

LOCAL BUSINESS MARKETING

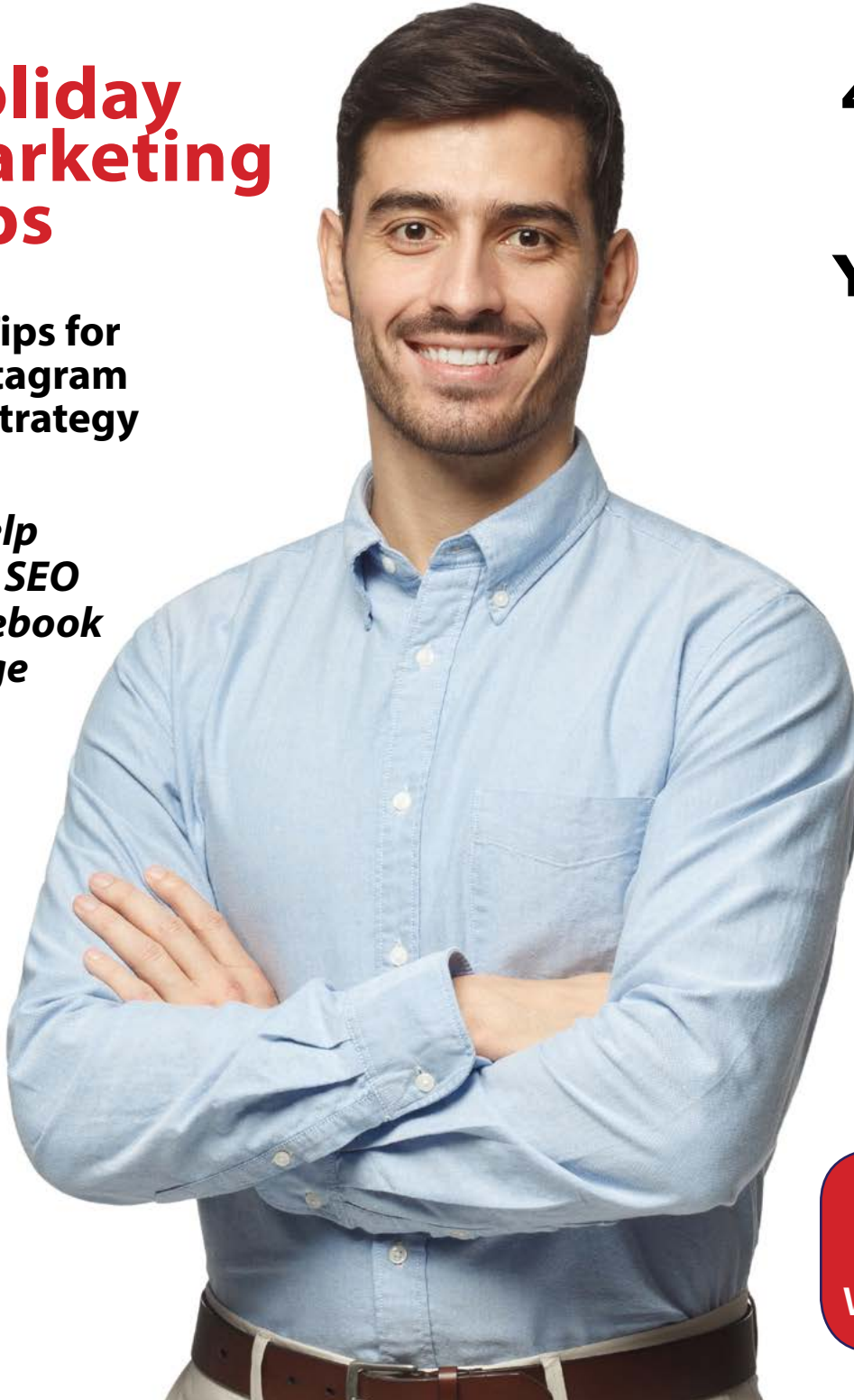
The Marketing Guide for Local Business Owners

November 2019

Holiday Marketing Tips

**5 Amazing Tips for
the Best Instagram
Marketing Strategy**

**10 Tips to Help
You Perform SEO
On Your Facebook
Business Page**



4 Freebies to Help You Grow Your Small Business

**Website Design:
Five Features
That Should
Appear on Your
Home Page**

**Video Content
Strategies
for Small
Businesses on
Twitter**

**Infographic:
13 Common
Website Mistakes**

FREE!

Proudly Provided by LMS Solutions Inc

Welcome to our November 2019 issue!

We're now in November, and for many businesses this is the start of a very busy couple of months. It's also the time when businesses owners should start planning for 2020. Take time to look back at this year and see what worked well, and what didn't. Shift your budgeting plans based on your findings. Maybe this is the perfect time to incorporate a new marketing platform into your strategy.

