

# M LOCAL BUSINESS MARKETING

*The Marketing Guide for Local Business Owners*

May 2024

**Managing  
New  
Employees  
- Seven  
Common  
Mistakes  
You Need  
to Avoid**

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**HOW TO  
TELL IF  
YOUR BLOG  
POSTS ARE  
EFFECTIVE**



**THE VACATION  
PLAYBOOK:  
ENSURING  
CONTINUITY AND  
PRODUCTIVITY  
WHILE YOU  
RECHARGE**

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**WHY YOU  
SHOULD HIRE A  
PROFESSIONAL  
TO BUILD YOUR  
BUSINESS'  
WEBSITE**

**Infographic:**  
Email Marketing  
Tips & Tricks

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Greetings!

Running a local business is tough work. We know- we're doing it also. You're wearing many hats, and quite often marketing falls in your lap as well. In today's world, marketing is changing rapidly.

How do you keep up? What is new, and how do you leverage it for your business? To help, we've included in this month's issue several interesting articles and tips that you can apply immediately to help you grow your business.

We hope you enjoy the subjects of this month's articles, including Managing New Employees, Why you should hire a professional to build your business' website and more. If you're not already receiving this magazine regularly, we suggest you add your email to our subscriber list. We have some exciting articles already in the works for the upcoming issues.

Don't miss out! If you and the magazine helpful, 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.

As always, 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  
Marketing Manager  
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.

## May

Mental Health Awareness Month  
Military Appreciation Month  
Employee Health & Fitness Month  
National Pet Month  
National Barbecue Month  
National Blood Pressure Month

May 1 - May Day  
May 5 - Cinco de Mayo (US)  
May 9 - Ascension Day  
May 12 - Mother's Day  
May 27 - Memorial Day (US)

1st - Learn to Ride a Bike Day  
2nd - International Harry Potter Day  
2nd - Brothers and Sisters Day  
3rd - Space Day  
4th - Star Wars Day  
4th - International Firefighters Day  
5th - Hoagie Day  
5th - World Laughter Day

6th - Nurses Day  
6th - Herb Day  
7th - Teacher Appreciation Day  
9th - Children's Mental Health Awareness Day  
10th - Small Business Day  
10th - Shrimp Day  
10th - Golf Day  
11th - Fair Trade Day  
13th - Apple Pie Day  
15th - Chocolate Chip Day  
16th - Barbecue Day  
16th - Love a Tree Day  
17th - NASCAR Day  
17th - Bike to Work Day  
18th - Armed Forces Day  
18th - World Baking Day  
20th - Rescue Dog Day  
20th - World Bee Day  
25th - Wine Day  
28th - Hamburger Day  
28th - Brisket Day

## June

Camping Month  
Men's Health Month  
Pride Month  
Safety Month

June 14th - Flag Day (US)  
June 16th - Father's Day  
June 20th - First Day of Summer (US)

1st - Play Outside Day  
1st - Say Something Nice Day  
2nd - Cancer Survivors Day  
3rd - Egg Day  
3rd - World Bicycle Day  
4th - Cheese Day  
4th - Hug Your Cat Day  
5th - Global Running Day  
5th - World Environment Day  
7th - Doughnut Day  
7th - World Food Safety Day  
8th - World Ocean Day

8th - Best Friends Day  
9th - Donald Duck Day  
10th - Iced Tea Day  
11th - Corn on the Cob 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 - Selfie Day  
21st - International Yoga Day  
27th - Onion Day  
27th - PTSD Awareness Day  
30th - Food Truck Day  
30th - Social Media Day





## Managing New Employees - Seven Common Mistakes You Need to Avoid

If you're an experienced manager or team leader, you know that building a cohesive, high-performing team is crucial. But even seasoned professionals can stumble when onboarding and managing new employees - making common mistakes that hinder productivity, engagement, and overall team dynamics.

This guide takes a look at seven mistakes leaders often make with new hires. We'll

explore these along with practical tips to help you avoid these errors and ensure a smooth integration process for your newest team members.

### **Mistake #1: Neglecting Proper Onboarding**

Onboarding a new employee is about more than just filling a vacant role - it's your chance to make a great first impression and set up new team members for success from day one. But managers often overlook just how crucial a well-structured onboarding process is. Without proper guidance, new hires can feel lost, disengaged, and ill-equipped to effectively handle their new responsibilities.

