

MLOCAL BUSINESS MARKETING

The Marketing Guide for Local Businesses

January 2015

6 Ways to Retain Customers

*How to Get More
Twitter Followers for
Your Business*

**How To Publicize Your
Small Business**

**Top Social Media
Trends for 2015**

Small Business Tool Guide

**Our Annual List of
Must-Have Tools**

Infographic:
Small Business
Facts

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As we start each year, we develop our list of resolutions. Changes in behavior that we know can help us improve our life. While these can be important for our personal life, setting New Year's resolutions for your business is also important.

Use the opportunity of the new year starting to infuse some fresh ideas into your business.

It's also a good business practice to take an annual look at your business and marketing plans.

The marketing landscape continues to change at an incredibly fast pace. What worked best for your business just two years ago may not be the best option now. Take the time to evaluate where you are putting your marketing dollars, and make shifts as necessary.

If you aren't already using analytics to track the effectiveness of your online programs, install them this month.

Set goals for your Social Media platforms. How many Facebook "Likes" do you want to have by the end of the year?

Let's make 2015 a successful one for your business!

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.

Regards,
David Akers
President / CEO
LMS Solutions Inc.

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A Little About Us

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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, large business or an ad agency, our programs can help you find greater success.

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Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

JANUARY

Cervical Health Awareness Month
Eye Care Month
Family Fit Lifestyle Month
Financial Wellness Month
Get Organized Month
International Brain Teaser Month
March of Dimes Birth Defects Prevention Month
National Glaucoma Awareness Month
National Staying Healthy Month
National Volunteer Blood Donor Month
Thyroid Disease Awareness Month
Walk Your Pet Month

January 1 - New Year's Day
January 19 - Martin Luther King Jr. Day

1st - Polar Bear Plunge Day

2nd - National Science Fiction Day
4th - National Spaghetti Day
9th - National Take the Stairs Day
12th - National Clean Off Your Desk Day
15th - Humanitarian Day
16th - International Hot & Spicy Food Day
17th - Ben Franklin's Birthday
18th - Winnie the Pooh Day
19th - National Popcorn Day
20th - Inauguration Day
21st - National Hugging Day
23rd - National Pie Day
24th - National Compliment Day
24th - National Peanut Butter Day
26th - Spouse's Day
27th - Chocolate Cake Day
28th - National Fun at Work Day
29th - National Puzzle Day
31st - Backward Day



February

Black History Month
American Heart Month
International Boost Self Esteem Month
International Expect Success Month
International Friendship Month
National Cancer Prevention Month
National Children's Dental Health Month
Spay/Neuter Awareness Month

February 14th - Valentine's Day
February 16th - President's Day

1st - National Freedom Day
1st - Super Bowl Sunday
2nd - Groundhog Day
2nd - Rheumatoid Awareness Day
3rd - National Carrot Day
4th - Facebook's Birthday
4th - Homemade Soup Day
4th - World Cancer Day



6th - National Wear Red Day
8th - Boy Scout Day
9th - Autism Sunday
9th - National Stop Bullying Day
9th - Pizza Pie Day
9th - World Marriage Day
11th - National Inventor's Day
12th - Lincoln's Birthday
14th - National Organ Donor Day
16th - National Almond Day
17th - Random Acts of Kindness Day
19th - Chinese New Year
20th - Love Your Pet Day
20th - National Cherry Pie Day
22nd - Washington's Birthday
22nd - World Thinking Day
23rd - International Dog Biscuit Day
23rd - National Banana Bread Day
24th - World Spay Day
27th - STAND UP to Bullying Day
27th - International Polar Bear Day
28th - Rare Disease Day



Top Social Media Marketing Trends for 2015

In order to plan your social media strategy for the coming year, it's important to keep an eye on social media trends and determine the most suitable marketing channels for your business. With so much going on across social networks right now, here are our predictions on the path of social media marketing in 2015 and beyond.

Social Content Will Continue to Thrive

It's not easy to create high-quality content consistently, but it's becoming increasingly necessary. In 2015, more marketers will realize that social media is the most effective way to publicize new content, and they will use the most relevant channels to publish or promote branded content. With all eyes on your brand, it may be more beneficial to publish links to content so that you only attract the most qualified leads but still encourage content shares.

