

M LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

January 2025

How a
Marketing
Agency Can
Help You Save
Money on
Pay Per Click
Marketing

THE TOP 15
PODCASTS
SMALL
BUSINESS
OWNERS
SHOULD
LISTEN TO



THE IMPACT OF
AI ON SMALL
BUSINESSES

THE BEST
HIRING &
ONBOARDING
PRACTICES
FOR SMALL
BUSINESSES

HOW TO PROPERLY
BUDGET AND
FORECAST FOR YOUR
SMALL BUSINESS

Infographic:
5 Small Business
Trends to Follow in
2025

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LOCAL BUSINESS MARKETING

Happy 2025!

A new year means a fresh start for your business! It's important to take the time now to reflect on the past year you've had and come up with goals for how you are going to continue to grow your business in the year ahead.

Perhaps you want to dive into something new or improve on areas you struggled with in the previous year. In this month's issue, you will find articles that we hope will guide you in the right direction for this year's plans.

Learn about topics such as How to Properly Budget & Forecast Your Business, The Impact of AI, Small Business Trends to Follow in 2025 and more!

If you like the magazine and know other local business owners that could benefit from receiving our magazine each month, please do us (and them) a favor by forwarding a copy to them.

We welcome any comments or questions you might have, as well as the opportunity to explain how we've been able to help businesses just like yours.

Alyssa Engle
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LMS Solutions, Inc.

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A Little About Us

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



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

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

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Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

January

National Blood Donor Month

Poverty Awareness Month

Eye Care Month

Birth Defections Prevention Month

Family Fit Lifestyle Month

Financial Wellness Month

January 1st - New Year's Day

January 15th - Martin Luther King Jr. Day

1st - Polar Bear Plunge Day

2nd - Science Fiction Day

4th - Spaghetti Day

4th - Trivia Day

6th - Bean Day

8th - Bubble Bath Day

9th - Law Enforcement Appreciation Day

11th - Milk Day

13th - Gluten Free Day

14th - Dress Up Your Pet Day

15th - Hat Day

16th - Hot & Spicy Food Day

18th - Winnie the Pooh Day

19th - Popcorn Day

20th - Cheese Lover's Day

20th - Take a Walk Outdoors Day

21st - National Hugging Day

23rd - Pie Day

24th - Compliment Day

24th - Peanut Butter Day

25th - Opposite Day

26th - Spouse's Day

27th - Chocolate Cake Day

27th - Holocaust Remembrance Day

28th - Lego Day

29th - National Puzzle Day

30th - Croissant Day

31st - Backward Day

31st - Hot Chocolate Day

February

Black History Month

American Heart Month

Responsible Pet Owner Month

Cancer Prevention Month

Children's Dental Health Month

February 14th - Valentine's Day

February 17th - President's Day

1st - National Freedom Day

2nd - Groundhog Day

2nd - Tater Tot Day

3rd - Golden Retriever Day

4th - Facebook's Birthday

4th - World Cancer Day

5th - World Nutella Day

7th - Wear Red Day

7th - Rose Day

9th - Pizza Day

9th - Super Bowl Sunday

9th - 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 - National Donor 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

27th - Chili Day

27th - Polar Bear Day

28th - Pancake Day

28th - Rare Disease Day



— PAY PER CLICK —

How a Marketing Agency Can Help You Save Money on Pay Per Click Marketing

Running a successful pay-per-click (PPC) campaign can feel like walking a tightrope. One wrong move, and your budget could vanish faster than you can say “conversion rate.” That’s where a marketing agency steps in, acting as your safety net while also helping you maximize every dollar spent. But how exactly does a marketing agency help small businesses save money on PPC marketing? Let’s unpack it.

1. Expertise That Reduces Costly Mistakes

One of the biggest challenges in PPC is the learning curve. If you're not familiar with bidding strategies, ad targeting, or platform nuances, it's easy to make expensive mistakes. A marketing agency brings years of expertise to the table, ensuring your campaigns are optimized from day one. They've already learned the lessons you'd otherwise pay for in trial and error.

2. Efficient Keyword Research

Keyword research is the backbone of any PPC campaign. Targeting the wrong keywords can drain your budget without delivering results. Agencies use advanced tools and analytics to identify high-performing, low-competition keywords tailored to your business. It's like finding the perfect ingredients for a recipe—the right mix makes all the difference.