To avoid this, implement a comprehensive onboarding plan covering company culture, values, job duties, and performance expectations. Assign a mentor or buddy for personalized support and get their feedback regularly. By thoughtfully investing in the onboarding experience, you'll empower new employees to hit the ground running and start making valuable

contributions.

### **Mistake #2: Unclear Expectations and Goals**

Clear communication is crucial when managing new hires. Unfortunately, many managers fail to set well-defined expectations and goals, leaving new employees uncertain about their roles and responsibilities. This lack of clarity can lead to confusion, subpar performance, and holds the whole team back.

Nip this in the bud by clearly outlining your expectations from the outset. Collaborate with new hires to establish SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goals that align with company objectives. Provide regular feedback and coaching to keep them on track and make adjustments as needed. By setting clear expectations upfront, you empower new talent to take on their role with confidence and contribute meaningfully to the team's success.

### **Mistake #3: Insufficient Training and Support**

Hiring talented people is just the first step. To

keep them engaged and performing well, investing in their professional growth is crucial. However, many managers underestimate the importance of comprehensive training and ongoing support. They leave new hires to figure things out on their own, which can lead to costly mistakes and disengagement later on.

Avoid this mistake by rolling out a robust training program covering job skills, industry knowledge, company policies, and best practices. Pair new employees with experienced mentors to guide them. Encourage continued learning like workshops or online courses. Prioritizing their development cultivates a highly capable team equipped to tackle challenges and drive innovation long-term.

### **Mistake #4: Micromanaging or Allowing Too Much Autonomy**

Effective management is all about striking a balance - too much oversight stifles creativity and motivation, but too little guidance can lead

to confusion and mistakes. Many managers either micromanage new hires excessively or give employees too much autonomy before they're ready.



new employees. Without regular check-ins, constructive feedback, and open dialogue, new hires can become disengaged, miss out on crucial development opportunities, or veer off course.

Aim to find the sweet spot between support and empowerment. Provide clear direction initially, but then trust new employees to take ownership as they gain experience. Encourage them to voice their ideas and suggestions and be open to trying new approaches. This balanced approach allows for innovation while keeping core team objectives in sight.

### **Mistake #5: Overlooking Cultural Fit and Integration**

Technical skills and experience are obviously important, but cultural fit often makes or breaks a new hire's success on a team. Too many managers only consider qualifications during hiring, overlooking if a candidate's values, style, and personality actually mesh with the company culture.

To avoid this mistake, take into account the candidate's technical abilities during the hiring process - but also consider how well their values, communication style, and overall vibe aligns with your workplace culture. Once they're on board, make it a priority to integrate them into the team dynamic. Introduce them to colleagues, organize team bonding activities, and encourage open collaboration. This intentional approach builds cohesive teams where everyone feels valued and motivated.

### **Mistake #6: Poor Feedback and Communication**

Frequent feedback and open communication are vital for productive teams. However, many managers struggle to prioritize these essential elements when managing

Establish a culture of open communication from day one. Schedule frequent one-on-one meetings to discuss progress and tackle any challenges head-on. Encourage new employees to ask questions and share their perspectives. By keeping communication open and providing ongoing feedback, you'll empower new hires to continually improve and contribute their unique talents.

### **Mistake #7: Failing to Provide Growth Opportunities**

These days, professional development isn't just a nice bonus - it's an expectation for most ambitious employees. They want ongoing chances to expand their skills and advance their careers. But managers often overlook



providing new staff with opportunities for growth. This leads to stagnation, disengagement, and high employee turnover.

Avoid this pitfall by being proactive. Identify new challenges like job shadowing, training programs, or special projects - anything that allows them to stretch their abilities. Work with new hires to map out personalized career paths aligned with company goals. Making a real investment in their long-term professional development shows you genuinely care about their success and cultivates a driven, innovative team.

### **Prioritize a Growth Mindset to Build a Standout Team**

In today's competitive landscape, effectively onboarding new hires

is crucial for retaining top talent, building a positive work culture, and driving long-term business growth. Avoid the common mistakes outlined here, and you can create a supportive environment where your newest team members feel empowered to learn, grow, and contribute to the company's achievements.