Real-Time Marketing Will Become More Widespread

With more consumers spending more time on various social media channels, there will be more opportunities to capture the attention of your target audience at any time of the day. Take note of mainstream conversations and stories, but also focus on unique conversations that may be more aligned with your target audience.

More Ad Targeting

Facebook's targeted ad services have been available for a while now, but understanding this way of marketing will be even more crucial in 2015. Social targeting tools will become more sophisticated across all social networks, so the brands that learn how to use these tools to precisely target the right people on the right networks will reap the rewards.

Mobile Will Become More Dominant

People are spending more time on mobiles and more time on bigger mobiles - around one-quarter of all sales are now larger-screen phones. Facebook recently reported that its mobile-only daily users has grown significantly. This is likely to happen across all social networks. Plan your marketing messages for mobile first - you can still expand the content for desktops. Concise messages will have more impact, but because of the mobile layout, include your call-to-actions early on in each message.

Facebook Ad Demand Will Grow

With Facebook limiting the number of posts fans can actually see, there will be a rise in promoted posts and ads. Because of this increase in demand, the prices will increase. Social advertising budgets have also steadily risen on Facebook. As other platforms release their ad services, ad spending on these will also rise. Organic reach is no longer good enough to outshine the competition, so brands need to stop thinking of social media as free advertising, and see it as a long-term marketing investment.

Twitter Ads Will Increase

As Twitter rolls out its new advertising products that feature a variety of fee structures, more small and medium sized business will spend time promoting on Twitter. Businesses will be able to pay for specific user actions connected to conversions, not just retweets or clicks.

Videos Will Feature on More Channels

YouTube is no longer the first choice for many video marketers. In 2015, Facebook will continue to challenge YouTube, and Twitter's Vine channel will continue to be popular for short-form videos. The challenge for marketers will be to create low-budget videos that resonate with a large

segment of their target audience.

Google+ Will Become Less Significant

After the demise of Google Authorship, the power of Google+ when it comes to social influence is dwindling. It is simply not unique enough to get consumers excited. Twitter, LinkedIn, and Facebook already offer everything people need from a social network, so more businesses are likely to focus on these channels.

Instagram Marketing Will Increase

With 200 million monthly users, Instagram is now the social channel of choice for marketers using image-based content. Reports show an increase in marketing spending on this channel and this is likely to continue to rise. Marketers can now also target their 15-second videos to different segments of their Instagram audience.

The Power of LinkedIn Will Grow

As a B2B social network, no one can compete with LinkedIn. While there are less marketing opportunities for B2C marketers on this channel, it is still the most effective place to be for any B2B marketer. If you are in this industry sector, it could be time to invest more of your marketing budget with LinkedIn.

In Summary

To get the most out of social networks, you need to listen to your target audience, spend more on targeted ads, and focus on the right channels. As long as you remember to respect your audience and join in the conversation, social media can help you understand the motivations of your target audience, improve your credibility, and support your brand's long-term goals. Are your social media marketing strategies in place for 2015?



Getting More Twitter Followers For Your Business

Twitter is gaining in popularity at an extremely rapid pace, and many analysts have predicted that it's the social network to watch over the next few years. If you are used to other social media sites like Facebook and LinkedIn, you'll realize that Twitter is a completely different animal--especially when creating and maintaining an account for your business. Engaged followers are they key to your Twitter success, but gaining them isn't always easy. Here is a look at several tips for increasing the follower base of your business' Twitter account.

Tweet Often - Unlike Facebook, on which you will be often be blacklisted by your fan base if you post too often, Twitter users are expected to tweet several times per day. When you are first trying to establish your account, you should devote as much time as possible to tweeting. Studies have shown that the average follower

will only read about 25 percent of your tweets, so you increase your odds of being noticed the more often you post (without going overboard).

Write Interesting Tweets - Content is key when it comes to Twitter. While tweeting often is important, you should only ever do so when you have something interesting to say. Your followers truly won't care what you had for lunch today, but they will be interested to find out your business is offering a discount.

