

# M LOCAL BUSINESS MARKETING

*The Marketing Guide for Local Business Owners*

November 2020

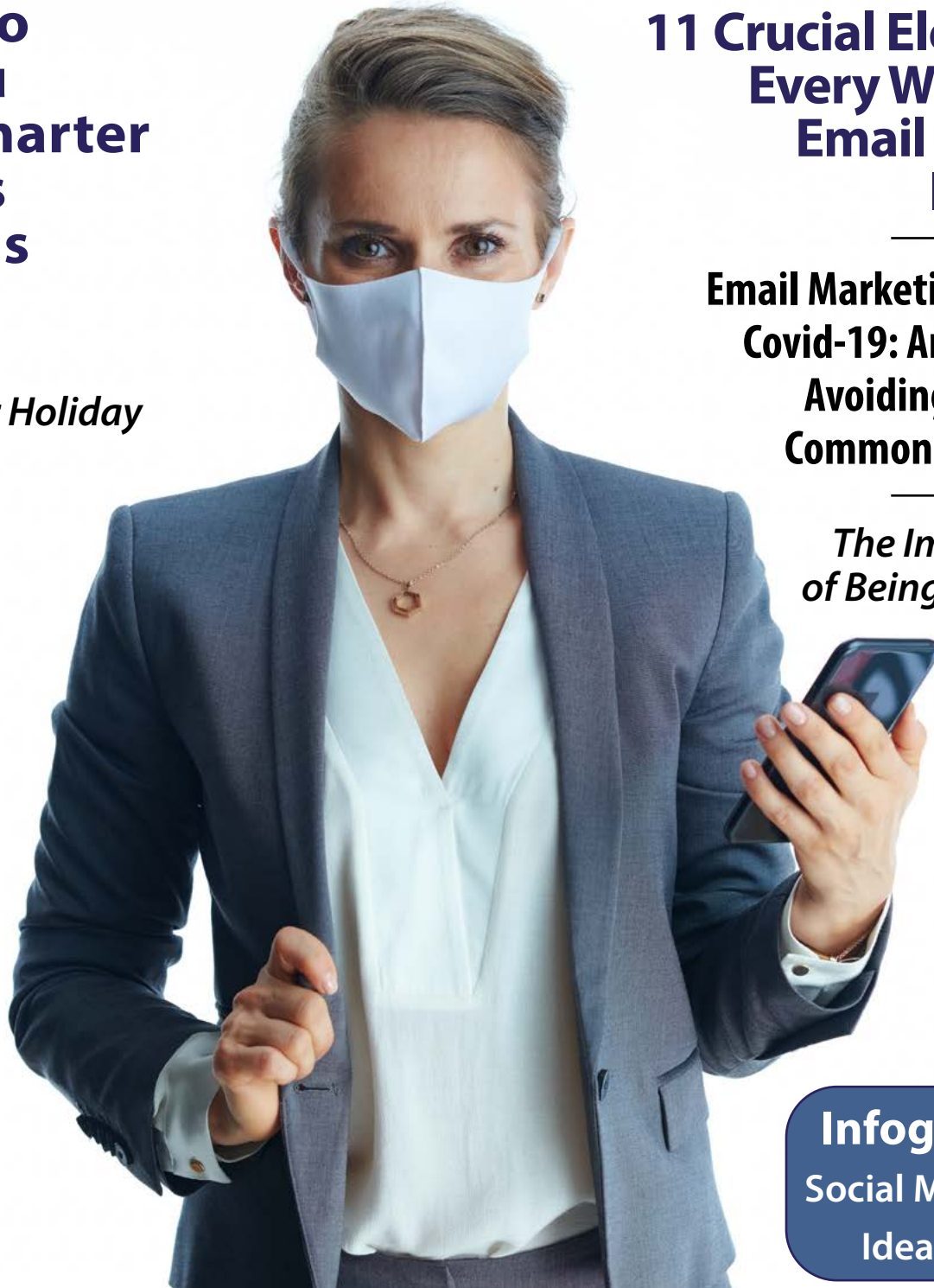
## **10 Tips to Help You Make Smarter Business Decisions**

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*10 Effective Strategies for Holiday Marketing*

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*Successful Habits of Great Customer Service Managers*



## **11 Crucial Elements Every Welcome Email Should Include**

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**Email Marketing During Covid-19: Are You Still Avoiding These 10 Common Mistakes?**

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*The Importance of Being Happy in Business*

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# LOCAL BUSINESS MARKETING

Welcome to our November 2020 edition!

