of Spring

1st – Compliment Day  
2nd – Dr. Seuss Day  
2nd – World Teen Mental Wellness Day  
3rd – World Hearing Day  
3rd – World Wildlife Day  
6th – Dentist's Day  
6th – Employee Appreciation Day  
8th – International Women's Day  
8th – Crabmeat Day

8th – Meatball Day  
9th – Napping Day  
12th – Plant a Flower Day  
12th – Girl Scout Day  
12th – World Kidney Day  
13th – Good Samaritan Day  
13th – K9 Veterans Day  
14th – Pi Day  
18th – Global Recycling Day  
20th – Day of Happiness  
21st – World Down Syndrome Day  
21st – World Poetry Day  
22nd – World Water Day  
23rd – Puppy Day  
24th – Cheesesteak Day  
25th – Waffle Day  
25th – American Red Cross Giving Day  
29th – Mom and Pop Business Owners Day  
30th – Take a Walk in the Park Day  
31st – Tater Day



# Understanding Analytics

## *What Small Business Owners Should Actually Track*

Analytics can feel intimidating to small business owners. Dashboards packed with charts, acronyms, and percentages often raise more questions than answers. Too often, data is either ignored entirely or obsessively tracked without a clear purpose. In 2026, understanding analytics isn't about knowing everything—it's about knowing what actually matters. When we focus on the right metrics, analytics becomes less of a burden and more of a decision-making superpower.

At its core, analytics exists to answer one fundamental question: Is what we're doing working? Every number we track should connect back to a business goal—more leads, more sales, stronger engagement, or better customer retention. Without that connection, data becomes noise. The goal isn't to collect information for the sake of it, but to gain insight that drives smarter action.

One of the most common mistakes small business owners make is focusing on vanity metrics. Likes, followers, impressions, and page views can feel reassuring, but they don't always translate into real growth. A social post might get hundreds of likes and still generate zero sales. Analytics that matter go beyond visibility and dig into behavior—what people do after they see your content.

Website analytics are a natural starting point. Tools like Google Analytics provide valuable insight into how visitors find and interact with your site. Rather than fixating on total traffic, small businesses should focus on traffic sources. Are visitors coming from organic search, social media, paid ads, email campaigns, or direct visits? Understanding where your best traffic originates helps you invest in channels that actually perform.

Equally important is tracking



user behavior once visitors arrive. Metrics like average engagement time, pages per session, and bounce rate reveal whether your website is doing its job. If visitors leave quickly, it may indicate confusing navigation, slow load times, or messaging that doesn't match their expectations. A well-performing website doesn't just attract visitors—it keeps them engaged and guides them toward action.

Conversions are arguably the most critical metric for any small business. A conversion can mean different things depending on your goals: a purchase, a form submission, a phone call, a booking, or a newsletter sign-up. Tracking conversions allows us to measure outcomes, not just activity. A smaller volume of highly targeted traffic that converts well is far more valuable than a large audience that never takes action.

Email marketing analytics deserve special attention as well. While open rates have

become less reliable due to privacy changes, metrics like click-through rate, conversion rate, and list growth tell a clearer story. These numbers reveal whether email content is resonating and whether subscribers are taking the next step. In 2026, email success is measured by engagement and outcomes—not just opens.

Social media analytics require a similar mindset shift. Instead of obsessing over follower counts, businesses should track saves, shares, comments, profile visits, and link clicks. These engagement-focused metrics show whether content is sparking interest and prompting action. Platforms owned by Meta, including Instagram and Facebook, provide detailed insights that help identify which content formats, topics, and posting times perform best.

Paid advertising analytics often feel the most intimidating, but they're also some of the most actionable. When running ads through platforms like Google, small businesses should focus on cost per conversion, return on ad spend (ROAS), and conversion volume—not just impressions or clicks. These metrics reveal whether advertising dollars are generating real business results or simply driving traffic without purpose.

Customer behavior analytics extend beyond digital

platforms. Point-of-sale data, repeat purchase rates, average order value, and customer lifetime value help businesses understand how customers interact over time. These insights are especially valuable for identifying loyal customers and opportunities for upselling, cross-selling, or retention-focused marketing. Analytics isn't just about acquiring customers—it's about keeping them.

Another often-overlooked metric is customer retention. Acquiring new customers is typically far more expensive than retaining existing ones. Tracking repeat purchases, renewal rates, or rebooking frequency provides insight into customer satisfaction and long-term business health. Strong retention often signals that your marketing, service, and experience are aligned.