As you're developing your 2020 marketing strategy, please consider using some of today's leading marketing platforms, including Social Media and Online Marketing. Used correctly, these platforms can be very successful for local businesses - providing you a good return on your marketing investment..

This month, we cover many topics that we hope you will like. We have featured stories on Twitter, Instagram and Facebook.

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

Until Next Month!

David Akers
President / CEO
LMS Solutions, Inc.

The content on the Local Business Marketing Magazine is made available on the terms and condition that the publisher, editors, contributors and related parties:

shall have no responsibility for any action or omission by any other contributor, consultant, editor or related party;

disclaim any and all liability and responsibility to any party for any loss, damage, or disruption caused by errors or omissions, whether such errors or omissions result from negligence, accident, or any other cause;

are not responsible in any way for the actions or results taken any person, organization or any party on basis of reading information, or contributions in this publication, website or related product.

Inside This Month's Issue

- 4 Marketing Calendar
- 5 6 Holiday Marketing Tips
- 9 Website Design: Five Features That Should Appear on Your Home Page
- 11 4 Freebies to Help You Grow Your Small Business
- 15 Video Content Strategies for Small Businesses on Twitter
- 19 5 Amazing Tips for the Best Instagram Marketing Strategy
- 23 10 Tips to Help You Perform SEO On Your Facebook Business Page
- 26 Fun Facts
- 27 Infographic - 13 Common Website Mistakes

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.

LMS Solutions has been recognized by the Philadelphia Business Journal as one of the area's Top Marketing Agencies for the last seven years straight!

LMS Solutions is a proud member of:

Did you know that we are a full-service ad agency? Did you also know that we specialize in helping small and medium sized businesses? We customize a program that meets the needs and budgets of each of our clients, and we offer Free Initial Consultations. Give us a call to learn how we've helped businesses like yours' grow revenue:

- Mobile Marketing
- Web Services
- Reputation Management
- Video Marketing
- Outdoor Marketing
- Online Marketing
- Social Media Marketing
- Direct Mail
- Email Marketing
- Graphic Design
- Promotional Products



Advertising
Specialty
Institute®



If you have any questions, or would like to know how we can help you meet and exceed your marketing goals, please contact us.

(484) 893-4055

www.LMSsuccess.com



Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

November

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

November 11 - Veteran's Day
November 28 - Thanksgiving
November 29 - Black Friday
November 30 - Small Business Saturday

1st - National Family Literacy day
1st - Sports Fan Day
2nd - Cookie Monster Day

3rd - Daylight Saving Time Ends
4th - Candy Day
5th - Doughnut Day
6th - Nachos Day
10th - Marine Corps Birthday
10th - Sesame Street Day
11th - Sundae Day
14th - Pickle Day
15th - Clean Out Your Refrigerator Day
16th - Fast Food Day
17th - Take A Hike Day
18th - Mickey Mouse's Birthday
19th - Rocky and Bullwinkle Day
22nd - Random Acts of Kindness Day
23rd - Adoption Day
23rd - Dr Who Day
26th - Cake Day
27th - Giving Tuesday
28th - French Toast Day
30th - Computer Security Day

December

Impaired Driving Prevention Month
Write A Business Plan Month
Tie Month
Universal Human Rights Month
Worldwide Food Service Safety Month

December 22nd-Dec 30th - Hanukkah
Dec 25 - Christmas
December 26th-January 1st - Kwanzaa

1st - Pie Day
2nd - Cyber Monday
2nd - Mutt Day
3rd - Giving Tuesday
3rd - International Day of Persons With Disabilities
4th - Cookie Day
5th - Volunteer Day
6th - Salesperson Day
7th - Pearl Harbor Remembrance Day
7th - Bartender Appreciation Day

10th - Human Rights Day
11th - App Day
12th - Gingerbread House Day
16th - Chocolate Covered Anything Day
17th - Maple Syrup Day
18th - Answer The Telephone Like Buddy The Elf Day
19th - National Re-gifting Day
19th - Free Shipping Day
20th - Ugly Christmas Sweater Day
21st - Crossword Puzzle Day
21st - Humbug Day
21st - Hamburger Day
21st - Winter Solstice
23rd - Festivus
26th - Whiner's Day
27th - Fruitcake Day
28th - Chocolate Candy Day
30th - Bacon Day
31st - New Year's Eve



6 Holiday Marketing Tips

The holidays mark the time when people are most willing to spend money on things. Savvy business owners know how to take advantage of this time of the year. Marketing strategies come aplenty for those who know what they're doing. But for first-time entrepreneurs, coming up with a marketing strategy during the holidays can be a challenge. Here are six essential holiday marketing tips.