There is good news! 2020 is almost over. I think we're all ready to leave 2020 in the rear view mirror.

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. Make sure you're taking into account the options consumers will be looking for this year with the Coronavirus pandemic. Offer curbside pickup if possible, and make sure your website allows them to search and shop digitally. Consumers are still willing to shop in person at local businesses, so make sure you're setup to make it easy for them.

We once again provide coverage of topics that are important to local business owners, including E-Mail Marketing, Customer Service, Holiday Marketing and many other timely topics.

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.

If you have any comments about this issue or would like us to help you with your marketing, please do not hesitate to contact us.

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  
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 10 - Veteran's Day  
November 26 - Thanksgiving  
November 27 - Black Friday  
November 28 - Small Business Saturday

1st - Daylight Saving Time Ends  
1st - Sports Fan Day  
2nd - Cookie Monster Day

4th - Candy Day  
5th - Doughnut Day  
6th - Jersey Friday  
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  
17th - Entrepreneurship Day  
18th - Mickey Mouse's Birthday  
19th - Rocky and Bullwinkle Day  
27th - Random Acts of Kindness Day  
21st - Adoption Day  
23rd - Dr Who Day  
26th - Cake Day  
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 10th-Dec 18th - Hanukkah  
Dec 25 - Christmas  
December 26th-January 1st - Kwanzaa

1st - Giving Tuesday  
1st - Pie Day  
2nd - Mutt Day  
3rd - International Day of Persons With Disabilities  
4th - Cookie Day  
4th - Salesperson Day  
5th - Volunteer Day  
7th - Pearl Harbor Remembrance Day  
7th - Walt Disney Day  
10th - Human Rights Day

11th - App Day  
12th - Gingerbread House Day  
14th - Free Shipping Day  
15th - Cupcake Day  
16th - Chocolate Covered Anything Day  
17th - Maple Syrup Day  
18th - Answer The Phone Like Buddy The Elf Day  
18th - Ugly Christmas Sweater Day  
19th - National Re-gifting Day  
19th - Free Shipping 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



## **10 Tips to Help You Make Smarter Business Decisions**

One of the most crucial skills an entrepreneur must have is, of course, the ability to make sound business decisions. However, when you are faced with make or break decisions, deciding whether to jump one way or the other can be stressful. But being indecisive will almost always lead to the road to ruin when you are running a business. Fortunately, though, decision-making is a skill that can be honed. Here are ten tips to help you become a better decision-maker.

### **1. Let Logic Drive Your Decision-Making Process**

Step one to making better decisions is never to let emotions be the driving force in your decision-making process. Suppose you are angry, panicked, or even overenthusiastic. In that case, that is not the best place to be when you weigh up the pros and cons of a crucial business decision. Logic should always be what drives your choices. So, if you are feeling emotional, wait until you have calmed down before you decide on a course of action.

### **2. Gather the Facts**

Try not to rush into making any decision until you have all the facts before you. Do background research on Google if you need to. Insist that employees give you all the relevant information, and always work on the basis that you can never have enough data. There may be occasions when the information you would like to have is not available, and you will need to rely on your instinct. It is always advisable to wait until you have all the facts if that is possible and time permits.

### **3. Explore All the Options**

The most obvious solution to a problem is often not the best one. If it appears that you must choose between A or B, consider if there might be a third or fourth option. When limited options restrict you, you may make a knee-jerk decision. You may decide for the sake of being decisive. However, if you take the time to explore all the options, you may find a more innovative solution to the problem.

### **4. Allow Sufficient Time for Decision-Making**

Don't allow yourself to be forced into deciding before you are ready to do so. There are many situations when people will want an immediate answer, but even the most urgent business decisions can usually be put off for a day or two. There may also be times when you cannot see the wood for the trees, or the need for a decision is beginning to overwhelm you. If you feel that you are not in the right mental state to make a sound judgment, put off making the decision, and sleep on it. Sometimes the best solutions spring to mind when you aren't even thinking about the problem.

