

LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

January 2020

Five Easy Ways to Make Your Customers Feel Special

**Why Your Small
Business Needs
a Unique Value
Proposition and How
to Create One**

**10 Topic
ideas
for Your
Business
Website
Blog**

Social Media: Five Types of Content to Post

**A Quick
Introduction
to Online
Reputation
Management**

**8 Useful
Tips for
E-commerce
Store Owners
in 2020**

**Infographic:
40 Business Blog
Topic Ideas**

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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.

Let's make 2020 a successful one for your business! 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 a few 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?

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.

Here's to a Fantastic 2020!

David Akers
President / CEO
LMS Solutions, Inc.

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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
Glaucoma Awareness Month
March of Dimes Birth Defects Prevention Month
Staying Healthy Month
Thyroid Disease Awareness Month
Volunteer Blood Donor Month
Walk Your Pet Month

January 1 - New Year's Day
January 20 - Martin Luther King Jr. Day

1st - Polar Bear Plunge Day
2nd - Science Fiction Day
4th - Spaghetti Day
9th - Law Enforcement Appreciation Day
9th - National Take the Stairs Day

13th - Clean Off Your Desk Day
14th - Dress Up Your Pet Day
15th - Hat Day
17th - Ben Franklin's Birthday
17th - Popeye Day
18th - Winnie the Pooh Day
19th - Popcorn Day
21st - National Hugging Day
23rd - Pie Day
24th - Compliment Day
24th - Peanut Butter Day
26th - Spouse's Day
26th - Australia Day
27th - Chocolate Cake Day
27th - Thomas Crapper Day
28th - Blueberry Pancake Day
29th - National Puzzle Day
31st - Backward Day
31st - Have Fun at Work Day

February

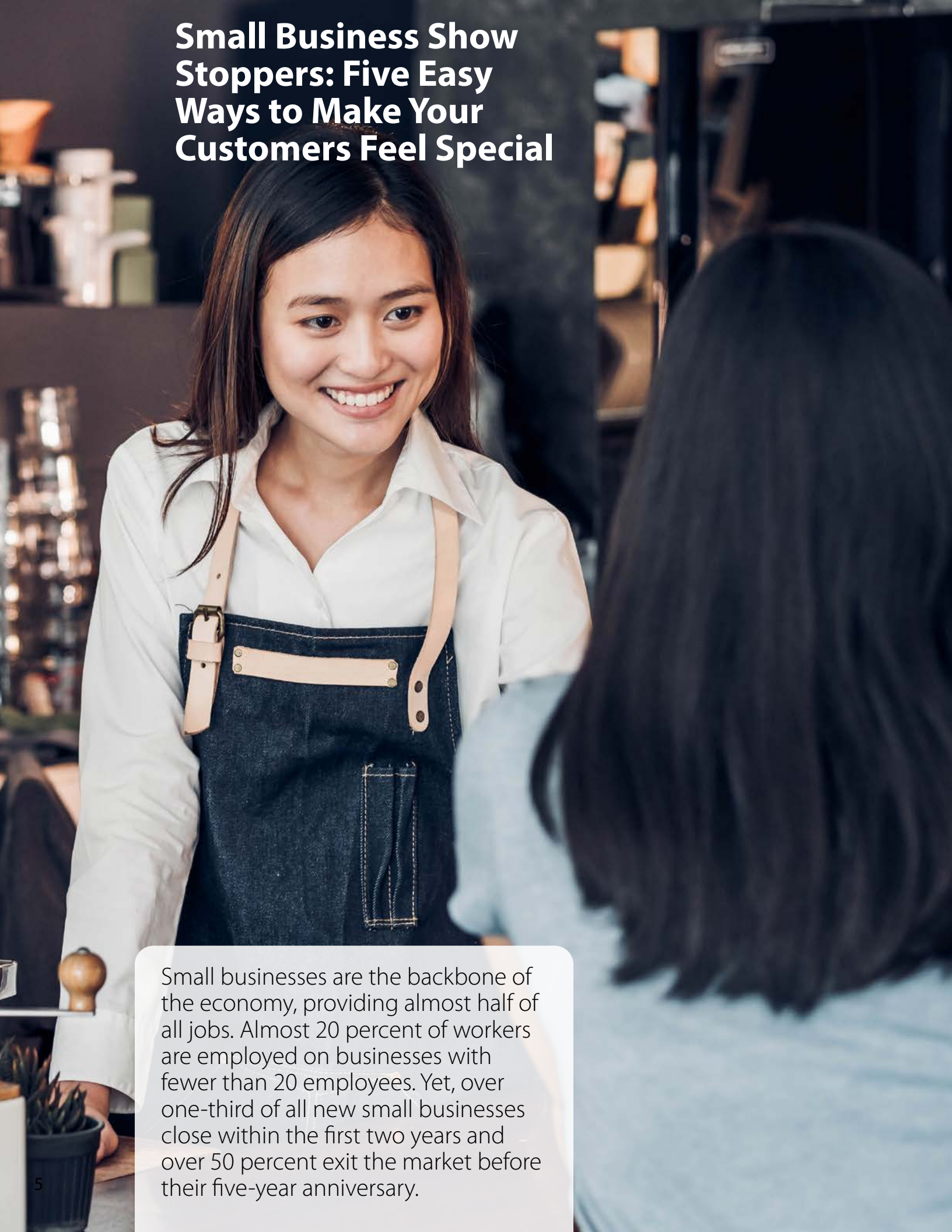
Black History Month
Heart Healthy Month
Responsible Pet Owner Month
Cancer Prevention Month
Children's Dental Health Month
Spay/Neuter Awareness Month