Focus on visuals

Holidays have a certain visual associated with them. If you're going to market on the holidays, pay special attention to the visual aspect of your campaign. Practically every brand is going to vie for attention during this time of the year. Stand out by creating visual-heavy content. Focus on inspiring warm, holiday emotions in your posts or on social media. Change the visual

look of your emails into something more festive. In fact, consider making your entire website more festive.

Make your audience the hero

The holidays don't just have to be about yourself and your brand. Consider involving your audience with your marketing campaign. Encourage your followers to talk about the holidays and feature them on your blog. Ask

what they're up to. Ideally, you want to frame these stories with your brand or product in mind. If you own a clothing brand, ask your customers to share pictures of them wearing your clothes during holiday events. Ask them to share pictures of them giving your product as a gift to friends or family. The possibilities are endless.

Leverage data from previous years

Don't just go in blind. Build your marketing campaign on what data you can gather from campaigns you and other brands ran in the past. Look at figures and analytics from previous years. Find out what worked and what didn't. What type of content got the most attention? Which products sold the most units? Answering just a few of these questions can improve your campaign.

The holidays are perfect for behind the scenes content

People love reading about what their favorite brands

are up to behind the scenes. The holidays are the perfect time to show off your brand in a more casual light. Instead of releasing new products or handing out giveaways, why not take the holidays as an opportunity to go behind the scenes of your business? Show off how your office is celebrating the holidays. Share content about you or your employees. Create or collect memorable holiday stories and share them with your audience.

Controlled repetition sells

Repetition is a big no-no in the marketing world. But controlled repetition can be necessary if you want to reach the right people. While you should vary your marketing campaign as much as possible every year, consistency can be just as important. If you're practicing email marketing, remember to email often. Send out holiday greetings or cards to your customers, reminding them that you care about them. Don't just tweet a holiday greeting once or twice,

but do so often enough that people can't miss it; however, take note that your campaign should not come off as spam. Instead, focus on creating short, substantial content.

Create a content calendar ahead of time

Planning ahead is important. But go the next level and plan ahead with specific dates in mind. Content marketing is important during the holidays. During the holidays you want to create content that resonates with your audience. Give them new information. Share your expertise. Or just do something fun. What's important is that you map out your plan ahead of time. Jot down important dates and key content you want to produce during those dates. Find out the best dates to get the most out of your audiences' attention.

The holidays can be a highly competitive time for brands. Stand out from the competition by following these tips.

**Today's Marketing Platforms Have You
Not Sure Which Way To Go?**

**Give Us A Call!
(484) 893-4055**





Website Design: Five Features That Should Appear on Your Home Page

When designing the website for your business, it's crucial to consider your home page. Of course, all pages of your website are essential, but it's the home page that directs users to other parts of your website. Some brands though are guilty of failing to put the necessary effort into their home page and thus don't sustain sufficient web traffic to their website. We present five key features that should appear on your home page.

1. Social media links

It's now crucial for brands to have not only a strong website but also an active following on various social media platforms. You want to ensure that you can convert steady website traffic to social media and vice versa. The process begins by ensuring links to your social media pages are prominent on your home page.

Of course, you can add them to other pages on your website as well. The critical concept though is to ensure they are easy to find. Remember, some users will not go beyond your home page and want to find information quickly. Ensuring you have social media buttons at the top of your home page makes that process as simple as possible. Equally, if they are only at the bottom of the page, they can easily be missed.

2. Brief description of your business

Many brands will have a separate page that provides details on the company. Of course, this

is a bright idea because it allows you to provide a full list of those working for the brand. However, a brief description on the home page is still a good idea.

Remember you can always provide a link to your full about us page underneath a brief description. The description though can provide details of the industry you operate in and which customers or clients your work may appeal to. Also, if you have a niche you operate in, having a brief description can let users instantly see if they are in the right place for them or not.

3. Information on your products and services

Again, you may have a full page detailing the services that you offer, but a little information regarding them is needed on your home page. Customers or clients need to ensure you provide services that will appeal to them before they want to go any further into your site.

The critical approach here is to provide a brief description with a link

to your main page on services to find out more. Therefore, you want to pinpoint the broad services you offer without getting too much into the specifics. For example, you can mention that you provide content marketing or social media services, but don't get into the details of the packages you offer.

4. Highlight your latest blog post

Most brands now realise the importance of a coherent content marketing strategy. Of course, you should indeed have a separate page for your blog posts. However, you can't be sure users will visit your blog page unless you give them a reason to do so.