Find Ways to Connect With Your Ideal Audience - You know the type of people your company wants to target, and you know that those people are on Twitter, so you need to figure out a way to get those specific people to follow you. Often, you need to be the one who takes the first step. Find and follow some accounts that match your ideal client base, and you may find

they follow you back on their own. You can also search for various keywords and/or hashtags that relate to your business and favorite, retweet, or respond to tweets that include these keywords. It's always a good idea to scan the list of people who follow your followers when trying to grow your audience. Remember that you already share a common interest, so they might be the type of people you should target.

Have Conversations - Most people love to feel like they can have a conversation with the representative of their favorite companies via Twitter. If someone tweets at you, you should try to always respond. You can also do a simple search to see if anyone is tweeting about your brand (regardless of whether they mention your account) and then respond to those tweets as well. Having these conversations makes it clear that there is an actual person behind your company's Twitter account, which will help you get more followers.

Schedule Your Tweets - Just because you aren't going to be working 24/7 doesn't mean that you can only tweet while you're at the office. Twitter users tend to be most active on the social network in the evenings, but there are tools you can use to schedule tweets in advance and set them to post when they are most likely to be read. Free services like Hootsuite allow you to write out your tweets when they come to you and then set a time for them to actually post, so you can make it seem like you always have an

online presence even when you're not actually on the clock.

Tweet With Personality - While you may have a set of facts you need to get across with your tweets, you can deliver them in a way that people find entertaining. Businesses that include humor in their tweets almost always have the most followers. Remember that if your audience finds you boring, it's extremely easy for them to tap the "Unfollow" button, so you need to make sure you never give them a reason to jump ship.

Promote Your Twitter Everywhere - Twitter handles have to be short, which is ideal for promoting yourself. No matter what types of marketing materials you produce, make sure your @username is clearly visible on every one of them. If your brand interests someone, they might want to learn more about you, and Twitter can be the perfect way for you to connect. Make sure prospective customers know how to find you by promoting your Twitter account on business cards, mailings, store windows, email signatures, press releases, blog posts, and more.

As you see your follower base growing, you will likely start to notice an impact on your overall business almost immediately. The more that potential customers become engaged with reading and occasionally writing about your company, the better job you will do at staying at the forefront of their minds. Over time, this should translate to increased brand loyalty and more revenue.



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How To Publicize Your Local Business

If you own and operate a small business, you may wonder why some businesses seem to achieve success almost effortlessly, while others struggle, even if they are well-managed. This seems to be especially the case in tough economic times.

If your small business is finding it difficult to achieve its sales targets, it may seem tempting to invest more money in sales and marketing activities. However, these may also achieve limited success, especially at a time when many consumers have lower disposable incomes.

The good news is that there is a way in which you can increase awareness of your business and its products or services without spending any

money at all. The way forward is through effective public relations (PR) work.

Many small businesses do not carry out any PR work. The most common reasons for this are a lack of expertise in this area or a lack of media contacts. Small business owners may also believe that they do not have the time to carry out PR work on top of all their other commitments.

However, if you do take some time to learn more about PR and to publicize your small business, you may start to notice several different benefits. First and foremost, if you are regularly interviewed in the media, you will come to be regarded as an expert in your industry.

This will enhance the reputation of your business and create awareness of its products or services amongst as many potential customers as possible. Readers of newspaper articles or blog posts may visit your store or website out of curiosity and this can have a positive impact on your sales.

Before starting to publicize your small business, it is important to identify your target market. This basically means answering the following questions: Is your typical customer male or female? To which age and socio-economic group(s) does he or she belong?

You will also need to find out which publications, websites, radio stations and other media people in your target market read or listen to regularly. In order to do this, you can ask several of your regular customers which websites they access frequently, which publications they read on a regular basis, and which radio shows they enjoy listening to.

For example, if you own a menswear store which sells smart clothing to middle-aged men, it is important to know which are the most popular newspapers, magazines, websites and blogs read by middle-aged men in the medium to high income brackets.

Once you have this information, you will know which media to target with a compelling press release. Your press release should contain unique and interesting information that is likely to capture the attention of as many journalists and bloggers as possible.