### **5. Don't Procrastinate**

Some decisions will have a predetermined deadline over which you have no control, so the timetable for coming to a decision is forced upon you. However, there will also be times when you could put off deciding indefinitely. But if you procrastinate, your business will stagnate and you will miss out on many opportunities. So,

where no deadline exists, it would be best to create a timetable for making the decision and stick to it.

## **6. Assess the Potential Outcomes**

Look at the downsides of each of your options, as well as the merits. Consider what the worst case scenario possible would be for each of the choices that you could make. Then, weigh up the benefits of each option against the worst possible outcomes. Weighing up the risks against any potential rewards will help you arrive at an option that has an acceptable risk level.

## **7. Break Decisions Down into Components**

If a significant decision is overwhelming you, try breaking it down into smaller parts. For example, if you have lots of options, shortlist the possibilities first and then weigh up what are left. Or, if you are considering hiring ten new employees, you might take on only two new people as a trial to begin with. Most business decisions can be broken down into smaller elements. If you

can turn a significant decision into a series of smaller ones, it will reduce risk, and breaking down a decision will make it less of a challenge to decide.

## **8. Ask for Help**

You may be the sole person who is responsible for making a decision, but that does not mean that you cannot seek input from other people. It is always best to seek professional advice when it is needed, and ask for a second opinion if you are unsure that you are making the right choice. You do not have to take the advice that you are given, but sometimes other people will take a more objective view of a situation than you, and they may see a possible solution you had missed.

## **9. Write Down Your Options**

Business decisions are often complicated, and it can be tricky weighing up the options on your head. If the answer is not immediately apparent, try writing a proposal for each of the possibilities. List the advantages and disadvantages of each

option. Then, compare the proposals and make an objective decision based on the facts in front of you.

## **10. Don't Compromise Your Values**

It is always best to let your morals and values guide you in your business decision making. If you compromise your principles in pursuit of profit, you will probably regret it later. The best decision is not always the one that will lead to the most gain. So, make decisions that are sound from a financial perspective, but let your values and beliefs guide you as well.

## **Conclusion**

To sum up, the best business decisions are based on logic rather than emotion. So, look at the facts, weigh up the potential risks and rewards, and don't be afraid to get a second opinion. Even so, there is no one-size-fits-all template for business decision-making. Sometimes decisions must be rushed and all the facts may not be available, and that's when your entrepreneurial instincts must come into play.



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## 10 Effective Strategies for Holiday Marketing

As you begin planning marketing strategies for the holidays, it's important to do what you can to create the perfect experience for prospects and customers. To help you develop the best holiday marketing campaign, consider the following strategies to connect with audiences.

## 1. Get a Head Start on Your Campaigns

Many businesses tend to wait too long to get started on their holiday marketing campaigns. If you want to develop an effective campaign, you should start as early as you can to keep you prepared. Starting as early as September or October can make sure that your campaigns are ready to launch by November and December. Starting early also gives you a chance to test certain campaigns to determine what works and what doesn't before committing to a strategy.

Keep in mind that while many consumers procrastinate gift-buying, there are also many shoppers who start early. If you begin your campaigns during the fall, you'll be able to appeal to these early shoppers and encourage them to buy from you over your competitors.

## 2. Give Thanks to Your Customers

A lot of consumers look for the best deals during the holiday season, which

means that even the most loyal customers could wind up shopping at competitors' stores. To keep your customers on your side and entice them to keep buying from you throughout the holidays, show that you appreciate their business.

One way you can keep your business on customers' minds during the holiday season is to create a holiday-themed video. The video could feature staff members giving thanks to customers for their support, with an overall message of gratitude that comes through clearly.

## 3. Create an Unparalleled Customer Experience

Holidays can be just as anxiety-inducing as they are joyful, as people stress out about shopping for friends and family. To help ease people's stress, try to focus on creating a great customer experience that makes your store a comforting place for shoppers.

For instance, you could publish and share blog posts that help customers

find what they're looking for, with quick gift ideas that include your products or services. In turn, you'll come across as a source of comfort while encouraging shoppers to buy from you, especially while in a rush.

## 4. Launch Strong Holiday Email Campaigns

Throughout the holidays, prospects and customers may not have the time to deal with direct mail, offline ads, or other types of marketing. If you want to attract more people during the holidays and keep them consistently engaged, email marketing is a potentially invaluable asset.

People normally continue to check their email inbox during the holiday season, which gives you the opportunity to appear before them with various marketing materials. From product promotions, discounts, and other offers to helpful guides that help your customers find the right gifts for friends and family, there are many ways to use email to your advantage.