February 14th - Valentine's Day
February 17th - President's Day

1st - National Freedom Day
1st - Change Your Password Day
1st - Wear Red Day
1st - Working Naked Day
2nd - Super Bowl Sunday
2nd - Groundhog Day
4th - Facebook's Birthday
4th - World Cancer Day
7th - Wear Red Day

8th - Boy Scout Day
9th - Autism Sunday
9th - Academy Awards
11th - Inventor's Day
12th - Lincoln's Birthday
17th - Random Acts of Kindness Day
16th - Daytona 500
20th - Love Your Pet Day
20th - National Cherry Pie Day
22nd - Wildlife Day
22nd - Washington's Birthday
22nd - World Thinking Day
25th - Pancake Day
26th - Bacon Day
26th - Ash Wednesday
26th - Spay Day
26th - Pink Shirt Day
27th - Polar Bear Day
29th - Leap Year Day
29th - Superman's Birthday

Small Business Show Stoppers: Five Easy Ways to Make Your Customers Feel Special

A young woman with long dark hair, smiling warmly at the camera. She is wearing a white button-down shirt under a dark denim apron with light-colored leather straps. She is standing in what appears to be a cafe or bakery, with shelves of pastries and other items visible in the background. The lighting is warm and focused on her.

Small businesses are the backbone of the economy, providing almost half of all jobs. Almost 20 percent of workers are employed on businesses with fewer than 20 employees. Yet, over one-third of all new small businesses close within the first two years and over 50 percent exit the market before their five-year anniversary.

Small businesses are critical to the economic strength of the country, but many small businesses struggle to keep up with their big-box and online competitors.

Small businesses can't always offer lower prices, longer hours or more convenient delivery options, so they must stand out on customer service. In an increasingly impersonal and anonymous market, small businesses need to provide customer service that make their patrons feel special and valued. Customer service doesn't have to be expensive, though. These five easy customer services show-stoppers will keep your customers coming back again and again.

The first critical customer service piece of the puzzle is completely free but is unfortunately often overlooked. Every visitor to your business is a potential customer and must be greeted with your full attention. Position your desk, counter or lobby area in a highly visible location in your business and greet every person

that comes through the front door. There is not a single piece of paperwork or line in a spreadsheet that is more important than your potential customer. And absolutely no social media platform or television show is more valuable to your business than a new customer.

Train all your employees to greet every person that walks through the door, ask if he or she needs any assistance, and be available for questions or comments. Customers want to feel important, and nothing says "you matter to my business" more than receiving the full attention of an employee. Big-box stores rarely provide this level of personal interaction and online stores are devoid of personal customer service. This small, free act of greeting every customer will prove to be a showstopper for your business's success.