Analytics also play a crucial role in content strategy. Blog traffic, video watch time, content saves, and scroll depth reveal what topics and

formats resonate most. Over time, patterns emerge—certain themes consistently outperform others. These insights allow businesses to create more of what works instead of guessing what audiences want.

Timing is another valuable insight analytics can provide. Understanding when customers engage—whether that's the best day to send an email, post on social media, or run an ad—improves efficiency without increasing effort. In a world where attention is limited, timing can be just as important as messaging.

Of course, analytics only matter if they're reviewed regularly. A monthly or quarterly analytics check-in allows business owners to spot trends, identify issues early, and make proactive adjustments. Data doesn't need to be checked daily to be effective—it needs to be reviewed intentionally.

It's also important to remember that analytics should guide decisions, not paralyze them. No metric exists in isolation. Context matters. Seasonality, promotions, economic shifts, and external factors all influence performance. Analytics are most powerful when paired with real-world understanding of your business and customers.

For small business owners who feel overwhelmed, the best approach is to start small. Choose five to seven core metrics aligned with your goals and track them consistently. Over time, as confidence grows, additional layers of data can be added. Simplicity leads to clarity, and clarity leads to better decisions.

Understanding analytics doesn't require becoming a data scientist—it requires focusing on what truly drives growth. By prioritizing meaningful metrics like conversions, engagement, retention, and return on investment, small business owners can cut through the noise and gain actionable insight. In 2026, analytics isn't about chasing numbers; it's about understanding behavior, improving performance, and making smarter decisions with confidence. When used intentionally, data becomes one of the most valuable tools a small business can have.





# WE BUILD BRANDS

**Social Media Marketing**

---

**Google & Social Media Ads**

---

**Video Marketing**

---

**Website Design & Services**

---

**Email Marketing**

---

**Reputation Management**

---

**And Much, Much More!**



**Contact Us Today!**  
**(484) 893-4055**  
**[www.lmssuccess.com](http://www.lmssuccess.com)**



## *Customer-Centered Leadership: Putting People First in Small Business Strategy*

Customer-centered leadership is no longer a feel-good philosophy, it's a strategic advantage. In an era where consumers have endless options and rising expectations, small businesses that lead with people at the center consistently outperform those that lead with products, pricing, or processes alone. At its core, customer-centered leadership means making intentional decisions that prioritize the needs, experiences, and long-term relationships of the

people you serve.

For small business owners, leadership and customer experience are inseparable. Unlike large corporations, small businesses operate close to their customers. Owners are often the face of the brand, the problem-solvers, and the relationship builders. That proximity creates a unique opportunity: when leadership genuinely values customers, that mindset permeates every interaction, shaping culture, service, and reputation.

Customer-centered leadership begins with perspective. Instead of asking, "How do we sell more?" the question becomes, "How do we serve better?" This subtle shift changes everything. It reframes strategy around understanding customer motivations, pain points, and expectations. When leaders view decisions through the customer's lens, strategies become more intentional, experiences more thoughtful, and outcomes more sustainable.

Listening is one of the most underrated leadership skills in small business. Customer-centered leaders actively seek feedback, not just when something goes wrong, but as an ongoing practice. Reviews, surveys, conversations, and social media comments all offer valuable insight. More importantly, leaders who listen—and respond—send a powerful message: your voice matters here. That sense of being heard builds trust faster than any marketing campaign.

Empathy plays a defining role in people-first leadership. Customers don't interact with businesses in a vacuum—they bring emotions, stress, excitement, and expectations with them. Leaders who understand this create policies and experiences that feel human rather than transactional. Whether it's flexibility in resolving an issue or compassion during a difficult moment, empathy

turns ordinary service into memorable connection.

Customer-centered leadership also shapes internal culture. When leaders prioritize customers, employees follow suit—but only if they're treated with the same respect. Teams who feel supported, empowered, and valued are far more likely to extend that care outward. In this way, employee experience and customer experience are deeply intertwined. You cannot consistently deliver great service from a disengaged team.

Strategic decisions look different through a customer-centered lens. Pricing, policies, hours of operation, communication methods, and even technology choices should all consider how they impact the customer journey. Leaders who obsess over internal convenience at the expense of customer ease

often create friction. Those who simplify, clarify, and remove barriers earn loyalty.

