

MLOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

June 2025

SUMMER PROMOTION
IDEAS FOR YOUR
SMALL BUSINESS

IS YOUR
MARKETING
WORKING?
KEY INDICATORS
TO WATCH

GROW YOUR
SMALL BUSINESS
BY PARTNERING
WITH OTHER
LOCAL
BUSINESSES

Using Video
To Promote
Your Small
Business

HOW TO
UP YOUR
GAME ON
CUSTOMER
SERVICE

Infographic:
Current Top
Video Trends

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LOCAL BUSINESS MARKETING

Welcome to the June Issue!

Summer is heating up—and it's the perfect time to turn up the energy in your business strategy. This month's issue is packed with practical ideas and inspiration to help your small business stand out and thrive. Inside, we're covering:

Using Video to Promote Your Business – Easy ways to connect with customers visually.

Leveling Up Your Customer Service – Tips to turn one-time buyers into loyal fans.

Summer Promotion Ideas – Creative campaigns to bring in seasonal traffic.

Is Your Marketing Working? – Metrics that matter (and how to track them).

Partnering with Other Local Businesses – Collaborations that grow your reach—and your reputation.

Whether you're refreshing your marketing plan or looking for new ways to connect with your audience, this issue has something to spark your next move.

Thanks for reading—and if you find something valuable inside, don't keep it to yourself! Share it with another business owner in your network.

Alyssa Engle
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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.

June

Camping Month

Men's Health Month

Pride Month

Safety Month

Professional Wellness Month

June 14th - Flag Day (US)

June 15th - Father's Day

June 20th - First Day of Summer (US)

1st - Cancer Survivors Day

2nd - Leave The Office Early Day

3rd - World Bicycle Day

4th - Cheese Day

4th - Global Running Day

5th - World Environment Day

5th - Moonshine Day

6th - Donut Day

7th - Chocolate Ice Cream Day

7th - Trails Day

8th - World Ocean Day

8th - Best Friends Day

9th - Donald Duck Day

10th - Iced Tea Day

11th - Corn on the Cob Day

12th - Jerky Day

12th - Peanut Butter Cookie Day

14th - World Blood Donor Day

14th - Bourbon Day

15th - Nature Photography Day

16th - Fudge Day

17th - Eat Your Vegetables Day

18th - Picnic Day

18th - Sushi Day

19th - Martini Day

19th - Juneteenth

21st - World Day of Music

21st - International Yoga Day

27th - PTSD Awareness Day

30th - Social Media Day

July

National Grilling Month

National Ice Cream Month

National Picnic Month

National Blueberry Month

July 4 - Independence Day (U.S.)

1st - American Zoo Day

1st - Postal Worker Day

1st - International Joke Day

6th - Fried Chicken Day

7th - World Chocolate Day

7th - Global Forgiveness Day

8th - Blueberry Day

10th - Pina Colada Day

10th - Kitten Day

11th - 7-Eleven Day

11th - French Fry Day

11th - Mojito Day

12th - Pecan Pie Day

14th - Mac and Cheese Day

15th - Pet Fire Safety Day

16th - Hot Dog Day

17th - Lottery Day

17th - Emoji Day

18th - World Listening Day

19th - Daiquiri Day

20th - Ice Cream Day

21st - Junk Food Day

22nd - Mango Day

24th - Tequila Day

25th - Hire a Veteran Day

26th - Disability Independence Day

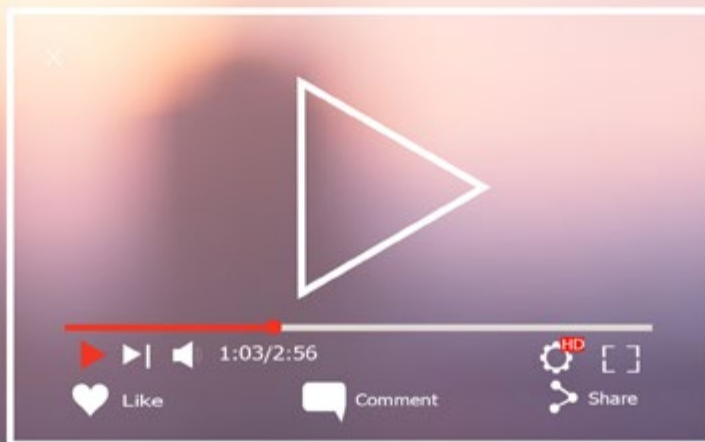
27th - Scotch Day

28th - Milk Chocolate Day

29th - Chicken Wing Day

30th - Cheesecake Day

31st - Avocado Day



Using Video To Promote Your Small Business

Let's face it—scrolling is the new window shopping. If you're a small business owner trying to make a splash in today's digital marketplace, video content isn't just a "nice to have"—it's a non-negotiable. The way consumers engage with brands has evolved dramatically, and video now reigns supreme in capturing attention, delivering value, and driving conversions. In fact, 91% of businesses use video as a marketing tool in 2024, according to Wyzowl. Why? Because it works.