The next customer service shop-stopper will also make a customer feel valuable and welcome: Keep the public restroom clean. Big-box stores are notorious for dirty

bathrooms littered with paper towels and other garbage. Small business owners should be able to keep up with bathroom cleanliness and maintenance. Sweep the floor every day and clean the sinks and toilets twice a week at a minimum.

Don't buy the cheapest toilet paper and paper towels. Cheap products will make customers feel like the whole business is cheap. Spending a few extra dollars on quality products will make customers feel like they are important. And never use your public restroom as spillover storage. Don't make customers feel like they are using the storage room when they visit the restroom.

Show customers their value by keeping a clean store. For just the cost of a broom, mop and duster, you can tell your patrons that they matter to you. No one wants to walk through leaves and debris to get to a front door. Dusty shelves and dirty floors do not inspire confidence in the success and sustainability of any business! Train staff to

sweep every day before opening and dust at least twice a week. Blow leaves from sidewalks and entry ways, pick up trash in the parking lot and empty garbage cans inside every day. A clean business is a welcoming business and can be critical for a small business trying to compete with big-box and online stores.

No one likes to shop or eat in silence. A quiet store can be uncomfortable or awkward, especially in a small space. If you have a computer and an internet subscription, you can stream music

for free through Pandora or another service. If you have a larger store or restaurant, place Bluetooth speakers around the business to set a welcoming and friendly environment.

Lastly, you can help your business stand out with easy holiday and seasonal decorations. Outdoor lights, brightly colored potted plants and flowers and holiday wreaths will create an inviting façade for your business.

Seasonal and holiday decorations don't have to cost a lot; shop local

thrift stores for great deals on décor and artwork to help your business create a show-stopping environment.

Small businesses can compete in this big-box and online economy, but it takes effort to stand out. Creating a welcoming environment and providing excellent customer service will help your business rise above your more impersonal competitors. These five easy steps will make your business a showstopper in your industry!

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Social Media: Five Types of Content to Post

Brands know the importance of digital marketing and social media plays a crucial role in that. However, there is an art to getting it right. Most businesses appreciate the need to get digital marketing right and having an active social media presence. However, it takes a fair amount of know-how to get this right. One of the most important aspects is knowing which types of content to post.

1. Lead with images most of the time.

There are a range of social media platforms available now. Of course, they are all slightly different and require a unique approach. However, research suggests that images perform considerably better than text-based updates on all sites.

Therefore, if you want to excel on social media, it's crucial your posts look and feel as attractive as possible to drive engagement to your brand. It's also vital you experiment with the way you use images. For example, when posting a link to an article the image from that piece will be posted automatically. However, sometimes it's better to create your own custom image rather than just using the default one.

2. Engage your audience through polls.

As mentioned, image-based content performs best, but you want to mix it up with other content as well. It's always crucial to involve your audience as much as possible and one

of the best ways to do this is through polls.

Polls allow you to get quick feedback to a particular question. The good news here is you can use them for a range of purposes. Therefore, you can ask questions to boost your engagement level or to shape your latest product. Involving your audience in this way makes them feel more engaged, and they are more likely to purchase products and services from in the future as a result.

3. Post your own content.

Getting the balance right between sharing content and creating your own is always tricky. As a general rule, you shouldn't overpromote on any social media platform, and it's important to remember your audience isn't on there to be sold to. However, that doesn't mean there is no place for your own content.

As mentioned earlier, you can create your own images for example. Your blog content is another way you can engage your

audience and when you get the topics right you will get a lot of interaction this way. There are also other types of content you can promote on social media such as an upcoming event or special offer, but you don't want to overdo it. Remember to always add value to your audience experience rather than push your own agenda.

4. Utilize Video and live streaming to connect with your audience.

The use of video in social media content is getting more and more popular. However, it's worth remembering it works better for some brands than others, and you may need to play around to find a formula that works for you.

Also, you need to be aware of what type of video content works best on each social media platform. If you really want to engage with your audience though consider live streaming, perhaps the best example of this is Facebook Live. If you are comfortable in front of the webcam you can

answer questions, provide tips and even cover your events live. It's a great way to engage your audience with everything you are doing.