Consistency is another hallmark of customer-centered leadership. Customers don't judge a business by its best moments—they judge it by its most frequent ones. Leaders set expectations for how customers are treated every time, not just when it's easy. Clear standards, training, and accountability ensure that the customer experience doesn't fluctuate based on mood, staffing, or circumstance.

Transparency strengthens people-first strategy as well. When things go wrong—and they inevitably do—honest communication builds credibility. Customers are far more forgiving of mistakes than they are of silence or defensiveness. Leaders who own their issues, explain next steps, and follow through demonstrate integrity. Over



time, that integrity becomes part of the brand's identity.

Customer-centered leadership also requires patience. Relationship-driven growth doesn't always deliver instant results, but it delivers lasting ones. Instead of chasing short-term wins, people-first leaders focus on lifetime value, retention, and advocacy. They understand that a loyal customer is not just a repeat buyer, but a storyteller who shares positive experiences with others.

In a digital-first world, customer-centered leadership must extend across channels. Online experiences, social interactions, email communication, and in-person service should all reflect the same values. Leaders set this tone by aligning messaging, training teams, and ensuring that systems support—not hinder—great experiences. A customer shouldn't feel like they're interacting with different businesses depending on the platform.

Innovation also benefits from a customer-centered approach. When leaders invite customers into the conversation—through feedback, testing, or community engagement—they create solutions rooted



in real needs rather than assumptions. This reduces risk and increases relevance. Innovation becomes less about guessing and more about responding.

Perhaps one of the most powerful outcomes of customer-centered leadership is differentiation. In crowded markets where products and pricing often look similar, experience becomes the deciding factor. Customers remember how they were treated long after they forget what they paid. Leaders who prioritize people create brands that stand out not because they shout louder, but because they connect deeper.

Customer-centered leadership doesn't mean saying yes to everything. Boundaries still matter. What it does mean is making decisions with clarity, fairness, and respect.

When customers understand the “why” behind policies and feel they're being treated thoughtfully, trust remains intact—even when the answer isn't what they hoped for.

Over time, people-first leadership builds momentum. Loyal customers return. Employees stay longer. Referrals increase. Marketing becomes easier because reputation does much of the

work. What begins as a leadership mindset evolves into a competitive advantage that compounds year after year.

Customer-centered leadership is about more than delivering good service—it's about embedding people-first thinking into every layer of small business strategy. By listening deeply, leading with empathy, supporting employees, and making intentional decisions through the customer's lens, small business leaders create experiences that inspire loyalty and trust.

In a marketplace driven by choice, the businesses that win are those that remember one simple truth: when you put people first, growth follows naturally.



## 2026 Promotional Product Trends

Promotional products have long been a staple of brand marketing, but in 2026 they are evolving far beyond logo pens and giveaway totes. Today's consumers are more selective, more values-driven, and more experience-focused than ever before. That means the promotional products that work best are no longer about quantity—they're about relevance, quality,

and intention. For small businesses, this shift creates an opportunity to stand out in meaningful, memorable ways.

One of the strongest trends shaping promotional products in 2026 is usefulness. Customers no longer want items that end up in a drawer or trash bin. They want products that integrate seamlessly into daily life. Think

functional office accessories, drinkware, tech tools, wellness items, and home goods. When a promotional product earns a permanent place in someone's routine, your brand earns repeated visibility without feeling intrusive.

Sustainability continues to dominate decision-making, and promotional products are no exception. Eco-conscious

consumers expect brands to be thoughtful about materials, sourcing, and longevity. In 2026, recycled fabrics, biodegradable packaging, reusable items, and ethically sourced products are not just “nice extras”—they’re often the deciding factor. A promotional item that aligns with environmental values signals that your brand understands the bigger picture.

Quality over quantity is another defining shift. Businesses are moving away from mass giveaways and toward fewer, higher-quality items with perceived value. A well-made insulated tumbler, premium notebook, or durable bag communicates care and professionalism. Customers associate the quality of the product with the quality of the brand—whether consciously or not. In this sense, promotional products act as a physical extension of your reputation.

Customization is becoming more sophisticated as well. In 2026, personalization goes beyond slapping a logo on an item. Brands are experimenting with custom colors, thoughtful messaging, limited-edition designs, and even personalization by name or role. These details create emotional impact. A promotional product that feels “made for me” is far more likely to be kept, used, and

appreciated.

