

# LOCAL BUSINESS MARKETING

*The Marketing Guide for Local Business Owners*

**November 2016**

**5 Ways Small  
Businesses and  
Startups Can  
Defend Themselves  
Against Hackers**

**5 Ways To  
Deliver  
Amazing  
E-Customer  
Service**

**How To Use  
Podcasts To  
Build Your  
Business**

**Infographic:  
Protecting Your  
Small Business  
From Hackers**

*When Should  
You Start Your  
Christmas  
Holiday Season  
Marketing?*

**Customer  
Complaints Can  
Be Good for  
Your Business -  
Yes, Really!**

*How to Improve  
Your Business  
with Social  
Media*



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Welcome to this month's edition!

Whether you are ready for it or not, the holiday season is upon us. Black Friday, Cyber Monday, Small Business Saturday are just a few of the national events that you can leverage to grow your business. Now is the time to develop and execute your holiday marketing strategy.

If you haven't already used Social Media as part of your holiday strategy, we strongly recommend looking into it. Used correctly, Social Media can work well for local businesses - helping you capture your share of the seasonal spending.

We once again provide coverage of topics that are important to local business owners, including Social Media, Customer Service, Security and many other timely topics.

If you find 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.

Have a topic that you'd like to see us cover? We welcome any suggestions, comments or questions you might have. Of course, we always welcome the opportunity to explain how we've been able to help businesses just like yours increase their revenue by using our effective, yet affordable marketing solutions.

To Your Success!

David Akers  
President / CEO  
LMS Solutions, Inc.

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# Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

## November

Adopt A Senior Pet Month  
Aviation History Month  
Epilepsy Awareness Month  
Lung Cancer Awareness Month  
Military Family Appreciation Month  
National Adoption Month  
National Alzheimer's Disease Month  
National COPD Month  
National Diabetes Month  
National Family Literacy Month  
National Pet Cancer Awareness Month  
Pancreatic Cancer Awareness Month

November 8 - Election Day  
November 11 - Veteran's Day  
November 24 - Thanksgiving  
November 25 - Black Friday  
November 26 - Small Business Saturday  
November 28 - Cyber Monday

3rd - Housewife's Day  
3rd - Men Make Dinner Day  
4th - Candy Day  
5th - Doughnut Day  
6th - Daylight Saving Time Ends  
6th - Nachos Day  
10th - Marine Corps Birthday  
11th - National Sundae Day  
14th - National Pickle Day  
15th - Clean Out Your Refrigerator Day  
16th - Fast Food Day  
17th - Great American Smokeout  
18th - Mickey Mouse's Birthday  
19th - International Men's Day  
20th - Universal Children's Day  
21st - Adoption Day  
21st - World Television Day  
26th - National Cake Day  
28th - French Toast Day  
30th - Computer Security Day

## December

World ALDS Month  
National Write A Business Plan Month  
National Tie Month  
Tomato and Winter Squash Month  
Universal Human Rights Month  
Worldwide Food Service Safety Month  
Awareness Month of Awareness Months

December 24th-Jan 1st - Hanukkah  
Dec 25 - Christmas  
December 26th-January 1st - Kwanzaa

1st - World AIDS Day  
1st - National Day of Giving  
2nd - National Mutt Day  
3rd - International Day of Persons With Disabilities  
4th - National Cookie Day  
7th - National Pearl Harbor Remembrance Day  
10th - Human Rights Day

12th - Gingerbread House Day  
15th - Bill of Rights Day  
16th - National Chocolate Covered Anything Day  
16th - Free Shipping Day  
17th - Maple Syrup Day  
17th - Wright Brothers Day  
16th - National Ugly Christmas Sweater Day  
18th - Answer The Telephone Like Buddy The Elf Day  
21st - Crossword Puzzle Day  
21st - Humbug Day  
21st - Winter Solstice  
22nd - National Re-gifting Day  
23rd - Festivus  
26th - National Whiner's Day  
27th - Fruitcake Day  
28th - National Chocolate Candy Day  
30th - Bacon Day  
31st - Make Up Your Mind Day  
31st - New Year's Eve



## 5 Ways To Deliver Amazing E-Customer Service

The best online businesses know that providing top-notch customer service is absolutely key to success. In the age of the Internet, not only will customers tell their friends and family, many will broadcast their consumer experiences onto their social media pages which are often visible to the public.