5. Use List-style content.

It's now well established that list-style content is heavily shared. Now, you can use this to your advantage in several ways. Firstly, you can write your own blog posts in that format to increase the chances that they will be shared.

However, you can also look out for blog posts in that format elsewhere to share on your social media platforms. As mentioned, you can combine this with your own creative images rather than the standard image.

You can also use the list-style format in many different ways as well. Think about infographics that perform incredibly well on Pinterest for example. Another technique is to share social media updates within an order providing tips

for your audience. The options here are nearly endless but remember to mix up your content as well. Finally, keep an eye out for trends that may ensure your content gets even more attention.

Remember to lead with image, engage your audience through polls, post your own content, engage in video and live streaming and recognize the importance of list-style content.

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UNIQUE

VALUE

PROPOSITION

Why Your Small Business Needs a Unique Value Proposition and How to Create One

In today's multi-channel online environment, consumers are faced with more choices than ever before. As a small business facing so much competition, you need to stand out. This is where a unique value proposition (UVP) comes into play.

The UVP is often the first thing consumers read about your company, so it's important to get it right. It can make the difference between a potential customer choosing you or the competition. In this post, we'll look at what a UVP is, why you need one, and

how to create an effective one for your business.

What is a Unique Value Proposition (UVP)?

Sometimes referred to as a unique selling proposition (USP), a UVP is a clear statement that explains four things:

1. Who your target customer is.
2. What your business is offering.
3. How potential customers will benefit from your offer.
4. Why you are different or better than your competitors.

An effective UVP is not a slogan; it's a concise summary of how your product or service benefits customers and why prospects should choose to do business with you. It's normally displayed on a website's homepage as a headline or leading statement, and is often accompanied by an image, video, or graphic.

Why Your Small Business Needs a Strong UVP

Your value proposition is key to giving a good first impression of your company and holding the attention of website

visitors. A strong UVP will quickly highlight the value of your offer and set you apart from the competition. When you get it right, it can improve on-page conversions, inspire visitors to explore more of your website, and move prospects closer to a purchase decision.

How to Create an Effective UVP

Before you create your UVP, you need to define the answers to some fundamental questions. Try to answer the following four questions as concisely as possible with your unique business in mind:

1. Who is Your Target Customer?

Exactly who are you trying to sell your products or services to? The answer is not as straightforward as some people think. You need to answer the following questions:

- Ideally, who would you like to reach?
- What type of person frequently uses your product or service?
- What common problems or challenges do they face?

- What motivated them to search for your product or service?

Use your answers to more clearly define your ideal customer persona.

2. What Product or Service Do You Offer?

Focus on the core purpose of your product or service. Try not to go into too much detail; simply focus on what problem or need you're addressing and highlight how your product or service solves the problem or fulfills the need. Use clear, descriptive language that is easy to understand and engaging.

3. How Do Customers Benefit from Your Offer?

Pinpoint exactly how customers benefit from your product or service by referring to the problem or need you're addressing. This needs to be developed into a clear statement that will resonate with your target customer. Use language typically used by your target customer when they're looking for the solutions you offer.

Some key benefits might include:

- Lower price.
- Quicker results.
- Lasting quality.
- Faster delivery.
- A more personalized service.

Focus on the most impressive and interesting benefits that you can think of.

4. Why Are You Different from the Competition?

It's crucial that your UVP includes something that sets you apart from the competition. There are probably many other companies offering something similar to consumers, so you need to convince readers that you're the right choice. It might be that the most compelling benefit you offer customers is what differentiates you from the competition.

A simple way to find out what makes you different is to check out your competitors. Look at the wording they use on their website. Is there something missing that you can take advantage of? What do you do better than them?

Refine Your UVP

The above preparation is a great starting point. Once you've written down the answers to these questions, you can begin to rework your statement until you have a value proposition that is a single, effective sentence.

Remember:

- Keep it short and sweet and avoid jargon. Use language that your customers use.
- Highlight what your target customer needs before explaining what you offer.
- Try to make it memorable. Use unique words and emotive language.
- Make it personal by mentioning your specific target audience.

Where to Display Your UVP

The most important location to display your UVP is on your website's homepage, above the fold. To make sure it's one of the first things visitors notice, use a larger font and leave enough space

around it so that viewers don't get distracted by other page elements.