Wellness-focused promotional products are seeing continued growth. As conversations around health, balance, and self-care remain front and center, items like stress-relief tools, fitness accessories, hydration products, and mindfulness-inspired goods are resonating strongly. These products align brands with care and well-being—values that matter deeply to modern consumers and employees alike.

Tech-related promotional items are also evolving. Instead of novelty gadgets, brands are investing in practical tech accessories—charging cables, wireless chargers, webcam covers, phone stands, and laptop accessories. With remote and hybrid work now a long-term reality, these items offer everyday utility. When your brand supports productivity, it earns relevance.

Another major trend in 2026 is event-driven promotional products. Rather than generic giveaways, businesses are curating products around specific moments—trade shows, conferences, community events, client milestones, or seasonal campaigns. These context-driven items feel intentional rather than random. When a promotional product ties directly to an experience, it



becomes a souvenir rather than a freebie.

Packaging is also playing a larger role. The unboxing experience matters more than ever. Clean, branded, eco-friendly packaging elevates perceived value and increases the likelihood that recipients share the item on social media. Promotional products are no longer just physical—they’re content opportunities. A well-presented item can extend reach far beyond the original recipient.

Local and small-batch promotional products are gaining traction as well. In 2026, consumers increasingly appreciate items that feel unique, handcrafted, or locally sourced. Small businesses are leaning into partnerships with local makers, artists, or suppliers to create promotional products with a story. These collaborations add authenticity and deepen community connection.

Apparel remains a staple,



but styles are changing. Loud logos are giving way to subtle branding and wearable design. Neutral tones, minimalist graphics, and comfortable fits dominate. The goal is to create apparel people actually want to wear—not just something they'll use as a sleep shirt. When branding feels stylish rather than promotional, it earns visibility organically.

Promotional products are also being used more strategically for internal audiences. Employee appreciation kits, onboarding gifts, and team milestone packages are becoming common. In 2026, internal branding is just as important as external branding. Employees who feel valued become brand ambassadors—often without being asked.

Data is influencing promotional product strategy more than ever. Businesses are tracking which items generate engagement, retention, or follow-up actions. This insight allows for smarter investment rather than guesswork. Promotional products are no longer chosen solely by gut instinct; they're chosen based on alignment with goals and audience behavior.

Another notable trend is the blending of promotional products with digital experiences. QR codes, NFC tags, and scannable packaging connect physical items to online content—landing pages, videos, exclusive offers, or event registrations. This bridge between physical and digital makes promotional products measurable and interactive, extending their

impact well beyond the initial handoff.

Seasonality also plays a growing role. Businesses are curating promotional products around holidays, seasons, and campaigns rather than relying on one generic item year-round. Seasonal relevance increases perceived value and makes products feel timely. A winter-themed item feels thoughtful in December but forgettable in July. Timing matters.

Perhaps the most important trend of all is intention. In 2026, promotional products work best when they align with brand values, audience needs, and campaign goals. Random giveaways dilute impact. Thoughtful selections amplify it. The most successful brands ask not “What can we give away?” but “What would our audience genuinely appreciate?”

Promotional product trends in 2026 reflect a broader shift in marketing—from volume to value, from noise to meaning. Useful, sustainable, high-quality, and thoughtfully designed products are leading the way. When promotional items are chosen with intention and aligned with brand identity, they become powerful tools for connection rather than clutter. For small businesses, the future of promotional products isn't about giving more, it's about giving better.

# Best and Creative Ways to Get Reviews from Your Top Customers



Online reviews have quietly become one of the most powerful influences on



part of doing business with you, customers are less resistant—and often more willing.

small business success. Before customers visit your store, book your service, or click “buy,” they’re reading what others have to say. In 2026, reviews aren’t just social proof—they’re trust currency. Yet many small business owners struggle with the same challenge: we have happy customers, but very few of them leave reviews. The good news? Getting reviews doesn’t have to feel awkward, pushy, or transactional. With the right approach, it can feel natural, creative, and even relationship-building.

The most important principle to understand is this: the best time to ask for a review is when satisfaction is highest. Reviews are easiest to collect when customers are already feeling good about their experience. That moment might be right after a successful project, a great in-store interaction, a positive email exchange, or a compliment spoken out loud. When gratitude is fresh, action follows more easily.

### **Ask at the Moment of Delight**

One of the simplest—and most effective—ways to gather reviews is to ask in real time. When a customer says, “This was amazing,” or “I love

how this turned out,” that’s your opening. A genuine response like, “That means so much to us—if you’d be willing to share that in a quick review, it really helps our small business,” feels natural rather than scripted. The key is tone. This isn’t a demand; it’s an invitation.