Why Video? Because We're All Visual Creatures

Ever noticed how a product video can grab your attention more than a paragraph of text ever could? That's not a coincidence. Our brains process visuals 60,000 times faster than text. People remember 95% of a message when it's watched versus only 10% when it's read. That's a statistic worth paying attention to. In a world overflowing with content, video slices through the noise like a hot knife through butter.

Storytelling in Motion

Think of video as your brand's personal storyteller. A well-crafted video isn't just a flashy piece of content—it's your voice, your vision, and your value proposition brought to life. It lets people feel the vibe of your shop, meet your team, see your products in action, and understand your mission—all in under two minutes. And let's be honest: that kind of connection is priceless.

The Emotional Connection is Real

Small businesses have heart, and video is the perfect medium to showcase it. Whether it's behind-the-scenes footage, customer

testimonials, or day-in-the-life clips, video brings authenticity front and center. People love buying from people—not faceless corporations. When your audience sees your passion, your process, and your people, it builds trust. And trust? That's what converts browsers into buyers.

Make It Short and Sweet—or Long and Valuable

One of the best things about video is its flexibility. You can create bite-sized clips for social media or long-form tutorials for YouTube. Both are effective in their own way. Instagram Reels and TikToks grab fast attention, while YouTube how-to videos or product demos help nurture leads over time. The key is choosing the right format for your message and your audience.

Video is SEO Gold

Here's something that might surprise you: video can dramatically boost your visibility on search engines. Google loves video content, especially when it's embedded on your website or uploaded to YouTube (which, by the way, Google owns). Including video on a landing page can increase conversion rates by up to 80%. Plus, videos tend to increase the time visitors spend on your site, which

can improve your rankings.

Social Platforms Prioritize Video

Let's talk algorithms. Facebook, Instagram, LinkedIn, TikTok—they all favor video content. That means your organic reach gets a nice little boost when you post videos versus static images or plain text. In fact, Facebook users watch over 100 million hours of video every day, and Instagram Reels are quickly becoming one of the most effective ways to gain exposure. Translation: if you're not using video, you're missing out.

Video Humanizes Your Brand

Behind every small business is a dream, a story, and a real person. Video is your chance to show that off. Introduce yourself. Share why you started your business. Let your customers see your workspace. When people feel like they know you, they're more likely to support you—and to tell their friends about you, too.

Easy to Share, Hard to Ignore

Videos are made for sharing. Whether it's a funny bloopers reel, a heartwarming customer story, or a quick tip, people love sharing



content that resonates. And when they do, your reach grows exponentially—without spending a dime on ads. Think of it as digital word-of-mouth marketing. Powerful, right?

Testimonials That Talk

Written testimonials are great, but video testimonials are even better. Seeing real customers speak about their experience adds a layer of credibility that text just can't match. It's social proof in HD. Don't be afraid to ask loyal customers to hop on camera for a minute. Keep it casual, authentic, and unscripted—it'll go a long way.

Show, Don't Just Tell

If you sell a product, show it in action. If you offer a service, walk viewers through what it looks like to work with you. Demonstrations help eliminate hesitation and reduce the number of questions potential customers have before buying. Think about it:

would you rather read about a new gadget or see it in motion?

Production Doesn't Have to Break the Bank

One of the biggest myths about video marketing is that it's expensive. Sure, high-end productions have their place, but today's smartphones shoot in 4K, and apps like CapCut and InShot make editing a breeze. For most small businesses, a mix of polished and off-the-cuff content creates the perfect balance of professionalism and authenticity.

Live Video Builds Real-Time Relationships

Don't sleep on live streaming. Platforms like Instagram Live, Facebook Live, and YouTube Live offer opportunities to connect with your audience in real time. Whether you're showcasing a new product, answering questions, or taking viewers on a tour of your space, live video makes people feel like they're right there with you. It's unfiltered, immediate, and incredibly engaging.