Social media and email marketing can be excellent avenues to direct followers to your latest blog article; however, you can't rely on that alone, and you want to encourage a user on your home page to visit other pages on your website. One of the ways to do that is to highlight your latest

post through an image, title and description of the content along with a link to it. Remember, it doesn't have to be your most recent post and can be a popular piece of content instead.

5. Ensure contact information is easy to find

What brands sometimes forget about their website is the need to make it as user-friendly as possible. Of course, you want to make your site as appealing as possible, and

fancy graphics certainly have a part to play. However, content always has to come before style to provide your customers with the best experience.

If a prospective customer or client likes what they see on your home page, then they may want to get in touch. Therefore, you want to make that process as straightforward as possible. Now, there are different ways you can do this, and you can certainly have a separate contact us page. However, provide some information on your

home page such as an email address and phone number with a link to your contact form.

It's all too common to see brands use a basic home page and focus more attention on the other pages of your site. However, this can be a mistake, mainly because most users will land on your site via the home page. Therefore, you need to put a lot of effort into directing users to other parts of your website.

Online Marketing (PPC) Management

Leverage our skills and training to help you grow your businesses!



Call Us Today!
(484) 893-4055



4 *Freebies*

Freebies to Help You Grow Your Small Business



It's been a year since you've opened your small business' doors and things are going well. Sales are good, and you've already built a loyal customer base. That's fantastic when you consider the U.S. Bureau of Labor Statistics reports 20 percent of businesses on average fail in their first year. This cannot become you, but you also cannot become complacent. Yes, you've worked harder than you ever imagined, but now is not the time for a vacation. Rather, it's time to grow your business just a little.

Slow growth is wise, as it's more stable and if you don't have the operating capital to invest back into your venture, consider these four freebies to help you expand.

1. Don't Expand Your Product or Service Just Yet

You might be tempted to go a little bit nuts since you've tasted success, but don't go too far. Yes, you may have exceeded your first-year sales and profit projections, but you shouldn't turn that

success into failure by suddenly mixing it up. Avoid the temptation to add 20 more products or services to your business' repertoire. What you've been doing thus far is working, and if it ain't broke, don't fix it. Growing a small business this way might look good on paper, but consider this: How many businesses rocket into the stratosphere only to crash and burn a few years later? Believe it or not, it's wise to exercise complacency now to avoid complacency in the future.

If you grow too fast, you will burn yourself, your employees, and your customers out. Yes, strike while the iron's hot, but you nor your employees can do it all. Burnout will send your profit and loss statements into the red, and too much product or service, i.e. TMI, will send your customers flying out the door. Keep a singular product or service focus and smaller growth goals in the beginning. This gives you time to master running your business, its offerings, and your customer base without minimal burnout and financial damage. Better yet, it gives you room for error from which you can recover. You can recover from one failed product; you cannot recover from 20 failed products.

2. Take Advantage of Free Marketing Tools

Old-fashioned marketing plans cost businesses plenty, but today there are plenty of ways you can get the word out about your venture at little to no cost. The internet is

filled with digital platforms ready to host your pages, so hit the social media platforms and start tooting your own horn. Facebook, Twitter, Google+, LinkedIn, Yelp, Instagram, Pinterest, Foursquare, YouTube and many other platforms offer free basic business pages. This is a good start. Once your business grows even more, you can pay for additional services on all platforms. Link your business website to your social networking platforms for expanded cyberspace reach.

Reach out to your customers electronically, too, via email or text messaging. Ask each customer who walks through your doors or orders online whether they'd like to be added to an email or text messaging list. Give them incentives to hand over their contact information, such as newsletters, special deals, coupons, email or text-only offers, or even a club membership for added discounts if that suits your business. Ask customers how frequently

they desire to receive your solicitations and set your bulk email and bulk messaging settings to the appropriate duration. Make sure you stick to CAN-SPAM rules, as well; otherwise, you'll find customers unsubscribing right away.

3. Network With Others to Promote

Even though you live in a virtual world with everyone's noses stuck to their screens, word-of-mouth advertising is still one of the most effective free marketing tools for your business. Yes, you will have customers who leave reviews on your social media platforms and website, but you should also encourage your customers to tell their family and friends about you. Give them an incentive to do so, such as discounts for customer referrals. Write their names on cards to give to people they know. Store the cards at the register when referred customers turn them in at purchase. The next time the customers

come in, see how many discount cards they have on file.

Network with other small business owners, too, and scratch each other's backs. For example, assume you own a day spa that offers several massage techniques except Swedish massage. You meet another day spa owner at an annual convention, and her spa is a few miles from yours. She offers Swedish massage but doesn't offer Shiatsu, at which you're an expert. The two of you can come to an agreement that you'll refer every client who asks for a Swedish massage to her if she'll refer every client who asks for a Shiatsu massage to you. When small business owners work together, all businesses benefit. Network with other business owners to see how you can help each other.