This is the new “word-of-mouth” form of advertising that can affect your brand’s reputation for better or worse.

Because e-commerce lacks certain aspects of brick-and-mortar stores such as face-to-face interaction with the customers, it is absolutely

necessary to provide a solid customer experience in the online realm.

Here are 5 stand-out ways to deliver amazing e-customer service:

### **1. Offer Multi-Channel Customer Support**

To make it easy for customers to contact your company, provide more than one avenue of customer support. A combination of phone, email, and live-chat options will allow customers to contact your company however they wish. Add a self-service help database so that customers can look up answers to

their questions 24/7 and for when your support team is unavailable. A social media presence on sites like Twitter and Facebook offer more ways for the customers to reach out.

When customers can effortlessly and conveniently contact your company, they will trust your business to take care of them and associate these good feelings with your overall brand experience.

### **2. Invest in the Website Design and Functionality**

A website that loads with errors and broken links will drive customers away. Take time to make sure that your



site is running efficiently and address technical problems as soon as possible. A disfunctioning website suggests sloppiness, which is not something that you want associated with your brand. Invest in a professional web developer who can bring innovation to the design of your website and ensure that the search functions of the site are easy-to-use and free of frustrations.

Customers are more likely to make purchases if navigating your website is an effortless experience

### **3. Provide Detailed Descriptions of the Product or Service**

Whether you are selling either a tangible product or a service, it is important to provide as much information as possible so that customers know exactly what they are getting. If you already have extensive product or service information readily available, this will decrease your rate of returns and reduce the workload of your customer support resources. Make sure the product or service descriptions are organized and easy-to-read.

By providing as much information as possible, this will ensure confidence in

your brand experience when customers decide to make purchases.

### **4. Listen and Connect on Social Media**

Social media is the future of customer service as a presence on sites like Twitter or Facebook provide a new level of engagement with the brand experience. Customers are more likely to make purchases when they can find your brand on social media. Not only does this make it easy for customers to reach out to your business, you can use social media to reach customers about upcoming sales and specials.

Potential customers can see for themselves what kind of service to expect when customer and business interactions are publicly visible on social media, so quality customer service will speak for itself. Respond quickly to any questions or concerns and reward customers who choose to “follow” your brand with exclusive discounts and coupon codes.

### **5. Ask For Customer Feedback**

One of the best ways to really understand what your customers are thinking is to ask them directly.

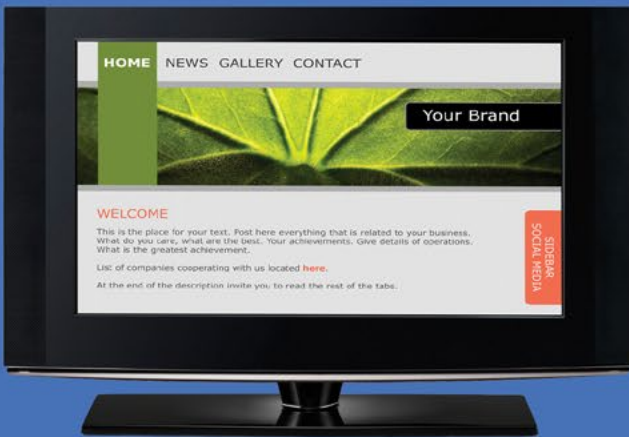
Automatically send out an email after every purchase that contains a link to a simple feedback survey to make it easy for the customers. A few open-ended questions will allow them to tell you in their own words exactly what they think. Even if only a few customers respond, that information can help you improve and evolve not only your product or service, but also your brand’s customer service experience.