Repurpose and Multiply

Here's a tip that'll save you time and boost your

content game: repurpose your videos. That 2-minute clip for YouTube? Cut it into 15-second reels. Use screenshots for Instagram carousels. Turn spoken content into blog posts or email campaigns. One good video can turn into a whole week's worth of content across platforms.

Let Data Guide You

Once your video's out in the wild, keep an eye on how it performs. Look at views, watch time, shares, and comments. Pay attention to what your audience responds to—and then do more of it. Video marketing is as much about learning as it is about creating. The more you experiment and refine, the stronger your video strategy becomes.

Press Play on Growth

Video marketing is no longer just a trend—it's a core strategy for small business success. It educates, entertains, and builds trust in a way that no other medium can. Whether you're a coffee shop owner, a handmade jewelry maker, or a local service provider, video can help you tell your story, attract new customers, and grow your brand. So what are you waiting for? Lights, camera, action—your audience is ready to watch.



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How To Up Your Game on Customer Service

Let's be real—customers today have more choices than ever. If a business drops the ball on service, there's a competitor just a click away waiting to scoop up the sale. But here's the good news: customer service isn't just a support function anymore—it's a secret weapon. When done right, it turns one-time buyers into raving fans and casual browsers into lifelong advocates. So how do we up our game and create customer

service experiences that truly stand out? Let's break it down.

1. Understand That Customer Service Is Everyone's Job

Gone are the days when only front desk staff or call center reps handled customer interactions. Today, every team member, from marketing to operations, plays a

role in the customer experience. Whether it's responding to an Instagram comment, fulfilling an order, or following up post-purchase—every touchpoint matters. Businesses that thrive treat customer service as a company-wide mindset, not just a department.

2. Personalization Is the New Standard

Customers don't want to feel like ticket numbers. They want to be seen, heard, and understood. Using names in communication, remembering past purchases, and tailoring recommendations make all the difference. According to McKinsey, 71% of consumers expect personalized interactions—and 76% get frustrated when they don't get them. So yes, personalization isn't just nice—it's expected.

3. Speed Still Wins

Let's talk about speed. We live in a world where people expect replies faster than ever. A quick response can defuse tension, save a sale, or turn a negative experience into a positive one. Whether through live chat, email, or social DMs, the quicker a business responds, the more valued the customer feels. Just don't sacrifice quality for

speed—both matter.

4. Empower Your Team to Make Decisions

Nothing frustrates customers more than hearing, "I'm not authorized to help with that." Empowering your team with the tools and trust to solve problems on the spot boosts satisfaction and reduces friction. It also builds morale—employees who feel trusted are more engaged and take greater ownership of the customer experience.

5. Go Beyond the Script

Scripts can be helpful, especially for consistency. But the best service feels human. Encourage your team to listen actively, show empathy, and adapt their responses based on the situation. A little humor, a touch of honesty, and a willingness to bend the rules when it makes sense can turn a forgettable exchange into a memorable one.

6. Make Feedback a Two-Way Street

We all ask for feedback, but do we actually use it? Customers notice when their input leads to real change. Whether it's updating policies, improving your website, or refining a product feature—close the



loop and let them know they were heard. It's one of the easiest ways to show customers they matter.

7. Train Constantly (Not Just During Onboarding)

Customer service is like a muscle—it gets stronger with consistent training. Ongoing workshops, roleplaying exercises, and scenario-based learning can sharpen soft skills and keep your team ready for whatever comes their way. Plus, regular training helps everyone stay aligned with the company's values and evolving customer expectations.

8. Use Technology, But Don't Lose the Human Touch

Chatbots, help desks, CRMs—they're fantastic tools. But they're not replacements for real conversations. Use tech to streamline processes and handle routine inquiries, freeing your human team to focus on complex, emotional, or high-stakes interactions. Balance is key. The best service combines

smart automation with sincere connection.

9. Surprise and Delight Still Works

When was the last time a brand surprised you—in a good way? Small gestures like handwritten thank-you notes, unexpected discounts, or next-level packaging can create powerful emotional connections. These moments don't have to cost much, but they do require intentionality. They show that you care more than the bare minimum.