A good example of a subject for a compelling press release would be the results of a survey that point to a new or emerging trend. You could

carry out such a survey amongst your customers and potential customers. It could be undertaken online or in-store. You could give each participant a small reward for taking part, such as a money-off coupon towards their next purchase.

Ensure that you write a well-crafted press release with the most interesting information in the title and first paragraph. Before sending out your press release, try and establish at least one personal contact with a journalist working at a relevant publication or radio station. Ask everyone you know both personally and professionally if they could introduce you to such a journalist.

If you can achieve a personal meeting with a journalist, it is likely to be much easier to achieve media coverage. If, however, it is not possible, you should still be able to gain some coverage if you send your press release to a large number of journalists at the publications that you have already identified.

Once you have gone through the process of seeking and achieving media coverage for your business, you will find it easier to carry out PR work on an on-going basis. After some time, you may find that journalists are contacting you and asking you for quotes on current issues in your industry.

If you take some time to begin the process of publicizing your small business, you are likely to reap the rewards on a longer-term basis. A larger group of potential customers will be aware of your business; past and current customers will be alerted to new products and trends; and you will be regarded as an expert in your field. These benefits are likely to have a positive, knock-on effect on your sales.



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Small Business Success - Six Ways to Retain Customers

Finding a new customer costs between four and ten times more than retaining an existing customer, according to the Chartered Institute of Marketing. It therefore makes sense to keep your current customers happy so that they will continue to buy from your business. Here are six ways for small businesses to retain their customers.

Know What Your Customers Want

If you are providing exactly what your customers want, they will be much more likely to continue purchasing from your business than going to a competitor. Ask your customers if there are any extra products or services that they would like or if there is anything about your business that they would like to see improved. Check out your competitors and see if they offer any additional products or services that customers in your target market want. Adjust your offering to ensure that you are meeting your customers' exact needs.

Exceed Your Customers' Expectations

Once you know what your customers want, it is important to exceed their expectations. You can do this by completing a job early, sending them a thank you card, or giving them a discount on their next purchase. As well as making it very likely that your customers will return, exceeding their expectations will also greatly increase the chances of them telling their friends about the positive experiences they have had. This may bring new customers to your door.

Train All Your Staff in Customer Services

Train all your employees in customer services, even if they don't have a predominately customer-facing role. It only takes one negative experience with one member of your staff for a customer to decide never to purchase from your business again. In addition, that customer may tell others about his or her negative experience. Therefore, ensure that each employee knows how to deal

with customer questions and complaints in a polite, friendly, and helpful manner.

Deal With Complaints Effectively

Listen carefully to a customer's complaint and respond in a positive manner. If you are defensive or argumentative, it is very likely that you will lose that customer. Apologize for the customer's negative experience and suggest one or more possible solutions to the problem. Treat each complaint as a learning experience that enables your business to improve.

Start a Customer Loyalty Program

It is very easy to set up a customer loyalty program, under which a customer is rewarded with a free item or a discount after he or she has made a certain number of purchases. A loyalty program encourages customers to return to your business and make more purchases in order to

receive the reward. At the same time, you and your staff will build a friendly relationship with the returning customer and this in itself is likely to increase loyalty.

Communicate With Your Customers

Bombarding your customers with frequent emails, telephone calls or other communications will be counter-productive. However, contacting your customers occasionally with a personalized special offer, a money-off coupon, or an invitation to an event will make them feel valued and inspire loyalty in your business.

Attracting new customers can be expensive and time-consuming. It is much easier to focus on ways to make your current customers happier and inspire their loyalty. Decide on a few ways to increase customer satisfaction so that as many customers as possible return for many years to come.

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How Automatic Instagram Likes Can Benefit Your Business

Since its introduction in 2010, Instagram has become one of the top social networking sites on the internet. Used by millions of people every day (in April 2013, about 100 million users per month), from artists to photographers, fans of TV shows to major corporations, Instagram is a perfect way to share visual information in a moment. Instagram is an “online mobile photo-sharing, video-sharing, and social networking” site that lets members post their videos and snapshots, then share them with users not only in Instagram itself, but on other popular sites such as Twitter, Facebook, and Tumblr.