Show appreciation for the customer’s opinion with a sweepstakes or a discount on their next purchase if they complete the survey.

These ways can help you stand above the competition, especially as the number of online businesses continues to boom. Devoting time to developing effective customer service strategies will also improve sales. Customer service is just as important as the product or service itself, so make sure to deliver an unbeatable experience at every opportunity.

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## When Should You Start Your Christmas Holiday Season Marketing?

The traditional holiday season starts on the first day of advent or, in the US, the day after Thanksgiving. Nonetheless, many marketers are happy to exploit what has become the most commercialized religious festival the world has ever seen weeks or even months before they're supposed to. In fact, it's often said every year that Christmas is starting even earlier than it did the year before. For many consumers, this phenomenon, known widely as Christmas creep, has become utterly maddening and, by the time Christmas actually comes, they're already sick of it.

From a marketer's perspective, there's always an optimal time to start any kind of specialized holiday marketing, but it's also important to consider good taste, or at least what your target audience considers to be good taste. After all, many consumers were quick to berate companies like Walmart and Target when they started their Christmas

sales as early as October. It's now commonplace in many countries around the world to see decorations popping up in November or even earlier.

The reason for Christmas creep to exist should be obvious - we live in an economy where it is indeed beneficial to businesses to jump onto the holiday season bandwagon sooner rather than later. Many consumers might despise it but, if it works and increases revenue, then there doesn't seem to be any reason not to get those Christmas window displays and website themes on the go as soon as possible. However, the reality of the matter is not that simple, any cultural and ethical implications notwithstanding.

The big problem with Christmas creep from a business's perspective is that it's not, to attach a horribly overused buzzword to it, sustainable. It's been likened to an arms race between fiercely competitive

companies where one brand might think that Christmas starts in the middle of November to such an extent that its competitors attempt to get one up on them by putting the holiday season forward to Halloween. It seems there will come a time when we don't know what to do first - decorate the Christmas tree or carve a pumpkin.

The advanced promotional schedule has proven to be something of a double-edged sword among businesses. According to a survey by Rich Relevance, almost two-thirds of consumers in the US were irritated by the appearance of holiday-themed products and decorations in stores before Halloween. In the US, the ever-advancing Christmas Creep phenomenon is also threatening to push Black Friday into obscurity. After all, by the time Black Friday comes around, shoppers are increasingly likely to have spent all their money for



the holiday season.

Bombarding your target audience with promotions for a full two months of the year, for example, is only likely to backfire in the longer term. Even if your customers are not the type to be annoyed about Christmas creep, they will become increasingly desensitized to your special offers. As such, it's generally best to start promoting your upcoming holiday sales no more than two weeks before the end of November. This way, you'll have enough time to draw attention without people being sick of hearing from you by the time the holiday season itself comes around.

Given the amount of time and effort that goes into creating and adapting marketing strategies, particularly when it comes to content creation, it makes sense to start preparing for the holiday season in early Autumn so that

you have plenty of time to get everything done. In the case of online retailers, it's also a good idea to update your website in the first half of November so that the new content has time to get indexed by Google. However, in the case of a high-street retailer, starting this early could turn out to be very bad timing.

The right time to start your holiday season marketing also depends a lot on the type of business you're operating. It's also important to remember that, while some people do indeed start their holiday shopping as early as October or November, the big money is spent much closer to Christmas when last-minute shoppers come out in droves. Certain venues, such as restaurants and hotels, tend to be better off leaving their special, Christmas-themed offers until well into December considering that, while many people like to get

their shopping out of the way early, most don't actually feel like getting in the festive mood until later on.

Businesses would sometimes do well to remember the true meaning of the holidays by deliberately shying away from the crass commercialization of Christmas. There is definitely a case for taking a slightly different marketing approach, not least because the modern consumer is becoming more interested in real value rather than direct advertising. By doing something a little different and not completely disregarding the true meaning of the holidays, you could well end up attracting higher quality customers who spend more money all at the same time as improving your brand's image.