Remember, onboarding is a continuous process. To make it successful, leaders need a growth mindset. This means keeping communication channels open and actively supporting new hires' professional development. By focusing on these things, you'll help them reach their full potential, and that sets your whole team up for continuous improvement, even as the business landscape evolves.

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## How to Tell if Your Blog Posts Are Effective

As the digital landscape continues to evolve, the effectiveness of your blog remains a cornerstone of your marketing strategy. But how can you tell if your blog posts are truly hitting the mark? Let's dive into the metrics and strategies that will help you measure the success of your content.

## Understanding Audience Engagement

The first step in assessing the effectiveness of your blog posts is understanding audience engagement. Are your readers sticking around to consume your content, or are they bouncing off the page faster than a pinball? Engagement can be measured through metrics such as page views, time on page, and bounce rates. High engagement rates often indicate content that resonates with your audience.

## Analyzing Social Shares and Comments

Do your readers feel compelled to share your posts on social media? Are they commenting on your content? Social shares and comments are direct indicators of your blog's impact and reach. A high number of shares and active comment sections suggest that your content is not only valuable but also evokes a response from your audience.

## Tracking Conversion Rates

Ultimately, one of the primary goals of your blog may be to convert readers into customers.



Tracking how many visitors complete a desired action, like subscribing to a newsletter or purchasing a product, can tell you a lot about the effectiveness of your blog. Conversion rates help gauge how well your content motivates readers to take the next step.

## SEO Performance

How well does your blog perform in search engine results? Effective blog posts are optimized for search engines, drawing organic traffic through targeted keywords and quality content. Tools like Google Analytics and Ahrefs can help you understand your search engine visibility and the organic traffic your blog generates.

## Reader Feedback

Direct feedback from your

readers can be one of the most insightful ways to gauge the effectiveness of your blog. This could come in the form of comments, emails, or social media interactions. Paying attention to what your readers say can provide valuable insights into what works and what doesn't.

## Monitoring Email List Growth

If your blog includes calls-to-action (CTAs) to join your email list, monitoring how your list grows can provide insights into your blog's effectiveness. An increasing subscriber count is a good sign that your content is compelling enough to prompt further engagement.

## Content Longevity and Sustainability

Do your blog posts continue to attract

visitors weeks, months, or even years after they are published? Evergreen content that continues to draw in an audience long after publication is a hallmark of an effective blog.

### **Click-Through Rates on CTAs**

Analyzing the click-through rates (CTRs) on embedded call-to-action links can offer insights into how compelling your CTAs are and whether your content successfully encourages further interaction.

### **Peer Reviews and Expert Mentions**

When other industry experts or influencers mention or link to your blog posts, it's a strong indicator of the quality and effectiveness of your content. These peer reviews can boost your credibility and extend your reach.

### **Analyzing Content Depth and Relevance**

Are you covering topics thoroughly? Does your content meet the needs and answer the questions of your target audience?

Use tools like Google's "People also ask" for insights into what your audience might be looking for.

### **Quantitative Feedback Tools**

Incorporate tools like surveys or feedback forms at the end of your blog posts. These can provide quantitative data on how readers perceive your content and what they feel might be missing.

### **Use of Visuals and Media**

Analyzing the performance of posts with visuals and media versus those without can provide insights into how these elements affect engagement and effectiveness.

### **Bounce Rate Analysis**

A high bounce rate might indicate that your blog is not capturing the interest of your visitors or that the content is not relevant to their needs. Analyzing entry and exit pages can help identify where you're losing your audience.

### **Competitor Comparison**

Comparing your blog's performance to that of

your competitors can provide a benchmark of what is or isn't working within your industry. Tools like SEMrush can offer comparative analytics.

### **Adjustments and A/B Testing**

Testing different styles, formats, or content types can help you refine your blogging strategy. A/B testing different headlines or images can tell you what resonates best with your audience.

Determining the effectiveness of your blog posts is multifaceted, involving everything from SEO rankings to reader engagement metrics. By taking a holistic view of performance across these indicators, you can refine your content strategy to better meet the needs of your audience and achieve your business goals.

Remember, the ultimate aim is to create content that not only attracts but also retains customer interest, driving meaningful actions that benefit your business. Keep these metrics in mind and watch your blog's effectiveness soar!