4. Get Active in Your Community

Word-of-mouth is great, but you shouldn't stop there. If your business becomes active in its

community, you can enjoy the benefits of free PR. Sponsorships cost money, so hold off on sponsoring events until you can afford it. Free ways to get involved in your community is to volunteer for local nonprofits or other organizations that host community gatherings. This gives you the opportunity to meet people in your community and tell them about your business. Most nonprofits list the names of their volunteers on event information, so your business name will be included on virtual and paper materials. Ask the nonprofit if you can wear clothing with your business' name on it at the event.

You can also offer free seminars or workshops locally and online to encourage people to learn more about your business. Using the spa example from above, put videos on your website and video sharing platforms that show how to perform certain types of massage. Also teach watchers about the benefits of

massage for illness, pregnancy and stress. Don't stop there. Teach viewers about skincare and overall wellness, and host seminars in your spa for people to attend. You can also teach at your local community college or offer to give demonstrations at other salons. This promotes both businesses.

The bottom line is this: When you focus on and master one thing at the start, you develop crucial management and marketing strategies. You've learned how to manage a product or service and successfully market it to a customer base using free or cost-effective tools. It's now safe to add another product or service to your repertoire. This grows your business slowly and safely, which protects your bottom line. And, the added bonus is the more you use free marketing to promote your business, the better you become at it.

LOADING...

2019

2020



What Is Your Plan To Make 2020 A Big Success?

We Can Help! Call for a Free, No-Obligation Consultation

(484) 893-4055

[illegible]

Here, we'll look at why you should post more video content to Twitter, describe various types of video you can create, and explain how to maximize the impact of every video.

You don't need to be a professional videographer to start incorporating video into your Twitter content strategy. Anyone with a smartphone can shoot short videos to use for business marketing.

than text and images combined.

Finally, a video takes up more space in the Twitter feed. In other words, more people are likely to notice your content. When you use native Twitter video,

your videos will play automatically in the feed, making them even harder to miss.

What Types of Twitter Videos Should You Create?

There are various kinds of video that can work for your business – it depends on your marketing goals. Here are seven types of video to consider:

How-To Videos

Post useful videos that help viewers understand more about your business, products, and services. An informative video is more likely to drive people to your website to find out more.

Content Teasers

Use video to draw attention to your new content. Simply create a short video that features a few screenshots of images, text, and graphics from your new piece of content and include a link to the web page.

Product Demos

Showing how your product works in a short

video is a great way to bring a product to life and generate more leads. You should focus on the benefits of the product and what customers gain from using it.

Behind the Scenes

How does your company operate on a daily basis? Show the friendly side of your business. Authentic videos are a simple way to humanize your business. You could go behind the scenes at your workplace, interview team members, or show exclusive footage of a company event.

Video Replies

If you want to really stand out on Twitter, consider answering specific customer questions in the form of a video. It's a great way to show that you listen to feedback and it's an opportunity to show off your brand's personality.

Customer Testimonials

Video testimonials are one of the most effective types of content for building business credibility. They show your business from the perspective of real

customers, which quickly helps to build trust.

GIFs

Gifs aren't just a fun way to respond to your friends; they can also be used by businesses to convey information and also entertain. According to a Twitter study, Tweets with a GIF received 55 percent more engagement than those without.

For simple replies and messages, you could use a GIF provided on the Twitter platform. Alternatively, use a GIF creator like Giphy to create custom Gifs from your own video content.

Twitter Video Tips

Before you start creating and sharing your Twitter videos, here are some tips to maximize their marketing power:

Use Twitter's Native Video Feature

To increase engagement, upload your videos directly to Twitter rather than sharing them from another site. Your videos will play automatically and

attract more attention, which will increase views. Use the Twitter app to create a video, or simply upload your own.

Cater to Mobile Viewers

Around 90 percent of Twitter video views happen on mobile devices, so keep this in mind when creating videos. Use captions so that users can understand the video without sound, and watch your video on a mobile device to make sure it's mobile friendly.

Get to the Point

Although a native Twitter video can be a maximum length of 2 minutes and

20 seconds, most Twitter users prefer to watch shorter videos. Aim for 30 seconds to a minute if possible – videos under a minute will loop automatically.

Include a Call-to-Action

Make sure you include a call-to-action somewhere in the video. At the very least, include a call-to-action in the text of the tweet. Whether it's to "buy now" or "find out more," give readers a link they can click on.