## MARKETING

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## How to Improve Your Business with Social Media

The Internet has become a focal point of many aspects of daily life. People work, socialize, play and research through Internet connections, and other opportunities are still being created and expanded upon every day.

Just as nearly all businesses have a website today, most of them also have a social media page of some sort. Twitter, Facebook, Instagram, Google+ and other platforms

provide users with many ways to socialize, but they are also invaluable resources for business owners. However, just having social media pages for your business isn't enough. You need to know how to properly utilize social media to get as many benefits from it as possible.

### **Have Several Social Media Pages**

Exposure is one of the best

ways of getting new business, and while having one social media page will definitely increase exposure for your business, not everyone simply sticks to one platform.

There are many social media sites available today, and most of them are user-friendly to businesses. Creating around four or five social media pages on various websites is extremely manageable and will generate a lot of traffic.

## **Promote Sales and New Items or Services**

Once you have a solid base of followers and friends on social media, you can use your pages to promote sales, new products and services.

If you're lucky, your followers will share these posts with their friends and family. You can spread the word of many specials and products in mere minutes with a good following on social media.

## **Offer Incentives for Following and Friending**

You can garner a pretty sizable following on social media with just word of mouth. However, you also can hook many more newcomers and loyal customers by offering incentives for following or friending your pages and liking and sharing your posts. For instance, some businesses offer coupon codes for followers and friends.

You can also make a habit of posting exclusive contests, specials and offers to entice people to keep checking back to your pages for more.

## **Retain the Social Part of Social Media**

A lot of businesses make the

mistake of treating social media websites as just another method of marketing. While it is a great way to boost the performance of your business, you can't simply ignore that the main function of social media pages is to be social.

People want to talk to actual people. They don't want to see a flood of posts that are talking at them and not trying to talk with them.

You can still have posts that are purely meant to be advertisements, promotions and announcements, but you need to maintain a balance between those and the posts that actively talk with other people.

Ask for questions, concerns, comments and suggestions; drum up some interesting conversations and always respond to as many messages as you possibly can.

You want to keep reminding visitors that real representatives of your business care about them, and that their opinions matter.

## **Use Social Media as Another Customer Service Outlet**

People are increasingly using the Internet and social media for more of their everyday

tasks. If they can do something online, many people would likely choose to do that instead of calling or going somewhere in person.

Social media is one of the most effective ways to provide fast and efficient customer service by merely responding to messages on your page instead of trudging through countless phone calls or trying to manage people waiting in a long line.

Both you and your customers will be able to work through problems with as few headaches as possible. Plus, you can easily keep these customers and their reported problems on file. This allows you to update them on the status of their resolution and check up on them in the future to see if everything is still going well.

Try to keep your main social media accounts separate from your customer service accounts, however. You can easily flood your main page with customer service requests and responses if you don't have separate pages for them.

## **Post at Peak Hours**

While using social media for business purposes, your main

goal should be to get people to read your posts. If you submit a post at a time of day when activity on the site is low, the post probably won't get seen by a lot of people.

Like any website, social media sites have their peak hours of activity and their lulls. Check out the website's infographics to see when is the best time to post.

Remember, not all social media sites have the same peak hours, so check the infographics of all of the websites that you plan to use, and set your submission times accordingly.

### **Post Multiple Times, but Don't Spam**

Many people miss posts that show up on their feeds simply because they follow a lot of people and can't be checking their feed all the time. You may have a better chance at catching these people by re-posting again later in the day.

As a rule, don't share the same content more than three times in a row; you will look as though you're trying to spam the feed, or even your own page.

If you want to share the same content more than three times, getting some new

content in between posts will help break up the content on your main page and will prevent any perception that you are spamming.