## 5. Offer Free Products or Other Gifts

During the holidays, people like the sensation of receiving as much as giving. To encourage people to buy your products or services instead of competitors', consider offering free gifts to customers as a reward for buying from you.

You may offer free products with orders over a certain amount, or you could offer free shipping. Regardless of the type of reward you choose, people will be more likely to buy from you instead of shopping at another store that doesn't offer anything in return for their business.

Make sure you regularly promote any sales, giveaways, and other offers that remind people to come back to you throughout the holidays.

## 6. Create Holiday-themed Ads

In addition to video ads that contribute a festive touch to your advertising, you can also create holiday-themed pay-per-click (PPC) ads.

You can use imagery and text combinations that evoke that joyful vibe that people want to encounter during the holidays.

You can then use these ads in conjunction with a holiday-themed content campaign that features social media posts or blog posts centered on the holiday season.

## 7. Use Retargeting to Connect with Customers Who Visit Your Website

A lot of people visit a website and consider making a purchase, only to leave without actually buying anything. If you want to bring those people back when they desperately need a gift or suddenly remember what they wanted to buy in the first place, a retargeting campaign can be the key to making those sales.

If people visit a product page, you can use a pixel to track them as they visit other websites, pushing relevant ads that keep you in their mind as they browse other content. Another retargeting strategy could entail sending follow-up emails

to people who submit their emails but have abandoned their shopping carts.

You can also try to determine why people neglected to make a purchase beyond simply forgetting. For example, there could be a development issue on your website that makes it literally impossible to make a purchase.

## 8. Start Conversations Around the Holidays

You can also work to begin discussions regarding the holidays, further engaging customers and prospects. Using blog posts, social media, or other platforms, you can launch topics that encourage people to interact with your brand.

One method you can use is to launch a Facebook post that asks people what they plan to do during the holidays. People can then leave comments, and you can respond to those comments. In the process, your business shows that it cares about people's opinions beyond simply selling to them.

## 9. Create a Video Marketing Campaign

Apart from content and PPC ads, you should also create entertaining videos that drive more sales and put people in that “festive” mood. You can launch video campaigns that work together with emails, blog posts, or social media posts that engage viewers while informing people about your company and offerings.

Video campaigns can go a long way in increasing brand recognition and driving sales.

## 10. Capture the Emotions of the Holidays

Regardless of the types of marketing strategies you use throughout the holiday season, try to appeal to people’s emotions during this time of year as much as possible. Try to create campaigns that charm your audience and make you stand out with your ability to capture the essence of the holidays.

Maximizing your appeal during the holidays will encourage more people to turn to you and further increase sales.

All of these strategies can help you make the most of the holidays as you develop marketing campaigns. Taking the time to prepare your marketing for the holidays will help ensure you serve as a leading hub for shoppers during this time of year.



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## The Importance of Being Happy in Business

*“True happiness is not attained through self-gratification, but through fidelity to a worthy purpose.”* - Hellen Keller

Happiness is a strange, amorphous, and nebulous thing. Ask any two people what happiness is, and you will most likely get two very different answers.

Happiness comes in many forms, but generally there are two types:

1. Short term happiness (for example, enjoying your favorite dessert, a good drink, or an amazing vacation)
2. Long term happiness (for example, a stable and healthy body weight, sobriety, or financial security).

An important distinction between the two: short term happiness is a form of gratification. It increases your dopamine levels, engages your neuroreceptors, and gives you that natural "high" or puts you in a state of euphoria. Unfortunately, highs ultimately lead to lows. Everyone has experienced a post-vacation depression at some point in their lives.

Long term happiness is less about highs and lows, but instead about a good mood, known as euthymic mood in psychological parlance. People with euthymic moods are tranquil and stable.

So which happiness should we strive to attain? Well, sometimes it helps to seek the advice of our forefathers. The Greek poet Hesiod coined the

phrase "Observe due measure; moderation is best in all things" which was eventually shortened to "Moderation in all things;" around the 19th century.

Life without some highs and lows would be quite boring. However, in all things, we should strive for long term happiness, characterized by tranquility and stability. If you constantly chase the dragon of euphoria from food, drugs, or risky activities like gambling or serial shopping, that will inhibit your ability to achieve a moderate and stable mood.