Include a Hashtag (or Two)

Hashtags make your tweets more visible to

people searching for topics related to your business or message. Try not to include more than two hashtags alongside your video, as this can lead to a drop in engagement levels. Search Twitter for relevant or trending hashtags and join in the conversation, including your video in the tweet.

Is It Time You Posted More Twitter Videos?

According to the 2019 Social Media Marketing Industry Report, the majority of marketers plan to maintain or step up their use of video on social media, so now is the ideal time to use more video content on Twitter.



MARKETING

Companies using video enjoy
41% MORE
web traffic from search than non-users

*Call Today to find out more about our
Video Marketing for Local Businesses*

(484) 893-4055



Incredible Websites

Responsive - Effective - Affordable



Need a new website? Let our talented team of designers develop a new, responsive website that will not only provide you with a professional representation of your company, but also be easily viewable and navigated on today's portable devices.

Get a free quote by calling us today.

(484) 893-4055



5 Amazing Tips for the Best Instagram Marketing Strategy

Instagram has evolved from being a simple, photo-sharing platform into an efficient content marketing tool. It's constantly helping brands to reach their target audience and increase sales. The social platform has more than 800 million monthly active users and over 25 million business accounts. Also, around 60 percent of online adult users are enjoying it. About 50 percent of users follow a business or have learned about a service or a product via Instagram.

So, Instagram isn't being used exclusively by individuals. It's become a global social platform,

which humanizes brands' content. And it helps companies recruit great talent or showcase their products. Instagram users are not only sharing photos, but they're also actively engaging with brands.

As a business owner, you can leverage on Instagram's capabilities to highlight new product releases, to promote your existing product inventory, and to expand brand awareness in a friendly and trustworthy way. Because hard-selling only drives your prospects away, use Instagram's features to present your products authentically. So, here's a

list with five amazing tips for the best Instagram marketing strategy.

The Powerful Benefits of a Business Account

Don't draft your Instagram marketing strategy before you open a Business Instagram Account. And if you already have a personal profile, switch to a business account. Instagram will tell you if your account is eligible for a business profile when you open the app and click on your profile icon.

To begin, click the Learn More button and check out the features such as adding a phone number

to your account, insights, and promotions. Next, you can connect your Instagram account to your Facebook business page or your profile. Update the contact information and include details such as your business' email address, the physical address, and telephone number. Switching to a business account offers a wide variety of benefits such as getting found, access to analytics, Instagram ads, and the Call to Action button, which you can customize.

Use Instagram's Free Tools

The Insights tool shows you statistics about engagement levels, impression rates, and a breakdown of demographics. Also, you can discover your best performing posts during a specific period.

You can track the level of your audience's engagement based on demographics such as location, active hours, age, and gender. These metrics allow you to understand better how your Instagram marketing strategy is performing and how users

are engaging with your content. The more you learn about your users, the better you can adjust your posts to improve their engagement levels. A highly effective category of Instagram posts is the product teaser, which helps you showcase your products in an authentic and non-sales way.

Tease Your Audience

With product teasers, you can gently and gradually guide your prospects towards your products. You won't be disturbing users with pitches or hard selling. Those techniques will only drive them away. Thanks to Instagram's teaser sponsored content, you can create short teasers comprising relevant details about your product and highlight the benefits. For example, if you own a fashion brand, you can post photos of your products and offer a free app, which grants discounts to users. And, if you're in the catering business, you can announce any seasonal dishes or special offers without forcing your prospects into buying.

Use a variety of contexts, which are suitable for your brand. When you're not pushing people to purchase anything, it's more likely that they'll buy your product. And if they don't buy, they'll engage with your posts by commenting, liking, or sharing with friends. Don't avoid advertising your products, but do it gently. Another effective strategy is to create sponsored ads.

The Secrets to Booming Sponsored Content

Instagram's ads comprise a variety of benefits such as increasing brand awareness, generating new leads for your site, or increasing sales or downloads of a digital product such as e-books. The platform's feed ads comprise photo ads, video ads, carousel ads, stories, and slideshow ads. And you can control how much money you want to spend on your ads by setting an ad budget.

Also, Instagram's ads allow you to expand your posts' outreach beyond your followers. Users who fit your buyer's persona will see and engage with your

posts. And you can also transform your existing high-performing posts into sponsored posts. But make sure that the content is engaging and attractive for your target demographic.

Instagram Stories Go Above and Beyond

Whether or not they're ads, Instagram Stories are a great channel to connect with your prospects and generate new leads. They're different from standard Instagram posts due to the innovative slideshow format and because they're live for only 24 hours. But Instagram Stories can also be saved to mobile devices and used later. And, thanks to being strategically positioned above users' feed, users can view them anytime during the day.