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## The Vacation Playbook: Ensuring Continuity and Productivity While You Recharge

If you thrive on the challenges and responsibilities of your role as an owner or manager, taking a vacation can feel like a daunting prospect. How do you step away while ensuring your team performs at its best? And how do you truly recharge and return refreshed, ready to take on new challenges?

This guide aims to address those questions and provide guidance - a step-by-step playbook for planning the ideal getaway. You'll get strategies to maintain continuity, productivity, and smoothly hand over duties to your

team. You'll also find tips on making the most of time off to recharge so you can come back feeling energized and ready to lead.

### **Preparing for a Successful Vacation**

Proper preparation is the key to a successful vacation. The first step is to set clear expectations with your team. Gather everyone together and explain your upcoming vacation plans, including the dates you'll be away and any specific goals or objectives you'd like them to focus on in your

absence. Encourage open dialogue and address any concerns or questions upfront.

Next, identify your key responsibilities and delegate tasks accordingly. Review your current workload and determine which items can be temporarily assigned to others. Choose team members who have the skills and capacity to take on additional duties, and provide them with detailed handover documentation to ensure a smooth transition. Outline your daily tasks, ongoing projects, important

contacts, and any other essential information your team may need to reference while you're away.

Don't forget to communicate your vacation plans and designated emergency contact to all relevant parties, both inside your organization and outside. Ensure everyone knows how to reach you if an urgent situation arises requiring your attention.

Finally, schedule essential meetings and check-ins before and after your vacation. Meet with your team to discuss expectations and task delegation before your vacation, and arrange a follow-up meeting shortly after your return to get up to speed on progress and address any outstanding issues.

By following these steps, you'll establish a solid foundation that will enable your team to continue operating smoothly while you enjoy some well-deserved time off.

## **Ensuring Operational Continuity During Your Absence**

As a leader, it's crucial to

implement strategies that will maintain stability and keep your organization on track while you recharge.

One key step is to identify and empower a temporary team leader. Choose someone trusted and capable to be the main contact person for your team while you're away. Provide guidance on making important decisions - let them know which communication channels to use and how to handle any issues that come up. Clarify expectations about their responsibilities in leading the team in your absence.

Of course, even the best-laid plans can run into unexpected obstacles. That's why having contingency plans is so crucial. For example, provide clear protocols for handling common problems that may come up. Also, have backup experts identified that the team can seek advice from if any major issues occur requiring high-level input.

Taking advantage of technology and tools can also be a game-changer for enabling information-sharing while you're away. Use project management platforms, video

conferencing tools, and cloud-based document storage to ensure your team can work together seamlessly, even in your absence.

Finally, don't check in so much that your vacation doesn't actually feel like a break. Focus more on recharging your own batteries than constant contact. If there are major emergencies needing a quick call, that's understandable. But your stand-in should take charge of most situations on their own. Trust your team to reach out if they really get stuck. By limiting check-ins, you clarify roles and ensure work flows smoothly while you unwind. Remember, the goal is empowering your team, not micromanaging from afar.

## **Maximizing Productivity and Efficiency**

While ensuring continuity is crucial, it's equally important to maintain productivity and efficiency during your vacation. After all, your team's ability to deliver results shouldn't suffer just because you're taking some well-deserved time off.

First, set realistic goals



and expectations during your absence. Avoid overwhelming your team with unrealistic targets, but also don't underestimate their capabilities. Work together to identify impactful goals and projects they can tackle while you're gone.

Prioritization is key. Help your team determine which projects and responsibilities should take precedence, and provide guidance on how to manage competing demands. Encourage them to focus their efforts on tasks that will drive the most significant results for your organization.

Explore tools and software that can help automate repetitive tasks, improve communication, and support team collaboration. By streamlining low-value work and reducing inefficiency, you'll help your team get more done. Also, suggest the team block out distraction-free time for deep focus on key tasks.

Fostering a culture of accountability

and self-management is also essential. Empower your team members to take ownership of their work and responsibilities, and encourage them to hold each other accountable for delivering results. This sense of shared responsibility will help maintain productivity levels and drive progress.

Following these strategies will help your staff maintain momentum and meet expectations while you recharge.

### **Making the Most of Your Time Off**

While it's essential to ensure your team's success during your absence, it's equally important to make the most of your time off. A vacation should be an opportunity to rejuvenate your mind and body, allowing you to return to work feeling refreshed and energized.