10. Anticipate Needs Before They're Voiced

The most impressive service often happens before a customer asks. If someone's purchase is delayed, reach out first. If they're navigating a tricky process, offer help proactively. This kind of forward-thinking creates a sense of trust and safety. It shows that the brand is not only reactive—but truly attentive.

11. Turn Mistakes Into Opportunities

Let's be honest—things go wrong. Packages get lost. Emails get missed. Orders get mixed up. What matters most is how businesses handle those moments. When handled with grace,

humility, and a genuine desire to make it right, a service failure can actually build more loyalty than if everything went perfectly.

12. Measure What Actually Matters

Metrics like response time and resolution rate are useful—but don't stop there. Look at customer satisfaction (CSAT), Net Promoter Score (NPS), and qualitative feedback. These insights dig deeper into how people feel about your brand, and they can reveal patterns that purely operational metrics miss.

13. Elevate Internal Communication

A customer's experience is only as smooth as the handoff behind the scenes. That's why seamless communication between departments is critical. If sales promises one thing and support delivers another, friction is inevitable. Clear internal systems, shared notes, and unified platforms keep everyone aligned and prevent the dreaded "I already explained this to someone else" moment.

14. Create a Culture of Service

Culture is the foundation of standout service. It's not

just about what happens externally—it's about how the team treats each other internally. When employees feel respected, supported, and heard, that energy translates directly into how they treat customers. Happy teams create happy clients. It's that simple.

15. Celebrate Wins and Learn from Losses

Customer service excellence doesn't happen by accident—it's built through feedback, reflection, and constant evolution. Celebrate the team's wins, share positive reviews, and acknowledge the moments that make a difference. At the same time, review what didn't go well and turn those lessons into fuel for growth.

Upping your customer service game isn't about adding bells and whistles—it's about going back to the heart of business: people. It's about meeting needs, building trust, and creating moments that matter. In a crowded marketplace, service is the differentiator that keeps people coming back. And when we treat customers not as transactions, but as relationships worth nurturing, we don't just make sales—we make a lasting impact.



Summer Promotion Ideas for Your Small Business

When the days grow longer and the sun starts to shine a little brighter, it's not just your customers heading to the beach—your sales strategy should be heating up too. Summer is the perfect time for small businesses to tap into a season brimming with energy, events, and opportunities to connect. But how do you stand out when everyone else is shouting “summer sale”? Let's dive into some fresh, creative, and totally doable promotion ideas that

can bring a wave of new business your way.

Create a Limited-Time Summer Product or Service

Limited-time offerings create urgency. It's human nature—we want what we might soon lose. Introduce a summer-exclusive product or service that adds a seasonal twist to your usual offerings. For example, a café might offer a tropical smoothie menu, or a spa could debut a “sun-kissed

glow” facial. Make it clear that this is only available through August, and watch your audience flock to try it before it's gone.

Host a Themed Summer Event

Summer is all about experiences. Why not host an outdoor pop-up, sidewalk sale, or customer appreciation BBQ? Whether it's a parking lot party with food trucks or a summer sip-and-shop, giving people a reason to visit your

location—and linger—is a powerful way to build community and drive foot traffic. Don't forget to create a Facebook event, post sneak peeks on Instagram Stories, and promote via email to maximize attendance.

Launch a Social Media Giveaway

Giveaways are like ice cream on a hot day—everyone wants in. Set up a fun, summer-themed contest on Instagram or Facebook. For instance, “Tag a friend you’d take on a beach day and win a summer gift bundle!” Prizes could include your products, gift cards, or even collaborations with other local businesses. It’s a low-cost way to increase engagement, grow your following, and boost brand awareness.

Celebrate Unofficial Summer Holidays

Yes, you know about the Fourth of July. But what about National Ice Cream Day, International Friendship Day, or National Hammock Day? These quirky observances are gold for content and promotions. Tailor discounts or flash sales around these “holidays,” and use them as hooks to connect with your audience in fun, lighthearted ways. It’s

unexpected, and that’s the point.

Offer a Summer Loyalty Program

Loyalty programs aren’t just for coffee chains. Consider launching a summer-only punch card or rewards tracker. “Buy 4, Get Your 5th Free” style offers incentivize repeat visits during the slower months. Sweeten the deal with a bonus reward for those who complete the full program by summer’s end—think free merch, a bigger discount, or a VIP experience.