You should also include your UVP on other channels such as your social media profiles and within email newsletters. Other prime locations include product pages and category pages.

Taking It Further

After you've written your UVP, it's a good idea to test it. Reach out to friends, family, or social media followers to get feedback. Use the responses to refine your UVP and make it as clear and compelling as possible.

If your small business lacks a strong unique value proposition, it's time to use these guidelines to create one for your business. When you get it right, you're more likely to engage website visitors, stand out from the competition, and push potential customers closer to a purchase decision. Your UVP may only be a few words, but these crucial words can drive sales for years to come.

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A Quick Introduction to Online Reputation Management



The growth of social media, review websites, and blogging has given more power to consumers. Brands need to be more transparent with customers, paying close attention to their reputation. Where it was once possible for businesses to deal with customer issues in private, more conversations are taking place in public spaces. Online reputation management (ORM) has become a critical factor in overcoming public relations issues, but many people are unsure of how it can help their brand.

What Is Online Reputation Management?

While you may have a precise view of your brand and the values you

stand for, this may not get conveyed accurately online. The sites used by your consumers, from the Google search engine to social media properties like Facebook, use algorithms to present content to users. If you let others define your business, you may find your brand perception is considerably different from what you hope to convey.

ORM uses many techniques to shape how consumers view you, ensuring your reputation is positive and represents you well. When you provide an exceptional service to your customers, most people will be happy. However, ORM is needed to ensure this message is received online, backing

up the brand messages you are conveying and reducing the impact of any detractors.

Why Is Online Reputation Management Necessary?

It is impossible to control your reputation online entirely. Any business of significant size will get discussed widely, leading to a host of opinions. ORM is not about trying to stifle ideas or remove any negative feelings but ensuring you do not get misrepresented. Negativity usually gets more interest online, with other websites reposting this content to gain more visitors. A successful ORM policy can move accurate content to more visible positions, increasing real estate in the search engines and across social media.

What Are Some of the Areas of Focus?

Reputation management encompasses both entire businesses and individual personalities. There can be a wide range of platforms that should be monitored for potential issues.

SEO

When a user types in your brand name, the first page of Google will be the main focus for the majority of people. A page spreading lies or negative opinions about you can, therefore, be particularly damaging. ORM can be used to bump your properties, such as your website, social sites, and directory listings, into prominent positions, so you control more of what gets seen.

Review Sites

Review sites are an excellent way to research businesses before making a buying decision. Unfortunately, though, your brand can suffer if you get targeted by competitors looking to diminish your reputation. You may also receive a negative review that could get resolved by reaching out to the customer. ORM can work to resolve issues

and remove reviews that have not been posted in good faith.

News and Blog Platforms

While there are many quality outlets for industry news, there are also examples of negative coverage without basis. Fake news is a hot topic, with some platforms exaggerating or misrepresenting content to get more views. ORM can get alterations to errors and ensure journalistic standards get upheld in the territories the material is published.

Social Media

Social media regularly sees waves of bad publicity for brands. Stories may be small but significant within your industry. On rare occasions, though, the issue may become a global scandal. In these circumstances, it is essential to act quickly, responding in a way that resolves problems and improves brand perception. Making the right call under challenging times can be hard, but ORM aims to stop issues getting out of hand.

Wikipedia and Information Sites

Wikipedia, along with smaller alternatives within particular industries, is used by people to get information that is perceived to be accurate and unbiased. Unfortunately, the content gets created by editors and will not always be reasonable or fair. As many consumers will look to a site like Wikipedia for the truth, it is vital to monitor it and ensure it represents your brand. ORM can stay on top of any changes and work to correct misleading information.

Ideally, businesses will not suffer a crisis that requires critical attention. A quality brand can continuously grow based on their reputation among consumers. There may be occasions, though, when you need to respond quickly to public relations issues that risk your appeal in your industry. Even minor problems can escalate if there is no clear plan in place, so it is essential to develop good practices that employees can follow.