Social media can be an invaluable tool to any business as long as you know how to use it properly. In addition to the tips covered here, some social media sites offer special options and functionality for businesses to get more exposure and advertising. Check out every option available to you on each site, and make the most of your social media experience.

## **Is Your Website Mobile Friendly?**

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## 5 Ways Small Businesses and Startups Can Defend Themselves Against Hackers

Cybersecurity cannot be ignored. Businesses, both large and small, are vulnerable to hacks that can cost the company money and goodwill. If they're lucky, all the hackers will get is information on an upcoming product. If they're not so lucky, customer information could be compromised, damaging their brand. Sony can survive a few leaks; small businesses and startup cannot.

Startups and small businesses have enough on their plates without having to also contend with cybersecurity, but it remains an important issue. Online security must be

among your earliest priorities to make sure it can evolve and grow with the business as your systems develop. Here are a few security elements that must be part of your plan.

### 1. Use Password Managers

One of the simplest ways to open yourself up to a leak is to use weak passwords. Many websites require a combination of symbols, letters, and numbers, before accepting a password. Your startup should have the same demands. Unfortunately, human error does exist and people will forget their passwords, especially if

you require a 25-character minimum.

Depending on the level of security you want, you can cycle through passwords daily to minimize potential hacks. You'll want a program that protects all the passwords with a master password, and only give access to the most trusted employees. While this does centralize the possibility of loss in that hackers only need one password to get everything, it also helps isolate the source of the breach. The more people who know any single password, the greater the odds that someone will slip and enable a hack.

## **2. Manage Access Rights From the Beginning**

Not everyone needs to know everything, and not everyone needs access to every piece of information. Salesmen will often have no business minding the accounting side of the company, so they don't need to know the passwords to those files. Assign services to employees according to their needs, and then give them individualized passwords. It's far safer than sharing one password across the entire company and can help pinpoint leaks should they occur.

This is important, as no matter how successful your small business becomes, you're going to face turnover. You shouldn't have to change all the passwords because someone left the company and they no longer should be in the know. Access management makes sure that you can control what information is available to people at any given time.

## **3. Utilize Full-Disk Encryption for All Company Hardware**

People will lose things, whether they want to or not. Phones get lost and bags

with laptops get stolen, and company-related information could be lost with them. Utilizing full-disk encryption can at least keep business information safe, even if the hardware can't be recovered.

This is important, as any access to your intellectual property or even company emails can put everything you've worked for at risk. You should also require backups for all important documents, such as plans and any intellectual property, and require passwords to unlock from sleep mode or screensavers.

## **4. Use Two Levels of Authentication**

While having two levels of authentication doesn't mean you're twice as protected, it does increase the effort required to breach your security. The first form of authentication is often a password, while the second level involves a changing numerical code, a card, text messages with a code, or even a biometric scan for more technologically advanced businesses.

Many email services have two levels of authentication that should be used whenever sensitive information is

exchanged. A password and a related device can prevent a catastrophic password leak and give you valuable time to react and bolster your defense.

## **5. Use Phones for Verbal Confirmation**

People won't always have access to information they need, even in a small business. When employees ask for sensitive information from you or other members, make it standard practice to confirm that request with a call. It doesn't matter if the request comes from their personal messaging account or phone. Addresses can be spoofed, phones can be stolen, passwords broken. A voice call or other form of verbal or personal confirmation will often prevent phishing.

Just like dental hygiene, it can sometimes feel like cybersecurity measures are pointless, especially if you're running a small business. Then the cavities start, and you wish you had brushed after every meal; good cybersecurity is like that. You don't think it's working when it is, and when it fails, you feel as though your world's crumbling. Install virus scanners and employ best practices if you want to keep your company safe.



# **TOP SIGNS YOU NEED HELP WITH YOUR MARKETING**

- ***You're Overworked***
- ***You're Confused***
- ***What You're Doing Isn't Working***
- ***You Can't Focus On The "Real Work"***

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## Customer Complaints Can Be Good for Your Business - Yes, Really!