Go Big on Outdoor Advertising

If your business is local, remember that summer means more foot traffic and more eyes on the streets. That’s your chance to shine—literally. Invest in sidewalk signs, window clings, banners, or even branded beach umbrellas. Bright colors, playful messaging, and QR codes that lead to summer deals can make passersby pause—and pop in.

Create a ‘Hot Weather’ Discount Structure

This one’s fun and ties your business directly to the

season. Offer a discount based on the temperature. “It’s 91°? Take 9.1% off today!” It’s a clever way to make your promotions feel fresh every day—and gives people a reason to check in often. This works especially well for retail, cafes, and fitness studios.



Collaborate with Other Local Businesses

Summer is all about coming together. Partnering with nearby businesses for co-promotions, bundled giveaways, or shared events can extend your reach without doubling your marketing budget. For example, a boutique and a smoothie shop could create a “Shop & Sip Saturday” where customers get a discount at one when they shop at the other. Community-driven marketing is always a win.

Inspire with Summer Content Marketing

Don’t underestimate the

power of storytelling. Share summer tips, how-to guides, behind-the-scenes videos, or seasonal product spotlights across your blog, email newsletters, and social media. Make it visual. Show your products “in the wild”—being used at picnics, poolside, or on vacation. Content marketing is about building connection, and summer is ripe with inspiration.



Offer “Beat the Heat” Flash Sales

There’s something irresistible about a surprise deal. Plan spontaneous flash sales tied to the weather or a social media milestone. Use playful language like, “It’s too hot to think, so here’s 20% off everything until sunset!” This kind of reactive, real-time marketing feels alive—and builds brand personality.

Add a Charitable Angle

Summer often sparks community spirit. Run a promotion that supports a local cause or charity. For

every sale, donate a portion to a local food bank, animal shelter, or school supply drive. This adds heart to your marketing and gives your audience a deeper reason to support your business beyond just scoring a deal.

Start a Summer Referral Challenge

Word-of-mouth is still king. Encourage your current customers to refer friends with a limited-time summer referral program. Offer a reward for every successful referral, and turn it into a challenge—whoever refers the most wins a bigger prize. Not only will you expand your reach, but you’ll also strengthen your customer relationships.

Promote Staycation Packages or Bundles

Not everyone travels during the summer. Offer your customers the chance to bring the vacation to them. Curate themed bundles or experiences they can enjoy at home—a “Backyard Spa Kit,” “Grill Master Gift Set,” or “Cozy Up Indoors” reading package. It’s all about helping people make the most of summer where they are.

Leverage Email Marketing for Summer Series

Email remains one of the most cost-effective

marketing tools. Launch a seasonal campaign series—like “12 Days of Summer Deals” or a weekly “Hot Pick of the Week.” Add personal touches and keep the tone casual and friendly. Tease what’s coming next to keep readers opening your emails week after week.

Don’t Forget the Follow-Up

After your summer promotions end, don’t go silent. Send thank-you emails, ask for reviews, and follow up with post-event content or photos. This is your chance to continue the conversation, nurture those leads, and turn seasonal shoppers into year-round loyalists.

Summer is a golden opportunity to try something new, make a splash, and strengthen your relationship with your customers. Whether you’re a boutique, a salon, a coffee shop, or a local service provider, the season is full of creative ways to boost business. You don’t need a massive budget—just a little sunshine, a dash of creativity, and a plan to make the most of every warm and wonderful day. So grab your iced coffee, brainstorm with your team, and let’s make this summer your brightest one yet.

Is Your Marketing Working? Key Indicators to Watch



Marketing channels are constantly evolving and consumer behaviors shift like the wind, it's natural to wonder: *Is our marketing actually working?* For many business owners, marketers, and managers, the question often lingers without a clear answer. Campaigns get launched, budgets get spent, and social posts go live—but what happens next? Do those efforts translate into real, measurable results?

Here's the truth: successful marketing isn't about doing more. It's about doing what works—and knowing what to *measure* is half the battle.

1. Start With Clear, Trackable Goals

Before diving into metrics, we need to take a step back. Are there specific goals in place? Is the team working toward brand awareness, lead generation, customer retention, or direct sales? Marketing without a goal is like driving without a destination. Set SMART goals—specific, measurable, achievable, relevant, and time-bound. These become your North Star when determining success.

2. Website Traffic Tells a Story

Your website is your digital storefront, and its traffic

data can reveal a lot. A spike in visits after a campaign launch is a good sign your message is reaching people. But don't stop there—look deeper. Are visitors staying? Are they clicking? Are they converting? Tools like Google Analytics can show how people are finding you, how long they stay, and what content keeps them engaged.