Unfortunately, the typical American workplace is built around chasing highs and lows, and not stability. We run ourselves ragged working nights to finish critical projects, get that raise, earn that promotion. We cringe when our boss walks in the room, and are elated when we get recognition for our contributions. The modern American business is designed to be a series of highs and lows, and just like a heroin user, we become dependent on the system and find it difficult to imagine any other kind of life.

## Happiness is Important in Business

To be clear, this article refers to long term happiness, not short term happiness. Many businesses attempt to placate employees with short term happiness, using events like Taco Tuesdays, Casual Fridays, an ice cream bar for birthdays, or other gimmicks. Meanwhile, their company culture is caustic enough to melt steel, the turnover rate is over 60%, leadership is inconsistent, and the company can't function above a bare minimum.

Remember, long term happiness requires:

1. Stability
2. Tranquility

Now, you might say "the company is profitable and hitting its financial goals. What does it matter if employees are unhappy?" Well, it just so happens that recent studies indicate that happy employees are up to 20% more productive than unhappy employees, and the cost of turnover is a well documented phenomenon.

So, the losses you experience by not fostering a happy team are

opportunity costs - how much more profit could you have generated with lower turnover and higher productivity? The answer to that question is going to depend on your specific business, but consider that the opportunity cost of turnover alone is estimated to be between 16-20% of annual salary for low to mid-range salaries, and up to 213% of annual salary for executives. That means a C-Suite position with an annual salary of \$200,000 costs about \$426,000 in opportunity costs to replace!

So, let's respond to your question with another question: How can you afford an unhappy business?

### **How to Get Your Business Happy**

There are plenty of business gurus that will come to your business and spout a lot of philosophical goop about job satisfaction and employee happiness. But do you want to know how to actually put that stuff in place? You need actionable, realistic steps, right?

Remember, the two components of long term happiness are:

1. Stability
2. Tranquility

So ask the following questions:

1. Is the culture of my business a positive, stable culture?
2. Is leadership proactive or reactive? Consistent or inconsistent?
3. Does everyone understand their role on the team, and how to effectively execute their responsibilities?
4. Does the company possess a clear and conscientious mission that employees can feel good about supporting?

Based on those answers, the happiness of your business and team could be impacted by:

1. Discordant personality interactions between team members
2. Unbalanced or mismatched leadership styles
3. Process or training issues
4. Lack of commitment to a worthy cause

Once you've taken an honest and detailed look at the above elements, you're ready to start designing realistic and actionable steps to get your business and its employees happy.

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## Email Marketing During Covid-19: Are You Still Avoiding These 10 Common Mistakes?

It may seem trivial to discuss email marketing best practices during a global pandemic, but consumers and businesses still need each other in uncertain economic times. Email content remains an integral part of supporting customers and providing timely information.

However, there's a fine line between supporting customers and appearing opportunistic, and some

companies are still making unforced errors. To make sure your email messages are not damaging your reputation, here are 10 common email marketing mistakes you should continue to avoid at this challenging time.

### Trying to Re-engage Inactive Subscribers

If you have inactive subscribers, it's best to avoid contacting them at

this time. You could try to re-engage them at a later date but doing so now will probably just come across as insensitive. Instead, focus on your most engaged consumers; this is an audience you don't want to lose.

### Failing to Double-Check Your Automated Emails

At the moment, it's easier to create email content that is sensitive

to the times we're living in. But what about the automated messages and triggered emails that you created a few months ago? Go back and check the subject lines, imagery, and copy for any inappropriate content.

### **Sending Emails to Every Subscriber**

If you're making changes that impact every customer, it's appropriate to update everyone. But this isn't always the case. For example, if you're a retailer and only a few stores are changing their hours of operation, this will mainly impact customers near to these stores. In this case, make sure you segment your list by location so that you're only updating those who need to know.

### **Increasing Your Email Frequency**

Some businesses think that by sending more email updates to subscribers, they're being more helpful. In fact, this can have the opposite effect. People want information, but they don't want to be overwhelmed.

Keeping your email frequency consistent is actually more reassuring.

On the other hand, if you're going to send fewer emails, be up front about it. Tell your subscribers why you're cutting back but reassure them that you're still open for business and available if anyone needs help.