3. Ad Copy That Converts

Writing effective ad copy is an art. Too vague, and it won't grab attention. Too detailed, and it

might overwhelm the reader. Agencies have copywriting experts who craft compelling messages that resonate with your audience and drive clicks. A high click-through rate (CTR) means you're getting more value from your ad spend.

4. Smart Budget Allocation

A marketing agency knows how to allocate your budget strategically across platforms and campaigns. Whether it's Google Ads, Facebook, or LinkedIn, they identify where your audience is most active and ensure your dollars are spent wisely. Think of it as having a financial advisor for your marketing budget.

5. A/B Testing Without the Hassle

Running A/B tests is essential to understanding what works and what doesn't in your PPC campaigns. But it can be time-consuming and complex. Agencies handle this process seamlessly, testing different headlines, images, and calls-to-action to find the winning combination. The result? Higher ROI without the headache.

6. Advanced Analytics for Better Decisions

Data is gold in PPC marketing, but only if you know how to use it. Agencies have access to advanced analytics tools that provide insights into campaign performance. They interpret this data to refine strategies, ensuring your ads consistently improve over time. It's like having a GPS that recalibrates to get you to your destination faster.

7. Avoiding Common Pitfalls

PPC platforms are filled with potential pitfalls—accidental overbidding, targeting too broad an audience, or neglecting negative keywords. Agencies know these traps inside out and help you avoid them. This saves you from wasting money on ads that don't deliver.

8. Keeping Up with Industry Changes

PPC platforms like Google Ads and Facebook Ads are constantly evolving. New features, algorithms, and policies can make it challenging to stay up-to-date. Agencies are always in the loop, ensuring your campaigns align with the

latest best practices. It's like having an insider tip on the stock market.

9. Leveraging Retargeting Strategies

Retargeting is a powerful way to re-engage users who have shown interest in your business. Agencies excel at setting up and optimizing retargeting campaigns, ensuring no potential customer slips through the cracks. This reduces the cost of acquiring new customers by focusing on those already in your funnel.

10. Access to Premium Tools

High-quality PPC tools can be expensive for small businesses. Marketing agencies often have access to premium tools like SEMrush, Ahrefs, or HubSpot, which they use to enhance campaign performance. By partnering with an agency, you get the benefits of these tools without the hefty price tag.

11. Competitive Analysis to Stay Ahead

Understanding what your competitors are doing is crucial in PPC. Agencies conduct

thorough competitive analysis to identify gaps and opportunities in your market. This ensures your campaigns are not just keeping up but staying ahead of the competition.

12. Scalability Without the Growing Pains

As your business grows, so do your marketing needs. Scaling a PPC campaign can be tricky without overspending. Agencies know how to scale campaigns effectively, ensuring you reach a larger audience without breaking the bank. It's like upgrading to a bigger engine without losing fuel efficiency.

13. Saving Time Equals Saving Money

Managing PPC campaigns requires time and effort—time that small business owners often don't have. By outsourcing to an agency, you free up hours to focus on other aspects of your business. And as the saying goes, time is money.

14. Transparent Reporting for Accountability

A good agency provides regular reports that

show exactly where your money is going and the results it's generating. This transparency builds trust and allows you to see the direct impact of their efforts. It's like having a clear view of your financial dashboard.

15. Long-Term Savings Through Consistency

Consistency is key in PPC marketing. By maintaining a steady, optimized approach, agencies help you avoid the costly mistakes that often come with starting and stopping campaigns. Over time, this consistency leads to better results and lower costs per acquisition.

Partnering with a marketing agency is one of the smartest investments a small business can make in PPC marketing. From expertise and tools to time-saving and cost-effective strategies, an agency acts as both your navigator and co-pilot.

With their help, you can turn PPC from a potential money pit into a powerful growth engine for your business. Ready to take the leap? Your budget will thank you.



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How to Properly Budget and Forecast for Your Small Business

Managing a small business often feels like navigating uncharted waters. You're juggling daily operations, customer demands, and, of course, finances. But let's face it—without a solid budget and reliable forecasting, your business is like a ship without a compass. So, how can you ensure your financial plans guide you toward success? Let's dive in.