3. Conversion Rates Show True Effectiveness

Getting attention is great—but getting action is better. Whether it's a purchase, a contact form submission, or an email sign-up, conversion rates tell us if marketing is pushing people to take the next step. A pretty ad that doesn't convert is just noise. But even a simple landing page with a strong offer can outperform a full campaign if it's focused on conversion.

4. Cost Per Lead (CPL) and Customer Acquisition Cost (CAC)

Let's talk dollars. How much does it cost to get a lead or make a sale? If your CPL is climbing while lead quality drops, something's off. If your CAC is higher than a customer's lifetime value, your strategy needs rethinking. These numbers help assess whether your marketing is sustainable—or draining your bottom line.

5. Lead Quality Over Quantity

Lots of leads look great on paper, but if they're not converting, they're just clutter. Evaluate the quality of the leads coming from your channels. Are they in your target audience? Are they engaging with follow-up content? Marketing that attracts the wrong people is like fishing in the wrong pond. It wastes resources and frustrates your sales team.

6. Engagement Metrics on Social Media

Likes and follows are vanity metrics unless they're paired with meaningful engagement. Are people sharing your content? Commenting thoughtfully? Clicking through to your site? High engagement signals that your message resonates, while low interaction suggests your content may need a refresh. It's not about going viral—it's about building a real connection.

7. Email Open and Click Rates

Email remains a top performer when done right. If open rates are low, your subject lines may need work—or you're emailing the wrong audience. If click-through rates are lagging,

maybe your calls-to-action aren't clear. Every metric in an email campaign is a feedback loop: a chance to tweak, improve, and optimize.



8. Return on Investment (ROI)

Perhaps the most important metric of all: are you making more money than you're spending? ROI helps determine whether marketing campaigns are profitable. If a campaign costs \$2,000 and brings in \$10,000, you've got a winning formula. If it's barely breaking even, it's time to reevaluate. Smart businesses track ROI across every channel to see where their money works hardest.

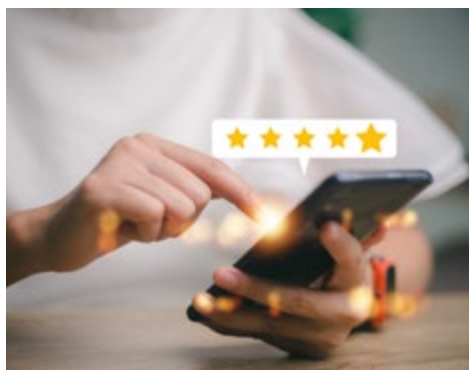
9. Brand Awareness and Share of Voice

Not all success is immediate. Some marketing works behind the scenes—building recognition, trust, and familiarity. Tools like brand mention trackers or social listening platforms can help assess your share of voice in your industry. Are more people talking about

you? Are you being quoted or tagged in content? This silent momentum often fuels future growth.

10. Customer Retention and Repeat Business

Good marketing doesn't just attract—it keeps people coming back. If your retention rate is low, it could signal a disconnect between your marketing promises and the customer experience. Email campaigns, loyalty programs, and post-purchase content can all help reinforce your value and deepen brand loyalty.



11. Customer Feedback and Reviews

Want to know if your marketing is hitting the right notes? Listen to your customers. Reviews, surveys, and social media comments can reveal how people perceive your brand. Do they mention seeing your ads? Are they referencing your messaging? What words are they using?

Sometimes the most valuable data doesn't come from a dashboard—it comes straight from the source.

12. Traffic Sources and Attribution

Understanding where your traffic is coming from is critical. Are your ads generating interest, or is most of your traffic organic? What channels are closing the deal? Attribution models help you see which touchpoints actually influence decisions. It's rarely just one ad or one click—it's the whole journey. Knowing that path helps you optimize it.

13. Funnel Performance

Is your funnel working from top to bottom? From the first impression to the final sale, every step in the customer journey must be smooth and purposeful. High drop-off rates in the middle of the funnel could signal confusion, lack of trust, or irrelevant content. Monitoring each stage helps identify where prospects are falling off—and how to bring them back.