### **Referring to "Coronavirus" or "Covid-19" Too Frequently**

People are receiving emails referring to Covid-19 all the time. While many of these messages are important, it's no surprise people are starting to tune out. Instead of referring to "Coronavirus" or "Covid-19" too frequently, focus on other positive aspects of your message. In short, mention the pandemic less, and talk about the needs of your audience more.

### **Being Too Political**

While taking a stance on certain issues can sometimes be a smart marketing move, getting involved in the political

side of Covid-19 should be avoided. Every person has experienced the pandemic differently, both financially and emotionally. What's more, your customers will have diverse political views, so saying anything political is likely to offend a significant number of people.

### **Overpromising**

Avoid making promises you might not be able to keep. It's sensible to be positive and hopeful during these times, but nobody knows the long-term effects of this pandemic. No one knows when things will return to "normal," or even if things will return to "normal" at all. All you can do is promise that you will always try to serve your customers in the best way you can, and that you are there for them when they need help.

### **Sounding Too Promotional**

It doesn't look good if you seem to be taking advantage of the current situation to increase sales. At this time, cut back on promotional emails that push your

products or services. It's more important to show compassion, provide helpful resources, and listen to feedback. If you have any doubts about an email, don't send it. Sometimes, it's better to say nothing at all.

### Using Urgency-Driven CTA (Call-to-Action) Buttons

Following on from the last point, marketers should avoid urgency-driven CTAs. Normally, there's nothing wrong with FOMO (fear of missing out) marketing messages, but during these times this approach can look insensitive. When many people are worried about Covid-19, hearing "Get it now before it's too late!" can come across as cold-hearted.

### Failing to Plan

Many businesses have been thrown into disarray by recent events, and their email content has suffered as a result. Use this time to plan your email marketing content for the coming months. Create fresh email content that is geared toward helping

your target audience and use a content calendar to schedule the content in advance. This way, you'll have a regular stream of useful content to deliver going forward. Remember to regularly review your content calendar as the situation changes.

### The Bottom Line

Email marketing isn't easy at the best of times, but it's even more of a challenge in the middle of a global pandemic. Mistakes are bound to happen from time to time, but if you make too many unforced errors it could seriously damage your reputation and cripple marketing results.

Businesses that plan their email content carefully and deliver more sensitive, supportive content are the ones that will enjoy stronger relationships with customers in the long run. If you avoid the mistakes outlined here, you can safeguard your reputation and make sure email marketing supports the growth of your business during the Covid-19 pandemic and beyond.



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## **11 Crucial Elements Every Welcome Email Should Include**

Welcome emails are critical in the early stages of any business-consumer relationship. However, many businesses fail to take advantage of this powerful marketing opportunity. Ultimately, this is because they fail to address all three of the primary objectives of any successful welcome email:

1. To engage new subscribers.
2. To reaffirm the value of the business.
3. To encourage readers to take further action.

To improve your email marketing results going forward, here are 11 elements you should aim to include in any welcome email you deliver.

## A Concise Subject Line

Many businesses still mess up their subject line by making it too long-winded. To make your subject line stand out in any inbox, keep it short and simple. Use the word “Welcome” right up front. For example, “Welcome to [company name], [subscriber name]! Here’s how to get started.” Keeping it brief comes across as more professional and also builds curiosity.

## A Personal Greeting

As shown in the previous point, it’s also a good idea to personalize the subject line. If subscribers gave you their name in the sign-up form, use it. When people see their own name in an email subject line, it instantly grabs their attention. According to Experian, emails with personalized subject lines are 26 percent more likely to be opened (1).

## A Thank You Message

Thanking new subscribers for signing up is an important detail that some businesses overlook. A welcome email is one of

the first steps in building a relationship with potential customers, so why not start off on the right foot? Thank subscribers at the beginning of your email and then again at the end.

## A Reward

If you promised subscribers a reward for signing up, you must clearly show them how to get their reward. It might be a discount on a product or an offer of free shipping. If you forget to do this, you’re going to lose all trust from the outset and most people will unsubscribe. If you didn’t offer a reward, this is still the perfect opportunity to reward new subscribers. According to studies, emails with promotional codes achieve a 48 percent increase in revenue per email sent (2).

## Your Unique Value Proposition (UVP)

Subscribers have already shown an interest in your products or services, but it’s still a good idea to reiterate the value of your business. It might take a few days for subscribers to open your email, so it’s worth re-emphasizing

your UVP. Briefly answer these four questions:

1. What do you offer customers?
2. Who is your target audience?
3. How do customers benefit from your business?
4. Why are you better than the competition?

