

# **M** LOCAL BUSINESS **MARKETING**

*The Marketing Guide for Local Business Owners*

November 2022

*7 Smart Practices  
for Building a High-  
Performance Team*

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*Nine Email Marketing  
Strategies to Increase  
Customer Loyalty*

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*7 Tips for  
Handling  
Rude  
Customers*

**5 Ways to Make  
Your Photos  
Stand Out on  
Social Media**

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*How to Grow  
Your Email List*



**Infographic:  
E-Commerce  
Statistics in 2022**

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# LOCAL BUSINESS MARKETING

Welcome!

Like it or not, the holiday season is here. 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 aren't already using Email Marketing as part of your holiday strategy, we strongly recommend looking into it. Used correctly, Email Marketing can work well for local businesses - helping you capture your share of the seasonal spending.

We really believe you'll enjoy the information in this month's issue.

If you're not already receiving this magazine regularly, we suggest you add your email to our subscriber list.

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. We welcome any comments or questions you might have, as well as the opportunity to explain how we've been able to help businesses just like yours.

Alyssa Engle  
*Marketing Specialist*  
LMS Solutions, Inc.

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# A Little About Us

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# Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

## November

COPD Awareness Month  
American Diabetes Month  
Veterans & Military Families Month  
Adopt A Senior Pet Month  
National Adoption Awareness Month  
Native American Heritage Month  
Epilepsy Awareness Month  
Alzheimer's Disease 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

1st - World Vegan Day  
1st - Author's Day  
1st - Cinnamon Day  
1st - Day of the Dead  
2nd - Stress Awareness Day

2nd - All Souls' Day  
3rd - International Stout Day  
4th - Candy Day  
5th - American Football Day  
6th - Nachos Day  
6th - Daylight Saving Time Ends  
10th - Marine Corps Birthday  
11th - Sundae Day  
13th - World Kindness Day  
14th - Pickle Day  
14th - World Diabetes Day  
15th - Recycling Day  
15th - Entrepreneur's Day  
16th - Fast Food Day  
17th - Hiking Day  
18th - Apple Cider Day  
18th - Mickey Mouse's Birthday  
19th - Women's Entrepreneurship Day  
19th - National Adoption Day  
26th - Cake Day  
28th - French Toast Day

## December

International AIDS Awareness Month  
Impaired Driving Prevention Month  
Write A Business Plan Month  
Universal Human Rights Month  
Worldwide Food Service Safety Month

December 18th to 26th - Hanukkah  
December 24th - Christmas Eve  
December 25th - Christmas  
December 26th to January 1st - Kwanzaa

1st - Christmas Lights Day  
2nd - Mutt Day  
2nd - World Pollution Prevention Day  
2nd - Special Education Day  
3rd - International Day of Persons With Disabilities  
4th - Cookie Day  
5th - International Volunteer Day  
6th - Walt Disney Day  
9th - Pastry Day  
9th - Christmas Card Day  
10th - Lager Day

10th - Salesperson Day  
11th - App Day  
12th - Universal Health Coverage Day  
12th - Gingerbread House Day  
14th - Free Shipping Day  
15th - Cupcake Day  
15th - National Re-Gifting Day  
16th - Chocolate Covered Anything Day  
17th - Maple Syrup Day  
17th - Ugly Christmas Sweater Day  
18th - Answer The Phone Like Buddy The Elf Day  
19th - Hard Candy Day  
21st - Crossword Puzzle Day  
21st - Humbug Day  
21st - Winter Solstice  
23rd - Christmas Movie Marathon Day  
25th - Pumpkin Pie Day  
26th - Day of Goodwill  
27th - Fruitcake Day  
28th - Chocolate Candy Day  
31st - New Year's Eve



## 5 Ways to Make Your Photos Stand Out on Social Media

Great photos catch the eye, engage, and sell products. Whether you're promoting travel or selling clothes, you need beautiful imagery that makes people want to click on your photos and share them with their friends.

Standout photography helps establish brand identity and makes it easier for consumers to understand what your products are about. Are your images up to par? Here are some tips for taking professional-looking photos that will make your images stand out.