Dealing with customer complaints is an accepted part of the job, but it is often the least enjoyable. Customer complaints are a company's most valuable asset and a wonderful tool to initiate change or improvement within the organization. Once businesses start to see complaints in a positive light, the opportunities for financial growth and brand

management are endless. Too many businesses make the mistake of believing that very few customer complaints are indicative of overall customer satisfaction. This type of complacency is a huge trap to fall into and leads to failure. If your clients aren't complaining directly to you, you can bet they're complaining to their friends and acquaintances. In the best case scenario, they'll

quietly decide to not use your business again; but in the worst, they'll post their views online.

The advent of the internet age has made the world a small place and social networking has made it possible for people to express their views on a massive scale. In the case of online reviews, it's even worse because potential



customers have actively sought out information about your company online. Just one negative review is enough to undo all your hard work - not to mention your budget - in marketing and brand reputation. Conversely, a satisfied customer is likely to share their positive experience both with friends and sometimes with strangers online. They are also more likely to become loyal customers and unofficial (and unpaid) brand ambassadors. If you need statistics to convince you that silence isn't golden, take a look at these:

- Only 4% of unhappy customers complain (Source: "Understanding Customers" by Ruby Newell-Legner).
- According to full-service consulting firm Lee Resources Inc, for every customer who complains, there are 26 others who remain silent. 91% of those silent customers will not willingly do business with you again.
- In their 2011 survey, American Express found that 3 in 5 Americans would rather try a new brand or company for a better service experience.

- Roughly 80% of tweets about Customer service on Twitter are negative in nature and they are viewed by over one million people (Source: Touch Agency).

Consider the 96% of people not directly complaining about your products and services in person, but venting on social media and public forums to millions of people. This can have an enormously detrimental impact on your business if you don't tackle it head on and take a proactive approach to social media.

It is vital to monitor your company's mentions on social media and engage in damage control before the issue escalates. The good news is that despite 91% of unhappy customers being unwilling to do business with you again if you resolve a complaint in their favor, 70% will remain a customer (Lee Resources Inc). This demonstrates customers' appreciation of efforts to resolve their complaint and their willingness to reward you with their loyalty.

By investing heavily in measuring customer satisfaction over time and responding to customer complaints as soon as they appear, you can prevent most

of the negative outcomes described above. Invest in internal processes for dealing with complaints and fix them in a timely manner. Losing even a single customer can be a costly mistake that might have been avoided. If you make it easy for customers to give feedback and inform you of the problems they are having, they will appreciate the open dialogue and trust your intentions more readily than if you ignore them or get defensive. How can you improve the customer experience:

- Encourage feedback and make it clear and simple for customers to make a complaint.
- Appoint one member of staff to take responsibility and represent the company as the customer's primary point of contact. Never unnecessarily pass the customer or problem around.
- Listen to the customer and ensure your customer support employees use the appropriate attitude, tone and body language in all communications.

- Follow up with the customer.
- Make the complaint process simple and don't use complicated phone systems since they often lead to frustrating delays.
- Acknowledge the problem in a constructive way rather than denying any problem exists, even if it is a rare or unusual occurrence.

It's critical for companies to turn a complaint into a positive so that the customer and the company can move forward. Manage your brand on social media channels so you can respond to customer complaints before they escalate. It might take time and extra effort to sift through all the feedback, but it will be money and hours well spent.

There are a number of reasons why customers don't complain: some people don't like to make a fuss, others have had bad experiences of complaining in the past, some just don't have time for it, and most just think it's too much effort. Above

all, customers don't believe that complaining will change anything. People associate complaints with negative feelings because past experiences have left them feeling like a nuisance or ignored. Companies will do much better if they see complaints as positive and make an effort to be proactive rather than reactive. They should thank customers for trying to help them improve and they could even do this with actions rather than words. For example, some companies give rewards like prize draws or special discounts for filling in questionnaires. To make the feedback inviting for the customer and more actionable for the company, yes/no questions should be avoided in favor of specific details. For example, "How could we have improved our service today?" encourages a more honest and thoughtful response that makes the customer feel valued while helping the company improve.