Why Budgeting Is Non-Negotiable

Budgeting is the backbone of any successful business. It's not just about numbers on a spreadsheet; it's about setting goals, making informed decisions, and staying financially healthy. A well-constructed budget acts as your financial roadmap, helping you allocate

resources wisely and prepare for unexpected challenges. Think of it as the foundation for your business's financial house—without it, everything else risks crumbling.

Understanding Your Fixed and Variable Costs

To start budgeting effectively, you need to know where your money is going. Break down your expenses into fixed costs—things like rent, salaries, and utilities—and variable costs, such as inventory, marketing, and shipping. Having a clear picture of these categories helps you identify areas where you can cut back or invest more.

Setting Realistic Revenue Goals

Your budget isn't just about expenses; it's also about income. Estimate your revenue based on past performance and market trends. Be realistic but optimistic. Overestimating can lead to overspending, while underestimating might stifle growth. Treat your revenue projection as the sails of your ship—the stronger they are, the faster you'll move toward your goals.

The Role of Cash Flow Management

Cash flow is the lifeblood of your business. Even if you're profitable on paper, poor cash flow can sink you. Budgeting helps you anticipate when money will come in and go out, ensuring you have enough to cover essentials. Tools like QuickBooks or Wave can make cash flow tracking more manageable and less time-consuming.

Creating a Contingency Fund

Let's face it: life happens. Equipment breaks, sales dip, or unexpected expenses arise. That's where a contingency fund comes in. Aim to set aside at least 10% of your monthly revenue for emergencies. It's like having a financial life raft—you hope you never need it, but you'll be glad it's there if you do.

Why Forecasting Is Just as Crucial

If budgeting is your roadmap, forecasting is your weather report. It's about predicting where your business is headed based on historical data and market conditions. Forecasting helps you

make proactive decisions rather than reactive ones. After all, wouldn't you rather adjust your course before a storm hits?

Choosing the Right Forecasting Method

There are various ways to forecast, from simple trend analysis to complex financial modeling. For small businesses, start with the basics. Use your historical revenue and expense data to project future trends. As your business grows, you can explore more sophisticated tools and techniques.

Involving Your Team in the Process

Budgeting and forecasting shouldn't happen in a vacuum. Involve key team members who understand different aspects of your business. Their insights can provide a more accurate and holistic view of your financial health. Plus, when your team feels involved, they're more likely to buy into your financial goals.

Tracking and Adjusting Your Budget

A budget isn't a "set it and forget it" document. Regularly review your



growth. By understanding your financial limits and opportunities, you can invest strategically in areas that yield the highest returns. Whether it's marketing, hiring, or product development, budgeting ensures every dollar works harder for you.

budget to compare actual performance against your projections. Did you spend more on advertising this month? Did sales exceed expectations? Use these insights to tweak your budget and keep it aligned with your goals.

Leveraging Technology for Better Accuracy

In today's digital age, there's no shortage of tools to simplify budgeting and forecasting. Software like Xero, FreshBooks, or PlanGuru can help you track expenses, predict revenue, and even automate parts of the process. These tools act like a GPS for your financial planning, ensuring you stay on the right path.

Avoiding Common Budgeting Pitfalls

One common mistake is being overly optimistic. While it's great to

dream big, your budget should be grounded in reality. Another pitfall is neglecting to account for seasonal fluctuations. If you run a retail business, for example, your holiday sales might skyrocket, but summer could be slower. Plan accordingly.

The Importance of Continuous Learning

Financial planning is a skill, and like any skill, it improves with practice and learning. Attend workshops, read books, or consult with a financial advisor to sharpen your budgeting and forecasting abilities. The more you learn, the better equipped you'll be to steer your business toward success.

How Budgeting Drives Long-Term Growth

A well-maintained budget isn't just a tool for survival; it's a catalyst for

Why Forecasting Builds Confidence

When you have a clear vision of where your business is headed, it's easier to make confident decisions. Should you launch a new product? Expand to a new market? Hire another employee? Forecasting provides the data-driven insights you need to answer these questions with certainty.