14. A/B Testing Results

Marketing is part science, part art. A/B testing lets us refine both. Whether it's email subject lines, landing page headlines, or ad creatives, small changes can produce big results. Use split testing to continuously improve performance. It's one of the simplest ways to fine-tune messaging and figure out what truly resonates with your audience.

15. Internal Alignment and Clarity

Finally, a marketing strategy

only works when everyone's rowing in the same direction. Are your sales, marketing, and leadership teams aligned on goals and messaging? Are they using the same language to talk about your offerings? Misalignment internally often shows up as confusion externally—and that can tank even the most creative campaigns.

So, is your marketing working? If you're not sure, it's time to dig into the numbers, examine the journey, and listen to the signals your audience is

sending. When we track the right indicators—those that go beyond vanity metrics and get to the heart of performance—we gain the insight needed to refine, refocus, and reignite our efforts.

Great marketing doesn't happen by accident. It's built on data, driven by strategy, and refined through constant learning. With the right tools and mindset, we can make sure every dollar and every message is moving the needle.

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Grow Your Small Business by Partnering with Other Local Businesses

In the ever-evolving landscape of entrepreneurship, the power of community often goes overlooked. Many small business owners pour their energy into perfecting products, refining services, or boosting social media presence—but what if one of the most effective growth strategies was right next door? Partnering with other

local businesses isn't just a feel-good move; it's a smart, scalable, and sustainable way to expand your reach, deepen customer loyalty, and spark new opportunities.

The Power of Local Collaboration

Think of your business like a tree. You've planted your

roots, watered them daily, and you're growing steadily. But a tree doesn't thrive in isolation—it's part of an ecosystem. Similarly, small businesses grow stronger when they're part of a connected community. By aligning with other local brands, you gain access to shared audiences, resources, and ideas. These partnerships open doors

you didn't even know were there.

Why Go Local?

There's something uniquely compelling about local business partnerships. According to a 2024 Small Business Trends Report by Guidant Financial, 85% of consumers say they're more likely to support a local brand when they see it supporting other local brands. That's a powerful endorsement. Not only are you expanding your market reach, but you're also building credibility simply by association.

Collaboration Over Competition

It might seem counterintuitive to partner with businesses in a similar space, but collaboration often trumps competition. A bakery teaming up with a local coffee shop? A yoga studio working with a wellness boutique? These alliances offer value to customers and position your brand as a community-minded business. It's less about market share and more about mutual elevation.

Types of Local Business Partnerships That Work

Let's get practical. What do these partnerships look like

in action?

1. **Co-hosted Events**—Whether it's a sip-and-shop, a holiday pop-up, or a sidewalk sale, joint events generate buzz and foot traffic. Plus, you split the workload and costs.

2. **Shared Promotions**: Offer bundled discounts or "shop local" punch cards that incentivize customers to visit multiple partner locations.

3. **Cross-Marketing**: Feature each other in newsletters, social media, or even physical signage. This builds brand awareness without needing a massive ad budget.

4. **Referral Networks**: Establish a system where you refer clients to each other based on complementary services. Think hair salons referring clients to local boutiques or realtors working with home staging businesses.

Storytelling That Sticks

When you partner with another local brand, you're not just trading logos—you're combining stories. And people love stories. A local florist teaming up with a home décor shop could run a "Weekend of Beauty" campaign that tells the story of how their products complement each other in

creating welcoming spaces. These kinds of narratives are highly shareable and help humanize both brands.

Sharing Resources, Not Just Customers

It's not all about who walks through the door. Some of the best partnerships come from behind the scenes. Consider sharing vendor contacts, splitting shipping costs, or even co-investing in marketing tools. This helps reduce operational costs and fosters a real sense of camaraderie.

Building Brand Trust Through Association

Let's be honest—brand trust is currency in today's economy. When customers see you aligned with other respected local names, your credibility gets a natural boost. You become part of a trusted network, and that trust often translates into repeat business and referrals.

Digital Crossovers That Drive Engagement

Don't underestimate the digital potential of local partnerships. Running an Instagram giveaway together, tagging each other's posts, or collaborating on a blog series are all low-cost, high-return ways to capture new eyeballs. You tap into

each other's audiences and double your exposure without doubling your efforts.

Local Business Partnerships Build Community Roots

Supporting one another goes beyond profits. It reinforces the very foundation of your local economy. According to American Express's 2023 Shop Small® study, for every dollar spent at a small business, approximately 67 cents stays in the local community. Partnering up strengthens those numbers and creates a ripple effect that benefits everyone.