Users simply snap a photo with a digital camera or phone, edit the picture to correct it or add interesting effects, then upload the photo to the website, where it is immediately displayed. Members can follow the posts of others, and have their friends’ posts show up automatically on their feed. They can then “like” uploads, creating a network of Instagram users that can grow exponentially as friends of friends discover one another through reading their friends’ favorite “follows” and “likes.”

Most large corporations and brands have a presence on Instagram. In fact, when creating an internet persona, Instagram is considered one of the most important places to build an online

presence along with Facebook, Twitter, and a business website. It has become such a common practice for companies to have an Instagram account, the site even has a blog dedicated to using Instagram to promote business, which provides tips and guidelines for how to use their service, as well as examples that other corporations have set.

What Are Auto-Likes for Instagram?

One of the most important ways for members of the Instagram community to interact are “likes.” Viewers look at photos and videos that other members post, and give them likes indicating their interest in and approval of the material in the post. For individual users and businesses alike, these interactions keep either side engaged with one another. The more likes a post gets, the more it spreads through Instagram, and eventually through other social media websites until it becomes viral -- spreads throughout the internet. In a best case scenario, a popular post might become so popular that it shows up on major search engines, bringing in an even wider audience.

Auto likes are a popular method Instagram users who need a large audience use to increase

their visibility on the site without relying on individual followers. Auto likes are generated by apps, programs, or online services that detect new posts by the user, and instantly send dozens to thousands of likes to the post, upping its popularity quotient. In addition, statistics indicate that the number of comments increase with the number of likes, at about 1:33, helping increasing the attention of users.

How Can Auto-Likes Benefit Business?

Besides the statistical model of increasing brand awareness through Instagram auto likes and comments, the service offers other benefits for growing a business' presence on the internet:

- a. The more people see a brand around the internet, the more they recognize it, give it authority, and imbue it with "street cred." Consumers are more likely to use a product that they feel fits into their lifestyle, and social media helps with that impression.
- b. It helps emphasize particular services or products. Where once a business would put a flyer or ad in the local paper, now you would post it to Instagram, where followers and their friends can receive the news around the world.
- c. It assists in further promoting your best-selling products, which in turn exposes consumers to other available products and services.
- d. It can promote special deals and events at your brick and mortar or online store.

e. Promotes charity and community outreach work your business performs.

f. Shows fun, personable, and serious aspects of your business.

Why subscribe to an automatic like subscription service?

Coming back post after post to buy likes is not only more expensive, it's time consuming and confusing. Your focus should be working on building your business, creating more products and services and getting word out into the community, not going through the hassle of generating likes for every post you upload. That's where a subscription service comes in.

An Instagram auto-like subscription service monitors your site, and as soon as you make a new post, delivers auto likes. All you have to do is upload -- the service take care of the rest. A business can watch their likes grow with every post, and views and followers will grow exponentially. As a result, the business, products, and services will have more potential exposure than ever.

In a business world that depends more heavily on internet advertising and direct communication with customers and clients than ever, to not take advantage of the full benefit of popular social networking sites is throwing away an important opportunity. With the help of an auto-like service, the important work of a presence on the ultra-popular Instagram is done for you.

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Tools For Small Business Owners



As a small business owner you have to be mindful about how your time and income is spent. It's likely that you're juggling multiple responsibilities and priorities in order to make sure everything runs as smooth as possible. Don't let yourself get stuck with marketing efforts that take up too much time and money. Maximize those efforts with the right tools and you can come out on top!

We've got a list of free and inexpensive tools to use for your small business and we're happy to share them.

Google Analytics

Google Analytics may be one of the most overlooked marketing tools; however any new or reputable business should take advantage of using this free tool. It is said Google uses Analytics data to rank your website, but we may never know if that is the case or not. Google is very tight lipped about the algorithms it uses.

Regardless of what you have heard or believe Google uses that data for, as a small business owner, you should install Google Analytics. Lead tracking and real-time analysis are just a couple of the amazing features it has to offer. You could not get these features anywhere else without paying an arm and a leg. <http://google.com/analytics>

Hootsuite

Does your business have multiple social media channels? We sure hope so! Hootsuite is essential for managing all of your social media channels! Small and large businesses alike can utilize this awesome tool and take away a significant load of daily work. Using this tool, you can track your business across several social media websites and have the ability to schedule posts ahead of time. Are you going away for the holidays or going on a vacation? Prepare a post, or several, and schedule them ahead of time so you never have to leave your followers without updates while you're away.