Budgeting and forecasting might not be the most glamorous parts of running a small business, but they're among the most important. Together, they give you the clarity, control, and confidence to navigate the ever-changing business landscape. So, grab your financial compass, map out your journey, and set sail toward your business goals. The destination? Long-term success.



The Impact of AI on Small Businesses

Artificial intelligence (AI) might sound like a concept reserved for tech giants and science fiction novels, but it's quickly becoming a game-changer for small businesses, too. Whether it's automating repetitive tasks or providing deep insights into customer behavior, AI is like having a secret weapon that helps small businesses level the playing field against larger competitors.

Demystifying AI for Small Businesses

First things first—what exactly is AI? In simple terms, it's a branch of computer science that enables machines to mimic human intelligence. This can range from basic functions like chatbots answering customer inquiries to advanced algorithms analyzing trends and making predictions. AI might

sound complex, but for small businesses, it's often the simple applications that make the biggest difference.

Automation: Saving Time and Money

Think about all the small, repetitive tasks that eat up your day—data entry, inventory management, or sending follow-up emails. AI-powered tools can take these off your

plate, allowing you to focus on what really matters: growing your business. Tools like Zapier and QuickBooks use AI to streamline workflows and eliminate human error. It's like having a virtual assistant that never sleeps.

Enhancing Customer Experiences

Customers expect fast, personalized service, and AI makes it easier than ever to deliver. Chatbots, for instance, can provide instant responses to frequently asked questions, even outside of business hours. Want to go a step further? AI can analyze customer preferences and suggest products or services tailored to their needs. It's personalization at scale, helping you build stronger customer relationships without extra effort.

Data Insights: Turning Numbers Into Knowledge

Small businesses generate more data than you might think, from sales figures to website traffic. But raw data is just noise unless you can make sense of it. AI tools like Google Analytics and HubSpot can sift through mountains of

data to uncover patterns and insights. Imagine knowing which marketing campaigns are driving the most sales or predicting future trends based on past behavior. It's like having a crystal ball for your business.

Marketing Made Smarter

AI is revolutionizing the way small businesses approach marketing. Tools like Mailchimp and Canva now use AI to optimize email campaigns, suggest design templates, and even predict the best times to post on social media. This means you can reach your audience more effectively without needing a degree in data science.

Hiring and HR: Finding the Right Fit

Recruiting can be a major challenge for small businesses, but AI is changing the game. Platforms like LinkedIn use AI to match your job postings with the most suitable candidates. AI can even help with onboarding, automating paperwork, and training processes. This not only saves time but also ensures a smoother experience for new hires.

Staying Ahead of Fraud and Cyber Threats

In an increasingly digital world, cyber threats are a growing concern for businesses of all sizes.

AI-powered security tools can monitor your systems for suspicious activity and alert you to potential threats before they become serious problems. It's like having a security guard for your digital storefront.

Breaking Down Barriers to Entry

One of the biggest misconceptions about AI is that it's expensive and complicated. But thanks to cloud computing and affordable subscription models, even the smallest businesses can access powerful AI tools. Think of it as renting a high-tech toolbox instead of buying the whole workshop.

Challenges to Keep in Mind

Of course, AI isn't a magic bullet. Implementing new technology comes with a learning curve, and not all solutions will be a perfect fit for your business. It's important to research your options, start small, and be

prepared to adapt as you go. And let's not forget the human element—AI can assist, but it can't replace the personal touch that makes your business unique.

AI in Action: Real-World Examples

Take, for instance, a small bakery using AI to manage inventory. By analyzing sales patterns, the system predicts how much flour and sugar to order each week, reducing waste and saving money. Or consider a boutique shop using AI to recommend products based on a customer's browsing history, boosting sales and customer satisfaction. These are just a few examples of how small businesses are harnessing AI to thrive.

The Competitive Edge

In today's fast-paced market, standing still means falling behind. AI gives small businesses a competitive edge by improving efficiency, enhancing customer experiences, and providing insights that were once out of reach. It's like upgrading from a bicycle to a sports car—you can go farther, faster.

What the Future Holds

As AI technology continues to evolve, its potential applications for small businesses will only grow. From voice-activated assistants to predictive maintenance tools, the future is full of possibilities. The key is to stay informed and open to new opportunities.