With Stories, brands can showcase behind-the-scenes posts, which are not always as top-quality as standard posts. Don't worry about aligning your Stories to your brand, but make sure that you use a variety of content formats. In your Stories, you can

include photos, videos, Boomerangs, rewind videos or live videos. And tag other accounts if you're working with influencers or different brands. Also, to make your content more attractive, you can edit using face filters, add text or stickers, and other visuals.

With more than 800 million active users, Instagram is undeniably one of the most effective social marketing channels. From being a straightforward photo-sharing platform, it's become an attractive and engaging ecosystem for both individuals and brands. Businesses can now bring prospects closer to their products through authentic and soft selling methods. And, because Instagram values top-quality content, most of the visuals you'll find while navigating your feed include interesting and unique products, which display engaging and entertaining captions. Promoting and creating your brand's identity was once intimidating, but Instagram has found a way to streamline the process by making it easy and fun.

NEED HELP WITH YOUR



?

**CALL Us
FOR A FREE
CONSULTATION
(484) 893-4055**



CORPORATE

CUSTOM
APPAREL

Offering all the Top Brands



ELEVATE



GILDAN

VAN HEUSEN



DRI-DUCK



PORT & COMPANY

ANVIL



JERZEES



OGIO



HIGH SIERRA

DEVON & JONES

American Apparel



And many more!

Low Minimums • Fast Turnaround • Affordable Pricing
Get a Free, No-Obligation Quote Today!

(484) 893-4055

10 Tips to Help You Perform SEO On Your Facebook Business Page



If your business has a Facebook page, have you considered performing search engine optimization(SEO) on it? There are over 80 million business pages active on Facebook, and it can be a challenge being found, and attracting user interest. It's an important step to take to make sure that your Facebook page comes up when people search for it, both within Facebook and on the search engines. If you're not sure how to optimize your Facebook page, here are 10 tips.

Choose the right name for your Facebook page

Keywords throughout your content are a basic requirement of successful SEO. This means that there should be keywords on the name of your page, as well. It's important to not stuff your name with keywords, however. It could both look unprofessional, and not work well with the Facebook search algorithm. If you operate a running shoe store, for instance, calling your page Andy's Running and Athletic Shoe Store would work well -- it puts all the right keywords in the name.

Use keywords throughout your page

Find the most important longtail keywords for your business. When you use these keywords, you are likely to attract small numbers of searchers, but ones who are ready to convert. For instance, a longtail keyword phrase like running shoes for fallen arches is likely to be used by someone who is looking for a specific product and is likely to

want to buy before long. If you try to use a short-tail keyword phrase such as running shoes, however, you would show up for far too many searches, and get buried under a ton of other results. Several keyword tools exist that help you find the right longtail keywords to use.

When you find a keyword that you'd like to use, put it into the Facebook search box to see what kind of results show up. If it throws up results from your biggest competitors, you should look some more, and find keyword phrases that come with less competition.

Get backlinks

Backlinks have an important role to play when you optimize your Facebook page. When you have well-respected authority pages linking to your content, it's a sign that your content is good. One way of getting backlinks to your Facebook page is to get in touch with influencers in your industry who are willing to allow you to guest post on their pages. Whatever content you post, you can include a link back to

your own Facebook page. It can also make sense to put links to your Facebook page on your blog posts. This way, when someone links to your blog post, they will also end up promoting your Facebook page.

Get a vanity URL

When you launch your company's Facebook page, what you get is a dynamic, automatically created URL. If you can get a URL that contains your company's name, however, it can result in an SEO boost. It can also make your Facebook page easier to find and share. You can get your vanity URL by going to the username page on Facebook, and specifying the URL that you would like.

Write a better About section

When people visit your business Facebook page for the first time, they will usually head straight to the About section to read up on what your business does, and what kind of reputation it has. On Twitter, you only have 155 characters to work with. You need to use

keywords and make sure that you write something memorable.

Make sure that you have up-to-date contact information

Often, businesses neglect to make sure that their Facebook pages have all the latest contact information and information about the company's business hours. It doesn't matter if you are a business that operates exclusively online; you can still get a boost on the search engines by including an address and phone number.

Put in custom tabs

You aren't limited to the generic sounding Events, About and Videos tabs on Facebook. You can create your own. These tabs can be useful as a way to categorize your content by posts, reviews, podcasts, images and so on. The better organized your content is, the easier it becomes to navigate.

Create great content

Nothing you do on Facebook will work well until you begin producing

and sharing great content. Your content needs to be helpful and interesting to your visitors, and inspire them to engage, make comments, share and like. It's important to remember that Google looks at the first 18 characters of your posts, and makes use of them to create meta-descriptions. They should contain important keywords.