Not only can you schedule posts ahead of time, but you can also analyze social media traffic so that you can continue to increase the amount of new people you're reaching out to. Hootsuite's free plan is fairly basic, but it is definitely enough to get you started and decide whether to invest in this tool! As a small business owner, time is not your friend. With this tool, you can get some of that time staring at your social media sites back and devote it to something else just as important! <http://hootsuite.com>

MailChimp

MailChimp helps you design and create email newsletters and share them on social networks. There is an easy-to-use collection of newsletter templates, but you also have the ability to create your own. You can then track your results. <http://mailchimp.com>

Square

Square is incredibly easy to set up and use! With zero setup cost and no monthly, Square is a great solution for small businesses who find traditional merchant accounts too expensive. This great little tool allows you to make sales directly on your phone or tablet device. This means if your business is one that's on the go, trying to use a traditional credit card reader may be just about impossible. However, you can also use Square for your brick-and-mortar locations! <http://squareup.com>

PayPal

Setting up a business PayPal account allows your business to take and process payments for products and/or services without having to pay for a merchant account (which can be very expensive). Your business is able to take credit cards, debit cards, online check payments, and direct payments from a customers' personal PayPal account. <http://paypal.com>

Tregia

Do you know what your competition is doing to secure such great results? Tregia is a terrific little tool that helps you understand your competition's strategies. It allows you to analyze any website and gather as much information as you can.

Tregia gives you reports on what analytics tools any given website has integrated and which A/B testing tools it uses as well. If you don't know how to look at a website's source or save the HTTP requests, this tool will be incredibly helpful and save you a lot of time! <http://tregia.com>

Dropbox

Dropbox is an incredible resource for all small businesses. It allows you to back up important data and files in a different place than your computer to ensure they will always be there no matter what. It's a secure site and is able to store relatively large files without any trouble. The best part about Dropbox- it's insanely easy to share files with another person. As long as everyone has an account, you can share your content. No more sending 12 emails with a few photos in each.

You can access your account using Desktop, Online, and Mobile. Dropbox is very diligent about making sure people know exactly when there is a new file added or when a file is deleted, but only from a shared folder where more than one party is involved. <http://dropbox.com>

Wave

Wave is an awesome tool that allows you to quickly and easily manage your payroll and business receipts online and free of charge. You can separate and track your personal finances as well as your business' finances, permitting you to handle all financial management from one location. If you're getting started with a small business, or currently have a business with 9 employees or less, this app may be perfect for you. <http://waveapps.com>

Skype

Skype offers free voice and video calls. It's a wonderful tool that allows you to communicate with anyone, whether they are team members, contractors, other entrepreneurs, etc. You can purchase the premium version which includes features like screen sharing and calling landlines and cell phones. <http://skype.com/>

Google+ Hangouts

Similar to Skype, Google+ now has a live video call feature. You can video chat with up to ten friends or call a contact to start a voice call using your computer. You may enhance your call using Cadoo for online drawing, SlideShare for sharing presentations, and Conceptboard for whiteboard collaboration. In order to use this, you and your contacts must have Google+ accounts. <http://www.google.com/hangouts/>

NutshellMail

Save time monitoring and managing your brand on Facebook, Twitter, and more using NutshellMail. This tool takes copies of all your latest updates on social networking accounts and positions them in a snapshot email, which is then sent to your primary email address. You can receive updates as often as you'd like. NutshellMail works with Facebook, Twitter, Yelp, Youtube, LinkedIn, Foursquare, and Citysearch. <http://nutshellmail.com>

Rapportive

Have you ever been curious about the people you're in contact with? Rapportive, connected with LinkedIn, shows you EVERYTHING about your contacts. You can immediately see what people look like, what they do, and where they're based. You can establish rapport by mentioning shared interests! You can also use Rapportive when composing an email. This allows you to be more personal and effective before you email. <http://rapportive.com>