### **Make It Effortless, Not Optional Homework**

Even happy customers won’t leave reviews if the process feels inconvenient. One of the biggest barriers is friction. The easier you make it, the more likely they’ll follow through. Direct links, QR codes, and one-click access remove excuses. In 2026, businesses that consistently collect reviews do so because they’ve eliminated extra steps. Convenience is not a luxury—it’s a requirement.

### **Turn Reviews into Part of the Experience**

Creative businesses integrate review requests into the customer journey instead of treating them as an afterthought. This might look like a small card included with a purchase, a sign near checkout, a line in a follow-up email, or a message after a service is completed. When reviews feel like a normal

### **Leverage Follow-Up Communication Strategically**

Post-purchase and post-service emails are prime opportunities to request reviews, especially when framed around appreciation rather than promotion. A message that says, “Thank you for trusting us—we’d love to hear about your experience,” feels far more personal than a generic request. Timing matters here. Waiting too long reduces emotional momentum, while asking too quickly can feel rushed. A short delay—often 24 to 72 hours—is the sweet spot.

### **Use Personalization to Increase Response**

Customers are far more likely to respond when a request feels personal. Using their name, referencing what they purchased, or mentioning the service you provided shows care and attention. Even small personalization details can dramatically increase response rates. It reminds customers that they’re not just a transaction—they’re part of your story.

### **Highlight How Reviews Help Your Small Business**

Many customers genuinely

want to support the businesses they love—but they don't always realize how impactful reviews are. Being transparent helps. Letting customers know that reviews support visibility, credibility, and growth gives them a reason beyond politeness. People are more motivated to act when they understand the why behind the request.

### **Create Review-Worthy Moments**

The best review strategy starts long before you ask. Exceptional service, thoughtful details, and memorable interactions naturally inspire customers to share their experience. Whether it's handwritten notes, proactive communication, surprise upgrades, or simply being consistently kind, these moments give customers something worth talking about. Reviews are the result of experience, not persuasion.

### **Show Appreciation Without “Buying” Reviews**

While incentives for reviews should always be handled carefully and ethically, appreciation matters. Thank-you messages, public shout-outs, or featuring customer reviews on social media can reinforce positive behavior without crossing ethical lines. Customers who feel appreciated are more likely to engage again—and recommend you to others.

### **Use Social Media as a Review Reminder**

Social platforms offer a low-pressure way to remind customers that reviews matter. Posting customer testimonials, sharing screenshots of reviews, or thanking reviewers publicly subtly encourages others to join in. It creates social momentum without direct asking. When customers see peers being recognized, participation often follows.

### **Ask the Right Customers First**

Not every customer is the right fit for a review request. Focus on your best customers—repeat buyers, long-term clients, and those who regularly express satisfaction. These individuals already trust you and are more likely to leave thoughtful, positive feedback. Building a strong foundation of authentic reviews creates momentum that attracts even more.

### **Responding to Reviews Is Half the Strategy**

Collecting reviews is only part of the equation. Responding to them—especially thoughtfully—reinforces trust and shows that you value feedback. When customers see businesses engaging with reviews, they feel their voice matters. This responsiveness also signals professionalism to future customers reading through your feedback.

### **Normalize Reviews as Ongoing, Not Occasional**

The most successful review strategies are consistent. Instead of asking in bursts, integrate review requests into regular workflows. When reviews are collected steadily over time, they feel more authentic and credible—and they carry more weight with potential customers.

### **Turn Reviews into Stories**

Reviews shouldn't live in isolation. Featuring them in newsletters, on your website, or in marketing materials reinforces their value and shows appreciation. When customers see their words shared, it deepens emotional connection and encourages others to contribute their own experiences.

Getting reviews from your best customers doesn't require pressure or gimmicks—it requires intention, timing, and authenticity. By asking at the right moments, making the process easy, personalizing requests, and showing genuine appreciation, small businesses can turn happy customers into powerful advocates.

In 2026, reviews are more than feedback—they're trust signals. And when collected thoughtfully, they become one of the most valuable assets your business can build.