Inspire your followers to do something

You usually create a Facebook business page with the intention of having customers and visitors take action buying your products or downloading your content. You need to provide visitors with clear calls to action on your Facebook page so that they know what exactly they are expected to do.

In general, calls to action work best when they talk about the benefits that visitors get, rather than the features that your products have. Directly address your visitors' pain points and worries, and tell them how you plan to solve these problems for

them.

Use Messenger Bots to engage your audience

Facebook's Messenger bots allow your visitors to interact with your business even when you have no personnel to talk to them. You don't need to put a human employee in charge of answering questions. As long as you design your bot well and supply it with enough scripted answers to questions, it should perform well. The better your customers feel about your service, the more likely they will be to search for your company, and send you up in the search engine rankings.

Conceptually, SEO for your Facebook business page is simple enough. All you need to do is to create content that attracts visitors, improve service with Messenger bots, pay attention to keywords and build backlinks. Some of these requirements may take time for your business to achieve. When you do achieve them, however, you will find that it greatly helps your Facebook SEO.



FUN FACTS

The name 'November' is believed to derive from 'novem' which is the Latin for the number 'nine'. In the ancient Roman calendar November was the ninth month after March.

Unlike today's feast consisting of turkey, stuffing, cranberry, etc; the original Thanksgiving menu probably consisted of the following items:

Seethed [boiled] Lobster. Roasted Goose, Boiled Turkey, Fricase of Coney, Pudding of Indian Corn Meal with dried Whortleberries, Seethed Cod, Roasted Duck, Stewed Pumpkin, Roasted Venison with Mustard Sauce, Savory Pudding of Hominy

November Milestones:

- Nov. 7th, 1972 - Home Box Office (HBO) was launched, in Wilkes-Barre, PA.
- Nov. 18th, 1928 - Walt Disney's Mickey Mouse first appeared in NY in "Steamboat Willie."
- Nov. 23, 1963 - The first episode of the BBC's Doctor Who premiered
- Nov. 25, 1920 - The Philadelphia Thanksgiving Day Parade is the oldest in the US, starting on this date.
- Nov. 27, 1924 - Macy's department store held its first Thanksgiving Day parade.
- Nov. 28, 1895 - America's first auto race started: 6 cars, 55 miles, the winner averaged 7 MPH
- Nov. 30, 1979 - Pink Floyd released "The Wall" double album.

LOCAL BUSINESS MARKETING

***Don't Miss
An Issue!***

- *Relevant / Timely Topics*
- *Business Tips, Tricks & Tools*
- *FREE!*

Subscribe today by visiting our website

<https://LMSsuccess.com>

13 COMMON WEBSITE MISTAKES

SMALL BUSINESSES MAKE

1 KEYWORD STUFFING

Utilizing proper keywords in your content is important - but resist the temptation to stuff a page with them. You could get banned from the search engines.

2 SPELLING / GRAMMER MISTAKES

Spelling and gramatical errors on your website can give a site visitor an unfavorable impression of your company.

3 CONTENT OUTDATED

Site visitors want to see a site that is maintained and updated. Besides helping you keep visitors engaged, fresh content helps your rankings.

4 SLOW PAGE LOAD SPEED

Page load speed is now one of the Google ranking factors. Make sure your site loads quickly on all devices.

5 NO CALL TO ACTION

The best website user experience should tell a customer the what, where, and how. (i.e. What to do) It should be simple and succinct.

6 BAD NAVIGATION

Site visitors want to be able to find the information they want quickly and easily. Include sitemaps, which can help your ranking as well.

7 NO SOCIAL MEDIA INTEGRATION

Show your site visitors that you are socially engaged.

8 NOT MOBILE FRIENDLY

Over 50% of all searches are now performed on a mobile device. Consumers will leave and not come back if your site doesn't work on a mobile device.

9 IMAGES ARE POOR QUALITY

Use images that are crisp and clear, not blurry or pixelated. Don't "borrow" images from the internet - you can run into copyright issues.

10 NOT USING ANALYTICS

Over 50% of all searches are now performed on a mobile device. Google will now penalize the ranking of a site that isn't mobile friendly.

11 ON-SITE SEO NOT COMPLETED

You need potential customers to find your website. Performing on-site SEO tasks can greatly help you site rank higher on Google, Bing and other search engines.

12 NO SSL CERTIFICATE

Many of the major web browsers will now warn consumers when a site is not secured by an SSL Certificate, and Google will now penalize a site's ranking if it isn't secure.

13 HIDDEN CONTACT INFORMATION

Your contact information should be easily found on your site. Consumers are becoming more skeptical of businesses that make it hard to reach them.



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

(484) 893-4055

www.LMSSuccess.com

info@lmsolutions.biz

156 W Ridge Pike, Royersford, PA