Getting Started with AI

Ready to dip your toes into the AI waters? Start with one or two tools that address your biggest pain points. Maybe it's a chatbot for customer service or an AI-powered scheduler to keep your calendar organized. As you gain confidence, you can explore more advanced options.

AI isn't just for tech giants; it's a powerful ally for small businesses looking to grow and thrive. By automating tasks, enhancing customer experiences, and unlocking valuable insights, AI can help you work smarter, not harder. So why not take the plunge? The future of small business is here, and AI is ready to help you seize it.

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The Best Hiring & Onboarding Practices for Small Businesses



When it comes to running a small business, hiring and onboarding can feel like assembling a jigsaw puzzle without the picture on the box. You need the right pieces, but finding and fitting them together can be a daunting task. The good news? With a few thoughtful strategies, you can build a hiring and onboarding process that sets your team up for long-term success.

Why Hiring Matters More Than Ever

Every small business owner knows that their team is their lifeblood. Hiring the right people isn't just about filling roles; it's about shaping the culture, efficiency, and future of your business. Think of your hires as the roots of a tree—strong roots lead to a thriving, sustainable structure.

In small businesses, every employee plays a pivotal role. A bad hire can feel like a crack in the foundation, potentially leading to wasted resources, lower morale, and even turnover. Conversely, hiring right can supercharge your

operations and create a ripple effect of positivity and productivity.

Crafting the Perfect Job Description

Start with clarity. A vague job description is like a cloudy map; it's hard for candidates to find their way. Be specific about responsibilities, required skills, and the culture of your business. Do you value creativity? Mention it. Is teamwork a cornerstone? Highlight it. Adding a touch of personality to your job posts can also make your business stand out. Instead of "looking for a detail-oriented bookkeeper," try "seeking a numbers ninja who thrives on organization." Showcasing your company's unique vibe can help attract candidates who align with your vision.

Leveraging the Power of Networking

Small businesses often thrive on local connections, and hiring is no exception. Networking events, community groups, and social media platforms like LinkedIn can

help you tap into a pool of potential hires who already align with your values. Don't underestimate the power of word-of-mouth referrals either—your best hires might come from someone you trust.

Nailing the Interview Process

Interviews are your chance to go beyond resumes and uncover the person behind the paper. To make the most of this opportunity, prepare thoughtful questions. Instead of asking clichés like "What's your biggest weakness?" try "Tell me about a time you solved a challenging problem at work." Behavioral questions offer deeper insights into how candidates operate.

Also, consider incorporating a practical element, such as a short task or project, relevant to the role. This not only tests skills but also provides a sneak peek into how they handle real-world challenges.

Emphasizing Cultural Fit

Skills can be taught, but cultural fit is harder to

instill. Hiring someone who aligns with your company's values and vision is crucial for long-term success. Think of your workplace culture as a symphony—every instrument must play in harmony to create beautiful music.

Ask candidates about their preferred work environment and team dynamics. Their answers can offer clues about whether they'll thrive in your business setting.

Streamlining Onboarding: The First Impression Matters

The onboarding process is like the first chapter of a book; it sets the tone for everything that follows. A chaotic, unstructured onboarding can leave new hires feeling disoriented and undervalued. In contrast, a smooth process helps them feel welcomed and confident from day one.

Create a checklist that covers all essentials: setting up accounts, providing tools and resources, and outlining key expectations. A structured approach not

only saves time but also ensures consistency for every new hire.

Creating a Warm Welcome

Imagine walking into a party where no one greets you—awkward, right? The same goes for onboarding. A warm welcome can make a world of difference. Consider assigning a buddy or mentor to guide new hires through their first few weeks. This provides a friendly point of contact and helps them integrate more seamlessly.

Providing Clear Training and Development

Training shouldn't feel like drinking from a firehose. Break it down into manageable chunks and tailor it to the individual's role. Interactive sessions, shadowing opportunities, and hands-on practice are all great ways to ensure that information sticks. Remember, onboarding doesn't end after the first week. Schedule regular check-ins during the first 90 days to address questions, provide feedback, and offer support. This ongoing

process fosters confidence and growth.

Fostering Two-Way Communication

Onboarding isn't just about telling new hires what to do; it's also about listening to their ideas and concerns. Encourage open dialogue from the start. What questions do they have? What challenges are they facing? Creating this feedback loop builds trust and lays the groundwork for a collaborative workplace.