## *How to Conduct a Simple Social Media Audit*

Social media can feel deceptively busy. Posts go out, likes trickle in, followers slowly grow—but many small business owners still find themselves asking the same question: Is any of this actually working? That's where a social media audit comes in. In 2026, conducting a simple, intentional audit is one of the smartest ways to refocus your efforts, eliminate wasted time, and make your social presence work harder for your business.

A social media audit isn't about judgment or perfection. It's not meant to overwhelm you with spreadsheets or complex metrics. Instead, it's a practical check-in—a way to step back, assess what's happening, and realign your strategy with your business goals. Think of it as a routine tune-up rather than a full overhaul.



across all platforms, even if you're only actively posting on a few.

Once you know where you're active, revisit your goals. Why are you using social media in the first place? Is the goal to drive website traffic, generate leads, build brand awareness, support customer service, or increase in-store visits? Many businesses post out of habit rather than intention. A social media audit forces clarity. If a platform doesn't support your current goals, it may not deserve your energy.

Next, take a closer look at your audience. Who is actually following you, and does that align with who you want to reach? Review basic demographic insights such as age, location, and active times. Pay attention to engagement patterns—who comments, who shares, and who saves your content. An engaged, relevant audience is far more valuable than a large but passive one.

Content analysis is where the audit really comes to life. Review your posts from the past three to six months and look for patterns. Which posts performed best? Which formats—photos, videos, carousels, Reels—generated the most engagement? Often, a few content types clearly outperform the rest. These are your clues. A successful audit isn't about spotting failures; it's about identifying what's

already working so you can do more of it.

As you review content, pay attention to messaging and tone. Does your content sound like it's coming from a human or a brand trying too hard to sell? In 2026, audiences respond best to authenticity, clarity, and value. Educational posts, behind-the-scenes content, relatable stories, and community-focused updates often outperform promotional messaging. If your feed feels overly sales-heavy, that's an important insight—not a setback.

Consistency is another key area to evaluate. This doesn't mean posting every day; it means showing up reliably. A social media audit should reveal whether your posting schedule supports visibility and engagement or creates long gaps that disrupt momentum. If consistency feels impossible, the issue may not be effort—it may be an unrealistic content plan.

Hashtags, captions, and calls to action also deserve attention. Are you using hashtags strategically or repeating the same ones out of habit? Are captions clear, engaging, and easy to read? Do posts invite interaction, or do they end without direction? Small adjustments here often lead to noticeable improvements without increasing workload.

The first step in any social media audit is taking inventory. Start by listing every social media account associated with your business, including platforms you may no longer actively use. This often reveals forgotten profiles, outdated bios, or inconsistencies in branding. In 2026, consistency matters more than ever. Your name, logo, contact information, and brand voice should align

Engagement is a two-way street, and your audit should reflect that. Review how often you respond to comments, messages, and mentions. Social media is not just a broadcasting tool—it's a conversation channel. Businesses that actively engage build stronger relationships and signal credibility to both existing and potential customers.

Another important part of the audit is link performance. If you're directing followers to your website, online shop, booking page, or email list, are those links actually being clicked? If not, the issue may lie in the offer, the placement, or the messaging—not the audience. Your audit helps pinpoint where friction exists.

It's also helpful to review competitors or similar businesses during your audit. This isn't about comparison—it's about context. What types of content are they posting?

How are they engaging their audience? Are there gaps you could fill or ideas you could adapt in a way that fits your brand? Competitive insight often sparks clarity rather than pressure.

Metrics matter, but simplicity wins. You don't need to track everything. Focus on a small set of meaningful metrics aligned with your goals—engagement rate, profile visits, website clicks, saves, and conversions. These numbers tell a clearer story than likes alone. A simple spreadsheet or notes document is often enough to track trends over time.

Once you've gathered insights, the most important step is action. A social media audit only works if it leads to change. That might mean dropping a platform, doubling down on video, adjusting your content mix, or clarifying your messaging. Even one or two strategic changes

can significantly improve performance.

A social media audit should not be a one-time task. In a fast-moving digital landscape, quarterly or biannual audits help ensure your strategy stays aligned with your business and your audience. The goal isn't perfection—it's progress.

Conducting a simple social media audit allows small business owners to cut through the noise and focus on what truly works. By reviewing platforms, goals, audience, content, engagement, and performance metrics, you gain clarity and direction without complexity. In 2026, the most effective social media strategies aren't built on constant posting—they're built on intentional reflection and informed adjustment. A well-timed audit turns effort into impact and keeps your social presence working for you, not against you.