One of the most crucial steps is to disconnect from work and set boundaries. While it may be tempting to check emails or participate in conference calls, resist the urge. Make a conscious effort to disengage from work-related tasks and communication. This will allow you to fully relax while away.

Practicing mindfulness and relaxation techniques can also be useful. Explore activities like meditation, deep breathing exercises, or yoga to help quiet your mind and release tension. These practices can help you achieve a state of calm and inner peace, which is essential for recharging your batteries.

Engaging in physical activity and exercise is another great way to rejuvenate your body. Whether it's hiking through nature, swimming in the

ocean, or trying a new workout class, staying active will boost your energy levels, improve your mood, and promote overall well-being.

Don't forget to explore new





hobbies and interests as well. Use your vacation as an opportunity to pursue passions you've neglected or try something completely new. Learning a musical instrument, taking an art class, or immersing yourself in a captivating book can provide a refreshing change of pace and stimulate your mind in new and exciting ways.

Finally, prioritize rest and self-care. Make sure you're getting enough sleep, eating nourishing meals, and taking time for quiet relaxation. Treat yourself, whether that means enjoying a

massage, splashing out on a delicious meal, or simply soaking in a warm bath. These small acts of self-care can have a profound impact on your overall well-being.

### **Beyond Relaxation: Fuel Your Leadership with Time Off**

Taking a successful vacation isn't just about getting away from the office - it's about ensuring operational continuity, maintaining productivity, and most importantly, rejuvenating your mind and body. With this playbook as your guide,

you'll be able to take a stress-free, productive vacation that allows you to recharge and return to work at your absolute best.

Remember, taking time off is not a luxury - it's an investment in your well-being and your ability to lead effectively. By following the principles outlined here, you'll not only benefit personally but also contribute to the long-term success of your organization. Embrace the opportunity to recharge, and come back ready to reenergize and inspire your team to achieve more.



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# Why You Should Hire a Professional to Build Your Business' Website?



Your website often serves as the first impression potential customers have of your business. While there are numerous DIY website builders available, the question remains: does a templated approach suffice to meet the unique needs of your business? We believe that investing in a professional website designer can dramatically elevate your online presence. Here's why.

## **Understanding the Significance of First Impressions**

Websites are the new storefronts. Just as you wouldn't want a cluttered, disorganized shop window, your digital front should be equally compelling. Professionals understand the importance of making a good first impression and possess the skills to create a visually appealing and functional site that resonates with your target audience.

Imagine walking into a high-street store. The ambiance, the layout, and the attention to detail all influence your perception and actions. Your website should mirror this experience digitally. A professional web designer crafts a space that reflects your brand's ethos and engages your audience from the first click.

## **Tailored to Your Specific Needs**

Each business has its own set of needs, goals, and challenges. A professional web designer can tailor your site's design, functionality, and user experience to align perfectly with your business objectives. Unlike

cookie-cutter templates, a custom-built website can adapt to your specific requirements, ensuring that it grows along with your business.

## **Enhanced Credibility and Professionalism**

A well-designed website reflects professionalism and credibility. This is crucial, as a poor design can turn potential customers away. Professionals help you avoid common pitfalls and ensure that your site conveys trustworthiness and authority in your industry.

## **Optimized for Search Engines**

SEO is a critical aspect of your website's success. Professional web designers understand how to build a site that is not only beautiful but also optimized for search engines. From speed optimization to proper tagging, professionals cover all the base, increasing your visibility and driving more organic traffic to your site.

## **A Focus on User Experience**

A great website isn't just about aesthetics; it's also

about excellent user experience. Professionals ensure your site is intuitive, easy to navigate, and accessible across all devices. This focus on user experience can significantly enhance customer satisfaction and lead to higher conversion rates.

## **Keeping Up with Industry Standards**

Web standards and technologies are constantly evolving. Professionals stay abreast of the latest trends and technologies, ensuring your website is not left behind. They can implement advanced features that enhance efficiency, security, and scalability.

## **Enhanced Security**

Security should never be an afterthought when it comes to your business website. Professionals ensure that your site is secure against potential threats, protecting both your company's and your customers' data. This is particularly important in an era where cyber threats are on the rise.

## **Scalability and Flexibility**

As your business grows, so should your website.