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10 Topic ideas for Your Business Website Blog

It's a well-known fact that content marketing works. Publishing great content on your business blog will bring you traffic and leads. Your blog is also a very effective medium for engaging with your customers. Most business owners know the importance of keeping their blogs updated. The problem that many businesses have, though, is coming up with new topic ideas for their blog. Here

are ten ways to find new topics for your business blog.

1. Customer Case Studies

Talk to your customers about how they are using your products. Ask them if you can use their story for a post on your blog. Most people will be happy for you to use their story as a testimonial for your business. A case study will give your customers some

publicity as well. Case studies are interesting to read. Case studies are also a great way to showcase the use of your products in the real world.

2. Tutorials

It is important to remember that you don't need to sell your services or products on every blog post. In fact, content marketing works best when you are providing

value. You could post tutorials related to your own products. And, you could also post general tutorials related to your market. Tutorials are useful and informative, so they provide value to readers.

3. Industry Trends

Blog posts about industry trends and news are interesting and useful to readers. They also help to reinforce your brand as an authority in your niche. You can get ideas for posts about your own sector by reading industry magazines and journals. It is likely that you already read the publications that could give you new ideas for blog posts.

4. Meet the Staff

People like to be able to put a face to a name. Publishing profiles of key employees will help customers and prospects get to know your team. Whenever you have a new team member joining your business, you have an opportunity for a blog post. You can talk about the new team member's career history and what they are bringing to your

business. You can also include some personal details, such as their pastimes. Your business blog is the ideal platform to use to show the human side of your business. Employee profiles also provide an opportunity to showcase the skills that your business can call on.

5. Your Business Fails

Another way to show the human side of your business is to admit that you are not perfect. You could write humorous posts about when things have not gone quite to plan. You must be careful with this type of post, though. You don't want to make your business appear incompetent. Even so, there is no harm in admitting that you do make mistakes along the way to perfection sometimes.

6. Share Your History

People like to read about how businesses came to be. You might already have a brief company history on your About Us page, but you can go into much more detail in a blog post. A company history

blog post provides an opportunity to get much more personal. You can explain the history of the founders of the company and what drove them to set up the business. That type of post is an ideal opportunity to showcase the values of your business.

7. News Commentary

Keep an eye on the local and national news. If there is any news that might affect your customers, that is a possible topic for your business blog. Make your blog a place that your target audience will come for useful information. People may arrive at your website looking for useful information. Once they have explored your site, though, they may leave it as a prospective customer.

8. Link to Other Useful Websites

The value of your site does not always need to be in your own content. The value could be in the fact that you lead visitors to other sources of useful information. You don't want to lead visitors to your website to your

competitors' websites. Even so, you could provide a list of links to other non-competing websites related to your niche. Sometimes, mentioning other websites in your blog will lead to reciprocal posts.

9. Company Announcements and Plans

What's happening within your company will be of interest to both customers and prospects. You could write articles about new products that you are developing. You could write about any changes you are making to the

way that you deliver your services. Telling people about developments in the company creates a connection with the brand.

10. Behind the Scenes

People are very inquisitive. People love to learn what goes on behind the scenes. So, open the doors to your business and let people peek inside. If you are a manufacturer, you could post articles about how you make your products. If you provide a service, you could write about your project management methods. You can also write articles

about the personal achievements of members of your team.

When you are trying to think of topics for your business website, think about the audience first and the selling second. Think about what will interest your audience and what will provide them with value. Your hard selling should be done in your product or service pages. Your blog should inform and entertain. If you put entertainment and value first, coming up with blog post ideas will become much easier to do.



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8 Useful Tips for E-commerce Store Owners in 2020

At its core, e-commerce involves selling products online. However, the approach you take and the strategies you use can vary significantly. Certain elements become trendy, leading to a higher conversion rate. Consumers can, though, grow tired of sales tactics that become stale, with conversions suffering. It is vital that you stay on top of changes within the industry, adapting to elements that consumers expect to find. The following tips can help your store stay relevant in 2020.

Be Aware of Environmental Concerns

Consumers are growing more invested in how their shopping habits impact the environment. Some stores aim to cater to these concerns entirely, creating an eco-friendly business. In most cases, though, store owners will want to reduce the amount of waste found in packaging. It may also be worth limiting plastic use in products, choosing more environmentally friendly options.