Customer loyalty is higher after a complaint has been successfully resolved and, in that situation, the customer is likely to recommend you to other people. Although a complaint costs money

to deal with, it also saves money in the long-term because retaining customers is much more cost-effective than trying to attract new customers. Furthermore, if a company listens to feedback and improves their business by eliminating issues, future complaints will be reduced, thereby saving the company money. A change in attitude to complaints is all that's needed to help companies grow.

All good businesses know that the best shortcut to success is keeping existing customers happy since new customers are comparatively expensive and difficult to find. Listening to their complaints makes them happy, but finding ways to deliver more value to them transforms them from satisfied customers into brand advocates. These unpaid brand advocates can help you gain new customers through sharing their opinions about your exceptional product or services. Silence is misleading: an unhappy customer can do irreparable damage to your company if they choose to post their opinions online. If you want your business to grow, you need to proactively seek out and deal with every unhappy customer.

# How to Use



## to Build Your Business

Podcasts were a huge trend a few years ago, but fell out of favor as video started to take control of internet marketing. Now, businesses are again beginning to see the value podcasts provide. Many are seeing success as they learn to use podcasts to build their authority, audience, and reputation across social media. This is a primer on using podcasts to build your business.

Let's look at the most important things to keep in mind while developing your podcast. At the end, we'll learn the best tip for using podcasts for business development.

Get to know your audience  
You should have a good idea of who your customers are,

but you'll want to find out more specific information about them. What do their schedules look like? What are they most interested in? What would they like to learn about? Use this information to plan your content and set a release schedule.

Work with your audience's schedule  
Audio offers several advantages over written and video media. Most importantly, it's convenient for customers who have busy schedules. If your business offers products and services for the working class, podcasts can help you connect with your customers daily. You simply need to make it possible for them to listen to your content while they are commuting, running

errands, working out at the gym, relaxing before bed, or getting ready in the morning.

This means you should be strategic with your timing. If your audience likes to prepare for their work weeks on Sunday nights, release an email to remind them to download your latest episode before they go to sleep. You may see some success releasing new episodes on Sunday afternoons or early Monday mornings before people go to work.

Make good content  
Much like blogging and making videos, you'll want to focus on your audience's needs and ensure you stick out as an expert. Choose your topics wisely and plan your series around what your

audience would like to know most. While you're writing your script, make sure your content is informative, entertaining, and intriguing. Add your own spin. You don't want to repeat what everyone else is already saying.

### Avoid the pitfalls of audio content

Although audio offers a number of advantages, it comes with one major downfall: it can be incredibly difficult to hold your audience's attention without any visual cues. If your listeners are focusing on another task like getting ready for work, driving, or exercising, they may quickly lose their focus if your content isn't engaging and fast-paced.

Because of this, make sure your content packs a punch and maintains a good pace. Aim for shorter episodes with incredible content rather than long episodes with lull periods. Be careful not to repeat yourself or go too deeply into any one thought. Preface your most important information with audio cues that draw back wandering minds.

This also means ensuring your content works for your customers. Avoid overly complicated topics that are better explained through a

visual or written medium. Make your calls to action easy to remember for people who currently have their hands full. If you're going to provide complex instructions, ensure you have supplemental information available on your website and make it easy to find.

### Use podcasts to sell

The number one tip for ensuring your podcasts will boost your business is to remember to sell your product and your service. The internet is a powerful marketing tool that allows businesses to reach a global market. There are millions of opportunities to connect with new people from all walks of life every single day. Unfortunately, it's easy to lose sight of the reason you're on the internet in the first place: to sell. Keep your podcast focused on your business, your industry, your customers, and what you have to offer. Do not lose sight of that mission.