Tracking and Improving Your Process

Even the best systems can benefit from a tune-up. Gather feedback from new hires about their experience and look for areas to improve. Were there bottlenecks? Was anything unclear? Use this information to refine your process over time.

The Role of Technology in Hiring & Onboarding

In today's digital age, tools like applicant tracking systems (ATS) and onboarding software can streamline processes

and reduce administrative burdens. These platforms allow you to track applications, automate tasks, and ensure nothing falls through the cracks. Embrace these tools to save time and enhance efficiency.

Building a Team That Stays

Great hiring and onboarding don't just fill positions; they build loyalty. When employees feel valued and supported from day one, they're more

likely to stay and grow with your business. Think of it as planting seeds—nurture them well, and they'll flourish.

Adapting to the Ever-Changing Landscape

The job market is always evolving, and so should your hiring practices. Stay attuned to trends, whether it's remote work, flexible hours, or new technology. Being adaptable not only keeps you competitive but also shows potential hires that your business is

forward-thinking.

Hiring and onboarding might seem like a challenge, but they're also an opportunity—an opportunity to build a team that embodies your vision and drives your business forward. By focusing on clarity, culture, and connection, you can transform this process into a powerful tool for success. So, take a deep breath, roll up your sleeves, and start building your dream team. The future of your business depends on it.

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The Top 15 Podcasts Small Business Owners Should Listen To

In the bustling world of entrepreneurship, staying ahead of the curve requires constant learning and inspiration. For small business owners, podcasts offer a convenient way to gain insights, strategies, and motivation. Whether you're driving to a meeting, working out, or sipping your morning coffee, a great podcast can turn any moment into a learning opportunity. Let's dive into 15 must-listen podcasts that can transform your small business journey.

1. The Tim Ferriss Show

Tim Ferriss is like the Swiss Army knife of personal and professional development. In his podcast, he interviews world-class performers from various industries, dissecting their habits, routines, and tools for success. Small business owners can glean actionable tips to optimize both their business strategies and personal productivity.

2. Smart Passive Income with Pat Flynn

Pat Flynn's podcast is a treasure trove for entrepreneurs seeking to build scalable and sustainable income streams. Covering topics like online marketing, passive income, and audience engagement, Flynn breaks down complex concepts into digestible nuggets. It's like having a mentor in your pocket.

3. How I Built This with Guy Raz

Ever wondered how brands like Spanx or Airbnb got their start? Guy Raz dives deep

into the origin stories of some of the world's most successful companies. Each episode offers valuable lessons on perseverance, creativity, and the grit required to build a business from scratch.

4. The GaryVee Audio Experience

Gary Vaynerchuk's no-nonsense approach to entrepreneurship and marketing is equal parts entertaining and educational. Covering everything from social media trends to mindset shifts, GaryVee's podcast is perfect for small business owners who want to stay ahead in a fast-paced digital world.

5. Masters of Scale with Reid Hoffman

Reid Hoffman, the co-founder of LinkedIn, interviews visionary leaders about scaling businesses. While the focus is often on larger companies, the insights are incredibly applicable to small businesses looking to grow. It's like getting a behind-the-scenes look at a master class in scaling.

6. Entrepreneurs on Fire with John Lee Dumas

Looking for daily inspiration? John Lee Dumas delivers. With over 3,000 episodes featuring successful entrepreneurs, this podcast covers everything from branding to overcoming challenges. Dumas' high-energy style makes it a go-to for motivation.

7. Online Marketing Made Easy with Amy Porterfield

Amy Porterfield's podcast is a must for small business owners diving into digital marketing. From email campaigns to social media strategies, her episodes are packed with actionable tips. It's like having a marketing workshop in your earbuds.

8. StartUp Podcast by Gimlet

This podcast offers a raw and honest look at what it takes to launch a business. Featuring real stories from entrepreneurs, it's a mix of inspiration and cautionary tales. If you've ever felt the highs and lows of running a small business,

this podcast will resonate deeply.