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Mural.ly

Need to brainstorm but can't get your whole team together? That's where Mural.ly comes in handy! Mural.ly goes beyond the typical teleconference and allows you to connect all the ideas of your team in one visual, virtual layout. You can create a virtual bulletin board, similar to Pinterest, to generate ideas. <https://mural.ly>

KeePass

You know you should use different passwords for each account you have (email, website, social media, bank account, etc) but who has time to remember all of them? However, if you use only one password and a thief gets ahold of that information, then you're in serious trouble. KeePass is a free open source password manager. It helps manage your passwords in a secure way by putting all of your passwords in one database that's locked with one master key or key file. This way you only have to remember one master password

Don't worry though, the databases you're keeping locked are encrypted used the best and most secure encryption algorithms (AES and Twofish). <http://keepass.info>

SurveyMonkey

Surveys can be very important for your business and figuring out your clientele. SurveyMonkey is the world's most popular online survey tool. You can send free surveys, polls, questionnaires, market research, and customer feedback. You can even get access to survey questions and professional templates.

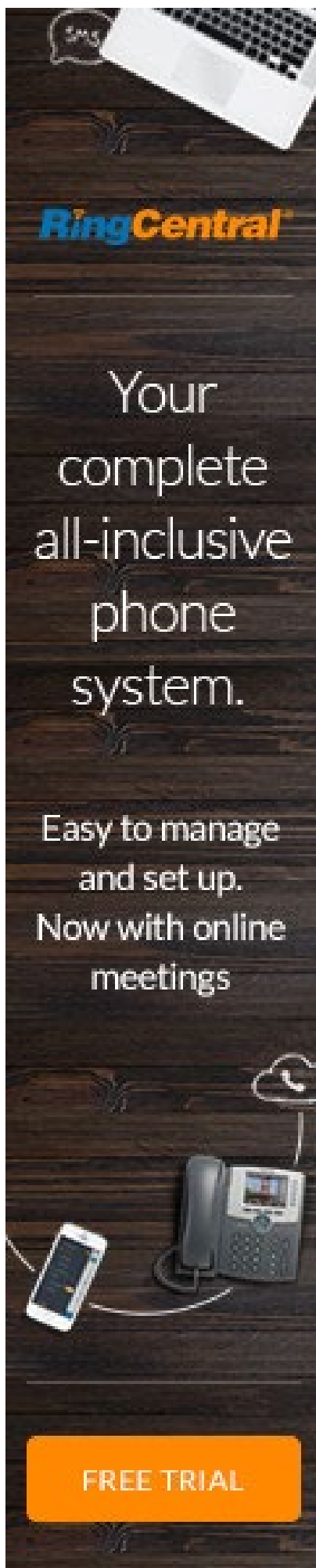
It's incredibly easy and self-explanatory to create a survey, and the site is user friendly. Basic survey options are free, but there is an extra cost for the ability to target a specific demographic. <http://surveymonkey.com>

Pixlr

This is an easy, online image-editing tool and can be used with most Internet browsers. You can resize, crop, filter, or enhance photos for collateral! Photoshop will be a thing of the past when you start using Pixlr. <http://pixlr.com>

PicMonkey

PicMonkey is another online image-editing tool. It's free, easy to use, and allows you to create graphics to share anywhere. You can unlock premium fonts, filters, and other features for an additional cost per year. <http://picmonkey.com>

A vertical advertisement for RingCentral on a dark wood-grain background. At the top left, a laptop is partially visible with a speech bubble containing the word 'SMS' next to it. The RingCentral logo is in the upper left. The main text, 'Your complete all-inclusive phone system.', is centered in a large, white, sans-serif font. Below this, the text 'Easy to manage and set up. Now with online meetings' is also centered in a smaller white font. At the bottom left, there is an illustration of a smartphone and a corded office phone connected by a curved line. A white cloud icon with a telephone handset inside is positioned above the office phone. At the very bottom, an orange rectangular button contains the text 'FREE TRIAL' in white, all-caps, sans-serif font.

RingCentral

Your complete
all-inclusive
phone
system.