Overall, podcasts offer several advantages to your internet marketing efforts. When done correctly, a podcast series can be one of the most powerful elements in your internet marketing strategy. If you follow these tips and stay focused, you will successfully grow your business using podcasts.

- Promotional Products
- Online Company Stores
- Trade Show Giveaways
- Executive Gifts
- Stress Relievers
- Team and Collegiate Items



**(484) 893-4055**





# APP Watch

## Avast Mobile Security & Antivirus

Price = Free  
(offers premium option to remove ads - \$7.99/year)

Availability: Android

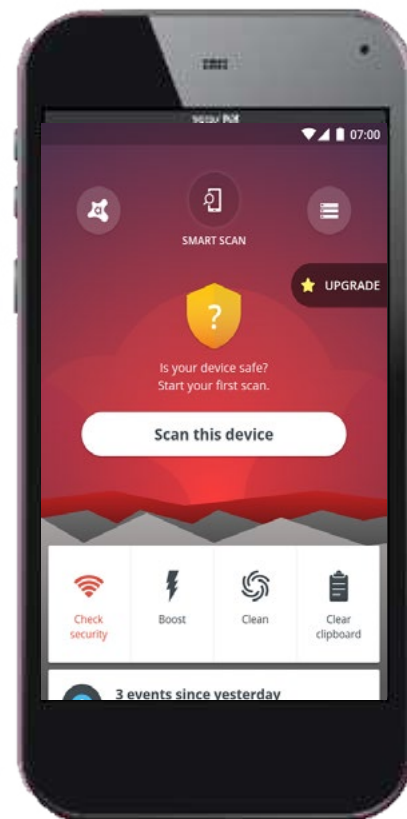


Protect yourself against viruses and malware that cause popups and unwanted ads with Avast Mobile Security, the world's most trusted free antivirus app for Android. Get alerted when you install spyware and adware apps that violate your privacy by sending your personal data to their servers. Secure your devices against phishing attacks from email, phone calls, infected websites or SMS messages.

With more than 100 million installs, Mobile Security & Antivirus provides much more

than just antivirus. Here's a sample of some of the other features packed into this lightweight app:

- Antivirus Engine
- Call Blocker
- App Locker
- Privacy Advisor
- Firewall
- Charging Booster
- RAM Boost
- Junk Cleaner
- Web Shield
- WiFi Scanner
- WiFi Speed Test



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# PROTECTING YOUR SMALL BUSINESS FROM HACKERS

**43%**

*Of web attacks were targeted at small businesses last year*

**60%**

*Of small businesses who were the victim of hacking were out of business within 6 months*

**\$690,000**

*The average cost for a small business to repair the damages of a hack*

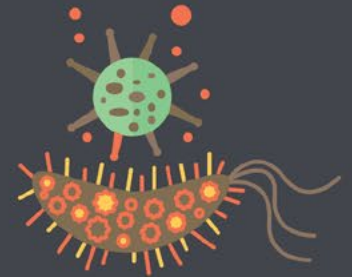
## Strengthen Your Security



Add firewalls to protect your site from spyware



Use different passwords for different accounts and update them frequently



Up-to-date antivirus software will detect and remove trojan horses, viruses, and adware

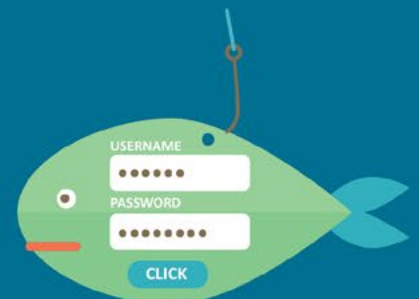
## Train Your Employees



Avoid spam by not providing your email to any untrusted source



All documents and data should be backed up in case of a ransomware attack. This is when hackers encrypt data, keeping you and customers from accessing it, until you pay a "ransom."



Do not open or respond to any suspicious emails, even if they claim to be a client or co-worker. It could be a phishing scam

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