Overcoming the Barriers

Yes, collaboration takes time. It requires clear communication, trust, and shared vision. But the payoff? Worth it. Start with a coffee meeting, a brainstorming session, or a low-stakes promotion. Keep expectations transparent, put agreements in writing, and align your goals from the get-go. Baby steps build lasting bridges.

Success Stories to Inspire

Take the example of a small bookstore that partnered with a nearby bakery to offer a "Books and Bites"

special. Customers received a discount on coffee and pastries with any book purchase, and vice versa. Foot traffic increased for both businesses, and the partnership blossomed into a quarterly event. Or consider a landscaping company that teamed up with a real estate agency to offer curb appeal packages—helping homes sell faster and more profitably.



Tap Into Local Chambers and Networking Groups

Local chambers of commerce and small business associations are goldmines for partnership opportunities. Attend mixers, sign up for business directories, or join neighborhood social media groups. You never know when a conversation over coffee will turn into your next big opportunity.

Be Consistent, Not Just Convenient

The key to a fruitful partnership is consistency. Don't just team up once and disappear. Look for ways

to keep the momentum going—seasonal collaborations, shared content calendars, or even co-branded products can keep your alliance fresh and relevant.

Measure and Adapt

Just like any marketing initiative, track your efforts. Monitor sales spikes, web traffic, and customer feedback to understand what's working. Use this data to tweak future collaborations and identify which types of partnerships bring in the most value.

Stronger Together

Growing a small business is never a solo act. It's a community symphony, and when we tune into each other's rhythms, incredible things happen. By partnering with other local businesses, you're not just building profits—you're building legacy, loyalty, and local love. So take that first step, send that email, and spark a partnership that could shape the future of your business.

Because in a world that often celebrates the big guys, small businesses have one huge advantage: heart. And when we bring our hearts together, the possibilities are endless.



FUN FACTS

June is named after Juno, the Roman goddess of marriage and childbirth, which is why it's traditionally considered a popular month for weddings. The month marks the approach of summer in the Northern Hemisphere and is associated with growth, celebration, and the year's longest day during the summer solstice.

June's Past Events:

- June 1, 1980: CNN launched as the first 24-hour news network, changing how the world consumed breaking news—nonstop and in real time.
- June 5, 1968: Senator Robert F. Kennedy was tragically assassinated in Los Angeles, just after winning the California Democratic primary.
- June 6, 1944: D-Day, the largest seaborne invasion in history, began as Allied forces stormed the beaches of Normandy, turning the tide of World War II.
- June 16, 1963: Valentina Tereshkova became the first woman in space, orbiting Earth 48 times aboard the Soviet spacecraft Vostok 6.
- June 18, 1983: Sally Ride became the first American woman in space, breaking barriers aboard the space shuttle Challenger.
- June 26, 1945: The United Nations Charter was signed in San Francisco, laying the foundation for global cooperation and diplomacy.

REACH MORE ON SOCIAL MEDIA

72.5% of the US population is active on social media

SOCIAL MEDIA MANAGEMENT SERVICES

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Custom Content Development
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TOP VIDEO MARKETING TRENDS

EXPLAINER VIDEOS LEAD CONTENT TYPES

73% of video marketers have created explainer videos, making them the most popular video type.

INCREASED INVESTMENT IN VIDEO MARKETING

93% of marketers report that video marketing has provided a good ROI—the highest since tracking began.



AI INTEGRATION IN VIDEO CREATION

51% of video marketers have used AI tools to assist in creating or editing marketing videos. This marks a decline from 75% the previous year, suggesting a reevaluation of AI's effectiveness in video production.

SHORT-FORM VIDEO DOMINATES

Short-form videos are expected to account for 90% of internet traffic by 2025.



DECLINE IN AVERAGE VIDEO LENGTH

The average video length has decreased by 75% from 168 seconds in 2016 to 76 seconds in 2023.

SHIFT TOWARDS INTERACTIVE & PERSONALIZED CONTENT

There's a significant move from passive content to interactive experiences using touchscreens, QR codes, and sensors, creating personalized user journeys.

RISE OF CEO & EXECUTIVE VIDEO CONTENT

There's a growing trend of CEOs using informal, unscripted videos on platforms like LinkedIn to communicate directly with stakeholders, fostering transparency and authenticity.





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EFFECTIVE & ENGAGING



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