# VIDEO MARKETING

Short-Form Videos account for **90% of Internet Traffic in 2026**

.....  
**Call today to find out more about our Video Marketing for Local Businesses!**

**(484) 893-4055**

# Celebrating 15 Years of Helping Businesses Grow!



This year marks a major milestone for LMS Solutions - 15 years in business! For a decade and a half, we've partnered with local businesses to build brands, grow audiences, and deliver marketing solutions that truly work. To celebrate, we're rolling out exclusive anniversary specials all year long, featuring monthly discounts and savings designed to help your business start 2026 strong.

## February Anniversary Specials



### Website Special

Get a 5 page website for only \$999!



### Sweatshirt Special

Get 5 sweatshirts with a small front chest logo & large back logo for only \$125! (sizes small - XL only)



### Note Pads Special

Get 20 of the 5.5" x 8.5" Note Pads (50 sheets/pad) for only \$100

**THESE FEBRUARY SPECIALS ARE VALID THROUGH 2/28/26**

**CALL TODAY TO SECURE YOUR SPOT AND SAVINGS!**

***Here's to 15 years and to helping your business grow in 2026 and beyond!***



# FUN FACTS

February may be the shortest month of the year, but it's packed with character! Named after Februa, an ancient Roman festival of purification, this month was all about clearing out the old to make way for the new—kind of like history's original "spring cleaning."

## *History of Marketing in February:*

- February 1, 1982: The first-ever Super Bowl commercial for Apple aired during Super Bowl XVI—marking the early days of what would become one of the most iconic ad platforms in the world
- February 4, 2004: Facebook launched at Harvard University, revolutionizing digital marketing and ushering in the era of social media advertising and influencer marketing.
- February 7, 2010: The Old Spice "The Man Your Man Could Smell Like" campaign debuted during Super Bowl XLIV. It went viral almost instantly, becoming one of the most talked-about marketing campaigns of the decade.
- February 8, 1996: The Communications Decency Act was signed into law, which included early attempts to regulate internet content, opening up legal discussions around online advertising and marketing that still exist today.
- February 10, 2014: Oreo launched its "#OreoSnackHacks" campaign, a prime example of clever brand storytelling on social media, proving the power of snackable content and creative engagement.
- February 11, 2005: YouTube was registered as a domain, setting the stage for one of the most powerful platforms for video marketing and brand storytelling.

## REACH ***MORE*** ON SOCIAL MEDIA

*72.5% of the US population is active on social media*

### SOCIAL MEDIA MANAGEMENT SERVICES

Sponsored Posts  
Custom Content Development  
Customer Engagement  
Analytics & Reporting  
Facebook Ads Management



**CONTACT US TODAY FOR A FREE QUOTE!**

# 2026 **PROMO** PRODUCT TRENDS

Consumers are looking for promo products that feel intentional, not incidental. They want items that tell a story, align with their values and serve a real purpose in their daily lives. When companies deliver on those expectations, merch transforms from a giveaway into a genuine connection.



## 1. Apparel

Comfort, confidence, daily use

*"Feels like something I'd buy myself"*



## 2. Drinkware

Daily ritual, reusable, eco-conscious

*"Part of my routine"*



## 3. Tech

Smart, portable, modern

*"Makes the brand feel current"*



## 4. Eco Products

Sustainable and values-driven

*"It's not just stuff, it's a statement."*



## 5. Bags / Travel

Utility and visibility

*"I take it everywhere."*



## 6. Wellness

Health, care and mindfulness

*"Feels thoughtful and human."*

A man with glasses and a beard, wearing a dark blue shirt, and a woman with dark hair, wearing a red shirt and a white apron, are sitting behind a wooden counter in what appears to be a cafe or bakery. On the counter, there are several pastries, including a croissant and muffins, and a tablet computer. In the background, there are shelves with various items like mugs and containers.

# LOCAL MARKETING

EFFECTIVE & ENGAGING



## **Award Winning Marketing Solutions**

A full service marketing & advertising agency, we work with small and medium sized businesses and non-profit organizations in the development of effective marketing strategies, utilizing all mediums, including website design and optimization, social media, digital marketing, video, print, custom apparel, promotional products and so much more.

## **Ask About Our Small Business Marketing Programs**

### **Free Initial Consultations**

(484) 893-4055

[www.LMSSuccess.com](http://www.LMSSuccess.com)

[info@lmsolutions.biz](mailto:info@lmsolutions.biz)