Easy to manage
and set up.
Now with online
meetings

FREE TRIAL

Fiverr

Do you need help with something but have limited funds? Fiverr is a marketplace for goods and services starting at \$5. It's a marvelous resource for small business owners on a small budget. There is a variety of depth and useful services you can purchase, all for \$5! <http://fiverr.com>

Evernote

Organizing your information can be a tedious task, especially if you're not sure how to organize it. Evernote is a great tool for organizing and then later searching for your information. It's accessible on most devices and incredibly easy to use.

You can keep track of your accounts (scanning receipts in and keeping them on file), create profiles for people important to your business, save business cards, forward email, and do SO much more using Evernote. This data capturing service helps make it easy to remember everything for your business as well as your personal life. <http://evernote.com>

Meetup

A great way to find people who are getting together based on a particular interest. Sign up for a Free account and find groups of people in your neighborhood that are meeting. Easy to search and join a group. If you'd like to start your own Meetup Group, you'll need to pay a small fee, but the process is easy, and the platform helps you keep those interested in your group informed of upcoming events. <http://meetup.com>

FreeConferenceCall.com

The name describes it, but doesn't tell the entire story. Sign up for a free account and get access to not only a great free conference call platform, but also have the ability to do online Screen Casts for up to 25 attendees. <http://freeconferencecall.com>

Lynda.com

An online education company offering thousands of video courses in software, creative and business skills. Founded in 1995, the company produces video tutorials taught by industry experts, with a basic program with unlimited access to all training videos for only \$25 per month, with no long-term contracts. <http://lynda.com>



News You Should Know

Microsoft's "Spartan" browser to replace IE?

According to recent reports, Microsoft plans to soon release a new web browser named "Spartan." This will be a newly developed browser, starting from scratch, instead of another version of Internet Explorer.

Microsoft's Internet Explorer is still the most popular browser in the world, holding steady at 58 percent of the user base throughout all of 2014, according to NetApplications. Google's Chrome is steadily climbing, however, from 16.4 percent to over 20 percent at the end of November. Both Opera and Firefox are steadily losing market share.

Spartan could ship alongside Internet Explorer 11 in Windows 10, due sometime in the latter half of 2015. The purpose of Spartan is twofold, first, as a lightweight alternative to IE, but with the foundation for third-party extensions; and as a marketing "do-over" for Internet Explorer, to do away with Internet Explorer's legacy once and for all.

Pinterest Promoted Pins Expands

As of January 1st, all marketers now have access to Pinterest's Promoted Pins, an offering that has been in beta for the past several months, with the expansion including new brand ad formats for more advanced targeting.

Pinterest's newly launched Pinstitute will aim to help businesses learn how to connect with their followers and see a greater return from Pinterest.

For smaller businesses, Pinterest is planning a series of webinars and other online learning tools.

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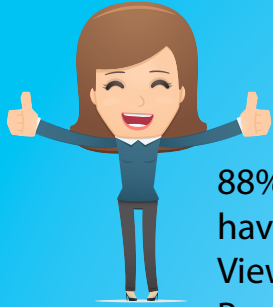
<http://LMSuccess.com>

Common Business Scams

- *Business Owners Beware!
Common scams that you
should be aware of.*

SMALL BUSINESS FACTS

28 Million Small Businesses in the US



88% of Adults
have a Favorable
View of Small
Businesses



54% of All
US Sales Are
From Small
Businesses



66% of Consumers
Regularly Support
Shopping Locally

Small Businesses have generated over 65% of new jobs since 1995



50% of Small
Businesses Fail
Within The First
4 Years



Over 50% of
the working
population
works at a small
business



76% of Small
Business
Owners Have
Carried Debt



80% of Owners
Handle Their
Own Marketing
Initiatives



72% of Owners
Work Over 40
Hours/Week



50% Spend
Over \$5,000/
Year on
Marketing

Small Businesses Are Leveraging Online Marketing



20
Million Small
Businesses



4.5
Million Small
Businesses



48%
of Small Businesses
Have One



57%
of Small Businesses
Actively Grow Their Lists

***Is Your Marketing
Missing
Something?***

***We Might Be The
Missing Piece!***



***Call Today For A
FREE Consultation!***



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