9. Business Wars by Wondery

Business Wars tells the riveting stories of corporate rivalries, like Coke vs. Pepsi or Netflix vs. Blockbuster. These episodes offer valuable lessons on competition, strategy, and innovation—essential knowledge for any small business owner.

10. The Indicator from Planet Money

Short and sweet, this podcast delivers economic insights in under 10 minutes. For small business owners, staying informed about market trends is crucial, and The Indicator makes it easy to do so without feeling overwhelmed.

11. The Ed Mylett Show

Ed Mylett interviews top performers in business, sports, and entertainment, focusing on the habits and mindsets that drive success. His blend of motivation and strategy is perfect for small business owners looking to up their game.

12. Social Pros Podcast

If social media feels like a moving target, this podcast can help.

Featuring social media strategists and marketers, Social Pros dives into real-world examples of successful campaigns. It's a goldmine for small businesses aiming to improve their online presence.

13. HBR IdeaCast

Produced by Harvard Business Review, this podcast covers cutting-edge business ideas and research. While it's more high-level, small business owners can glean valuable insights on leadership, innovation, and strategy.

14. Side Hustle School with Chris Guillebeau

For entrepreneurs balancing a small business with other commitments, Side Hustle School offers bite-sized episodes on launching and growing



a side hustle. The tips and stories are practical and inspiring for anyone building a business on the side.

15. Duct Tape Marketing with John Jantsch

John Jantsch focuses on practical marketing strategies for small businesses. From SEO to customer retention, his episodes are packed with actionable advice tailored to the unique challenges of small enterprises.

Podcasts are more than just entertainment; they're a toolkit for small business owners striving to grow, adapt, and thrive. Whether you need marketing tips, motivation, or industry insights, the podcasts on this list cover it all. So grab your headphones, pick a podcast, and start transforming your small business journey today.



FUN FACTS

January is named after Janus, the Roman god of beginnings, transitions, and doorways, symbolizing looking both to the past and the future. It was added to the Roman calendar around 713 BCE by King Numa Pompilius, replacing March as the year's first month during reforms in the Julian calendar.

January Milestones:

- Jan. 1, 1801: The first asteroid, Ceres, was discovered by Giuseppe Piazzi, marking the start of asteroid exploration in space science.
- Jan. 3, 1959: Alaska officially became the 49th state of the United States, adding a massive and wild frontier to the nation.
- Jan. 10, 1949: RCA introduced the first 45 RPM vinyl record, revolutionizing music playback for decades to come.
- Jan. 15, 2001: Wikipedia was launched, becoming one of the largest free knowledge-sharing platforms in the world.
- Jan. 24, 1848: Gold was discovered at Sutter's Mill in California, kicking off the famous California Gold Rush.
- Jan. 28, 1915: The U.S. Congress authorized the creation of the U.S. Coast Guard, combining rescue operations with national defense.

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5 Small Business Trends

to follow in 2025

E-Commerce

E-commerce currently accounts for a fifth of all retail sales worldwide — a figure that is only expected to grow to 22.6% by 2027.



Online Marketing

If you're not promoting your brand online, you may not be reaching as many consumers. 73% of small businesses have a website & most small business owners use social media to build brand awareness and promote products and services.

Artificial Intelligence

AI has real-world implications for small business owners. For example, 53% of small businesses now use AI-powered chatbots and virtual assistants for customer service. AI can help businesses streamline processes, limit human error, and enable employees to complete everyday tasks faster and focus on other important aspects of the business.



Cyber Security

In the digital age, data security and privacy remain a top concern for consumers. Small business owners can help prevent cybercrime by keeping staff up to speed on best practices, securing networks, updating software, and using multi-factor authentication.

Customer Experience

In today's digital world, set yourself apart by prioritizing an interpersonal touch to create a positive experience at every level, from research to point of sale. That could mean greeting everyone who walks through the door of your store or writing a heartfelt email to the customers subscribed to your newsletter. At the end of the day, it's all about meeting the customer where they are.



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 at a wooden counter in a cafe. The man is smiling and looking towards the camera. The woman is also smiling and looking towards the camera. On the counter in front of them is a white tablet computer, a white coffee cup, and a small stack of white plates. In the background, there are shelves with various items, including coffee mugs, a stack of colorful coffee filters, and a small plant. The overall atmosphere is warm and inviting.

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