Professionals build websites with scalability in mind, ensuring that adding new features, content, or even moving to a different platform is possible without starting from scratch.

### **Quality Assurance**

With a professional, you have the assurance of quality. From the initial design phase to the final launch, every aspect of your website is thoroughly tested to ensure it operates smoothly across all browsers and devices.

### **Ongoing Support and Maintenance**

Building your website is only the beginning. Professionals provide ongoing support and maintenance to address any issues that arise and to make updates as necessary. This continuous support ensures your site remains relevant and effective.

### **Cost-Effective in the Long Run**

While hiring a professional may seem like a significant upfront investment, it is cost-effective in the long run, and the cost may be much lower than what you think. Advances in

website development tools enable the professional to automate many of the tasks that were manual in the past. You're still paying for their knowledge and expertise, but today's websites are much more affordable than just 10 years ago. Professionals provide a high-quality product that doesn't need frequent overhauls or fixes—saving you money over time.

### **Future-Proofing Your Business**

With a professionally built website, you're not just keeping up with today; you're preparing for tomorrow. Professionals help future-proof your business by incorporating new technologies and strategies that accommodate future growth and changes in the market.

### **Enhancing Brand Consistency**

An experienced web designer understands the importance of brand consistency. They ensure that your website reflects your brand identity consistently across all pages, which is crucial for building brand recognition and loyalty.

### **Driving Competitive Advantage**

In a crowded market, a professionally designed website can give you a competitive edge. It shows potential customers that you value your business and are willing to invest in making it successful.

### **The Power of Strategic Integration**

A professional web designer does more than just design; they strategically integrate your marketing goals into the website's design. This alignment ensures that the site contributes effectively to your business's objectives.

The decision to hire a professional to build your business website is an investment in your company's future. It's about creating a powerful tool that not only looks impressive but also performs effectively, engages your audience, and supports your business goals. Are you ready to take your business to the next level? A professional website designer can help you get there, ensuring your digital presence is as dynamic and robust as your business itself.



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# FUN FACTS

The month of May was named for the Greek goddess Maia. She was the goddess of fertility.

- May 3, 2002 - Spider-Man was released and became the fastest movie ever to earn more than \$100 million in a single weekend, as well as the most successful film based on a comic book at the time.
- May 15, 1942 - Women's Auxiliary Army Corps (WAACs) was formed, granting women official military status
- May 20, 1927 - American aviator Charles A. Lindbergh took off from Roosevelt Field on Long Island, NY, on the world's first solo, nonstop flight across the Atlantic Ocean.
- May 25, 1977 - Star Wars opened in movie theaters marking the biggest entertainment juggernaut in modern popular culture.
- May 30, 1966 - Launch of Surveyor 1, the first US spacecraft to land on an extraterrestrial body (the Moon)

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# Email Marketing Tips & Tricks

## Personalize Your Emails

Use the recipient's name and tailor content based on their interests.  
*Emails with personalized subject lines are 26% more likely to be opened.*



## Optimize for Mobile Devices

Ensure emails are readable and attractive on mobile screens.  
*Nearly 50% of all emails are opened on mobile devices.*

## Segment Your Email Lists

Divid your audience into segments based on behavior and preferences.  
*Marketers who use segmented campaigns note as much as a 760% increase in revenue.*



## Use Engaging Subject Lines

Keep them short, intriguing, and aligned with the body content.  
*Subject lines that create a sense of urgency can increase open rates by up to 22%.*



## Incorporate Clear Call-to-Actions

Direct your readers clearly on what to do next.  
*Emails with a single call-to-action can increase clicks by 371%.*

## Test & Optimize

Regularly A/B test different elements of your emails (like CTA placement, colors and wording).  
*A/B testing can help increase conversions by up to 49% in email marketing.*



## Automate Email Campaigns

Use automation tools to send timely and relevant emails to users based on specific triggers.  
*Automated emails can lead to 320% more revenue than non-automated emails.*

## Monitor Your Metrics

Keep track of open rates, click-through rates, and conversions to refine strategies.  
*Marketers who check their email metrics regularly are 39% more likely to achieve profitable returns.*



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 lighting is warm and natural, suggesting a bright window nearby.

# LOCAL MARKETING

EFFECTIVE & ENGAGING



## **Award Winning Marketing Solutions**

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

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

### **Free Initial Consultations**

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