It reassures subscribers that they made the right choice, and it reminds them of the benefits of doing business with you.

## Links to Useful Resources

You should already have content that addresses common customer questions, such as an FAQ page, a tutorial video, a beginner’s guide, or helpful blog posts. Insert links to all this useful information in your welcome email. It means people can quickly find answers to any specific question they have. Alternatively, embed an explanatory video in your welcome email.

## Contact Information

Some subscribers will have specific questions that aren’t answered in the resources you provide.

While a link to your contact page is useful, this extra step can deter some people from taking further action. For these people, include your phone number and email address at the bottom of the email, next to your business address. Incidentally, most countries' email marketing laws stipulate that you should clearly show a valid business address in emails.

## Social Media Links

Your welcome email is the ideal time to ask subscribers to follow you on social media. Many people - especially younger consumers - prefer to communicate with businesses via social media. To encourage social media engagement, include follow buttons to all of your main social media accounts, and make sure you regularly monitor these accounts for customer questions.

## A Call to Action (CTA)

Every welcome email should include at least one CTA to drive engagement with your business. It depends on your unique marketing goals, but a CTA could encourage

subscribers to:

- Make a purchase.
- Download content.
- Read a help guide.
- Log into their account.
- Read a specific blog post.
- Provide you with feedback.
- Visit your website for more information.
- Visit a landing page for a related product or service.

Whatever your goals, make it easy for subscribers to complete certain tasks by including a clear CTA button near the end of your email.

## A Personal Signature

If possible, end the email with a personal signature from a member of your team or company director. Showing a signature from an actual human increases trust and helps to build the relationship between the business and the customer.

## An Unsubscribe Link

Finally, make sure you include a clear unsubscribe link. While you don't want people to unsubscribe, you're legally required to give

subscribers a method for opting out of receiving future emails. Fortunately, most email service providers automatically include an unsubscribe link within every email. To minimize the number of unsubscriptions, include a link that gives users the option to change the frequency of your emails.

## Wrapping Up

Welcome emails are the first step in building strong relationships with customers, so it's worth taking the time to get them right. While there's no such thing as a "perfect" welcome email, you should try to include most - if not all - of the elements outlined here.

However, every business is different, so don't be afraid to test alternative versions and track the results. By analyzing engagement metrics, you'll be able to construct more compelling welcome emails that help you achieve more of your marketing goals.

Sources:

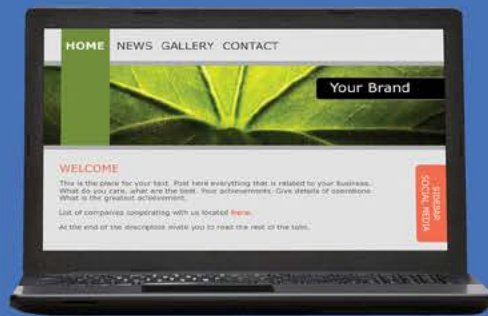
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A close-up photograph of a man with glasses and a beard, smiling slightly. He is holding a bright green sticky note in front of his face. The note has bold, dark blue text on it.

**A SATISFIED  
CUSTOMER  
IS THE BEST  
BUSINESS  
STRATEGY  
OF ALL**

## **Successful Habits of Great Customer Service Managers**

Customers are the lifeblood of any business, and how you value your customers will ultimately determine the level of success you'll achieve. Fail in customer satisfaction, and you'll be on the sure path to doom. As a service manager, the pertinent

question lies in how you can continuously provide excellent customer service to build a loyal customer base. There are a couple of habits you should cultivate in your team.

**1. Attitude Says A Lot**  
Customers are human

beings, and they want to feel valued. Portraying the right attitude during customer interaction goes a long way in building positive rapport with your customer base, particularly for first-time customers. Remember, you only have one chance to make a

great first impression, so make it worthwhile. The right attitude not only attracts customers but also retains them.

## **2. Be Prompt in Your Responses**

Time is a precious resource that people cherish. The last thing customers want is being forced to wait for prolonged periods without a response from your end. Small queries shouldn't take days on end to solve. That being said, there are more complex issues that might take significantly longer to resolve, and it's important to let your customers know how long they'll have to wait.