Try to Include Customization

Consumers won't always want a general product aimed at a broad audience. In industries like fitness and beauty, for example, there are tailor-made solutions based on body or skin type. Including the option to customize an order helps customers get the perfect product based on their particular needs. You can make the process easier by developing tests or guides that help people make the appropriate

selection.

Integrate Social Media Shopping

Social media shopping is only likely to grow over the coming years. Sites now offer far more than basic social interactions, with the ability to purchase a product directly within the platform. Facebook and Pinterest, for example, are great examples of platforms where users are often in a buying frame of mind as they browse content. A simple sales process makes purchasing an item easier than moving over to your store.

Add a Subscription Element

Subscription models are excellent ways of creating recurring income and encouraging customers to return to your store. You can offer substantial benefits and price reductions to subscribers but make more over the long term with recurring sales. While smaller stores may not require a subscription, larger businesses with a significant customer

base can offer a product that interests enough people.

Personalize the Experience

Consumers are getting more used to having stores cater to their interests. Social sites have shown personalized content for a long time, ensuring users see the type of posts they have expressed an interest in previously. Stores also benefit from this approach and can provide a better experience by showcasing items based on previous buying history and searches.

Address Privacy Concerns

While personalization is growing, there are also concerns about privacy. Many consumers have issues with the way data is used, while GDPR and other policies will take a more stringent approach to data collection and management. Going forward, stores need to be more diligent with data and address any concerns with their customers.

Chatbots Can Increase Sales

Chatbots are likely to be used by more stores as visitors become increasingly comfortable with using them. Chatbots can provide accurate information to consumers without the need for additional human input. A chatbot can also increase sales or email subscriptions with a call to action. The result for businesses is the ability to make significant savings while still providing stellar service to visitors.

Improve the Visual Experience

It is still not unusual to encounter stores offering only low-quality images of their products. However, consumers will expect more as the visual experience continues to improve. High-quality photos and video are essential, but interactivity will grow through virtual reality and augmented reality. For example, a furniture store could allow users to move items around a model of a room to simulate how it would work in their own homes.

Most stores won't need to change substantially, with most e-commerce factors staying the same. The internet will experience adaptations, though, with certain elements filtering down into marketing strategies. Customers will expect to see a modern approach to a sales page, leading to a more pleasurable buying experience. A store can quickly become dated if you aren't prepared to change, so it is crucial that you observe trends as they take root.

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FUN FACTS

March was originally the first month in the old Roman Calendar, January assumed that position beginning in 153 BC.

Leap years exempted, January always begins on the same day as October.

In leap years, January always begins on the same day as April and July.

Jan. 3rd, 1847 - Yerba Buena renamed San Francisco

Jan. 9th, 2007 - Apple's iPhone was unveiled

Jan. 13th, 1986 - Johnny Cash performed his famous Folsom County Jail show

Jan. 14th, 1990 - 'The Simpsons' premiered on Fox

Jan. 15th, 1889 - The Coca-Cola Company, then known as the Pemberton Medicine Company, was incorporated in Atlanta

Jan. 17th, 1929 - Popeye made his 1st appearance, in comic strip 'Thimble Theater'

Jan. 21st, 1972 - The first convention of Star Trek fans was held in New York City's Statler-Hilton Hotel

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7. Create a list post of just stats
8. Create a post about myths in your industry
9. Create a roundup for the year
10. Create a top-takeaways post
11. Customer case studies
12. Do a "day in the life"
13. Do a behind-the-scenes post
14. Do a comparison post
15. Do a product review
16. Do a project or challenge
17. Do a roundup of your favorites
18. Do a series on how you and others use your product
19. Do a video blog post
20. Feature a success story
21. Feature guest posts from experts in your industry
22. Highlight customer stories
23. How customers use your product
24. Industry trends
25. Links to other useful websites
26. List of things to avoid
27. Make a pros and cons list related to your product or service
28. Meet the staff
29. News commentary
30. Offer tutorials or step-by-step guides
31. Point out common mistakes
32. Report current news in your industry
33. Reports about your product
34. Review non-competitive products
35. Share your history
36. Showcase a new feature
37. Spotlight key people in your business
38. Thank your customers
39. Welcome a new team member
40. Write a how-to post



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