## **3. Introduce Self-Service Avenues**

Most customers try to seek solutions personally before reaching out to a business representative. Today, more customers want the ability to solve an issue on their own. Self-service avenues are accessible and affordable channels where customers can easily obtain solutions.

One of the best approaches is to create a Frequently Asked Questions (FAQs) section

on your website or app where customers can access helpful information.

## **4. Understand Your Product or Service**

It is fundamental for your customer service team to have a deep understanding of what your business offers. Often, customer service involves various inquiries and troubleshooting. Addressing an issue or complaint requires an in-depth comprehension of the product's or service's features. Sometimes multiple customers will bombard you with a wide array of questions, and your team should be in a position to offer satisfactory answers.

## **5. Listen to Customer Feedback**

There's a famous adage coined by Harry Gordon Selfridge, "The customer is always right." Customers know what they want and will communicate their satisfaction or complaints. Listening to customer feedback is an excellent information resource and uncovers the aspects of your business that need a bit of tweaking.

Paying attention to your

customers could also help to come up with tailor-made products or services specific to your customers' needs.

## **Managing Your Customer Service Teams**

A team is only as good as its members, and the same goes for customer service. Having an assembly of competent and knowledgeable staff makes all the difference between good and great customer service. News of sub-standard customer service travels fast, and you'll therefore, want to manage your customer service team properly for optimal results. There are a few ways to achieve that.

## **Continually Build Trust**

Employee trust isn't something that's achieved overnight. It takes time to build stable foundations of trust within your customer service team. Actively engage members of your team on how the business can improve customer service delivery. Additionally, anchor your team in values such as transparency, honesty, and accountability to guide them in quality service delivery.

## Look for Employees with Motivation

Competency isn't the only prerequisite when hiring a customer service representative. You need a team with the right attitude and charisma. Look for individuals with an innate desire to satisfy your customer's needs and people willing to go the extra mile for the sake of customer satisfaction.

## Empower Your Team

Employee empowerment is a culture that must be nurtured continually. You can do so by setting boundaries within

which your team can act without micro-managing them. Give everyone the necessary tools and resources to implement their roles and offer constructive feedback. Additionally, have an open mind on employee input and involve your team in the decision-making process.

## Cohesiveness is Key

Working together creates a familial feeling within your team. As members of your team interact and bounce ideas off each other, they build cohesion within the group. Having a well-gelled customer

service team ensures everyone reads from the script and, therefore, delivers consistent results.

In Conclusion  
Customer service is the bridge that links customers to your business. It is, therefore, paramount to understand how to effectively engage with your customers. When your customers feel valued, they'll always reciprocate that feeling with loyalty. In today's competitive world, excellent customer service could be the difference between business success and failure - make yours count.

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# 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.

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# Social Media Post Ideas

Having trouble finding things to post about? Use this list of ideas to get the creative juices flowing.

## Cross Promote

- Promote a Chamber
- Promote a Customer
- Promote a Local Business

## Promoting Yourself

- Product or Service Feature
- Free Download
- New Blog Post
- A Testimonial
- Promote Your Newsletter
- Run a Special
- Run a Contest

## Show Gratitude

- Thank a Customer
- Thank your Followers
- Thank a Employee
- Thank a Vendor

## Be The Industry Expert

- Share an Industry Article / Video
- Answer a Frequent Question
- Provide Tips
- Share Common Mistakes
- How-to Video
- Post an Infographic

## Show the Human Side

- Feature a Team Member
- Birthdays / Anniversaries
- Sports Team Loyalty
- Family Pets
- Fun Facts
- Holiday Celebrations
- Inspirational Quotes
- Show Company Culture
- Hobby or Passions
- Team Building

## Events / Timely Topics

- Holidays
- National Days / Weeks / Month
- Trending News Topic
- Historic Milestones
- Tradeshow Photos
- Viral Video

## Photos & Videos

- Short Video Clip
- Before & After Photos
- Demonstration Video
- Funny Meme
- Tik Tok Video
- Sneak Peeks
- Unboxing Video
- Behind the Scenes
- Friendly "Selfie"
- Podcast

## Interactive Posts

- Take a Poll
- Fill In The Blanks
- Would you rather...
- This or That
- If you could...
- Ask for Predictions
- Request Feedback

*Important: Only 20% of your posts should be self-promoting*



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