## 1. Be consistent with your editing approach.

No matter where you get your photos, they should have a similar look and feel for consistency. Use the same editing style for all your images to make it easier for people to recognize and appreciate your brand identity. If you use bright colors in one photo but a more muted palette in another, it may confuse viewers who are trying to get a sense of what kind of business you are.

Think about what your brand represents. Are warm colors and temperatures more appropriate, or would cooler tones better convey the mood you're trying to create for your brand?

When deciding on an editing style, it should make sense for the image itself and should fit with the rest of your content. For example, if someone sees a photo professionally edited on Instagram and then sees an unedited version elsewhere (like when they check your website), it could confuse them.



## 2. Don't over-edit your photographs.

One of the most common mistakes social media posters make is over-editing their photos. The result can be a photo that looks too fake or unnatural. It's easy to overdo the filters and make your photos look "otherworldly," and that's unlikely to engage people unless it fits with your brand.

If you want to add color or lighten up your photo without making it look like a caricature, use selective editing tools instead of an entire filter or effect. For example, if you took pictures at night with only candlelight as your source of light, don't use the "dark room" option on Instagram when posting those pictures. Instead, use their "color toning" tool, which allows you to choose between warmer tones (yellow) or cooler ones (blue). Err on the side of under-editing to keep the look more realistic.

## 3. Incorporate text into your images, but don't go overboard.

You can add text to an image to convey a point. The text can be in words, phrases, or even just a single word but be judicious. If you have too much text in your image, it will distract from the main point of the photo. Keep it short and simple, so people can easily read what you are trying to say.

A good rule of thumb is no more than four lines of copy per image (one line for each letter). This works because most mobile devices don't show more than two lines at a time before automatically scrolling down for more content. Try using contrasting fonts within an image. This will help draw attention toward them, as well as provide some visual interest for viewers.

## 4. Your image choices should reflect your brand

Your photography should reflect what a consumer can expect from your brand. It should have the same look and feel as the rest of your content

and be consistent with the design elements of your brand. For example, if you're a fashion brand, bright colors are probably more appropriate than dark tones.

Your photography should also appeal to your audience and stand out from other images in the feed. Think about how you would like to see an image on social media before posting it. You don't want to end up with boring or low-quality pictures that don't grab anyone's attention!

Finally, make sure each image is unique and interesting, so people will want to click through (and possibly share them).

### **5. If possible, take your own photos**

There are many stock photo sites, both free and paid, where you can get images, but they're often overused. If possible, snap your own photos so you have unique images to display. If you don't use your own photography, edit stock photos to make them more unique, but keep the editing consistent from photo to photo.

Also, when you take a photo, you have control over what's in it. You can be sure there aren't logos on the wall or people in the background who shouldn't be there. You can also ensure the focus is right and your pictures are well lit.

If you use a stock image, you lose this control. It might be impossible to find an image that doesn't have something wrong with it -- whether it's a logo or a person who shouldn't be in the shot.

Even if you can find one, there's no guarantee it won't get taken down by the owner of the photo because they don't want their images used by others without their permission. You also avoid copyright issues by taking your own images.

If you want to stand out on social media, ensure your brand's visual identity aligns with how consumers see it. It's also important not to get too caught up in any one trend or perspective. It's important that your photography reflects your brand. Keep an eye out for what works best for your company and use those guidelines as your guide.

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## 7 Smart Practices for Building a High-Performance Team

Building a team is hard work, but the payoff of doing so is immense. When you build a high-performance team, you have a group of people invested in the success of your business and who you can rely on for advice or assistance when needed. This kind of synergy leads to better results, greater satisfaction at work, and a more enjoyable experience.

Managers know that teams are more productive, innovative, and creative than individuals, but building a high-performance team is challenging. So how can you build a team that will drive your business forward? Let's look at some effective strategies for doing so.

### **1. Identify your team's key needs and goals**

First things first. When building a high-performance team, identify the key needs and goals for your team. A goal should be specific, so you know what you and your team are working toward. It should also be measurable so that your team knows when they've reached their target.

A good goal is also achievable. If it seems too easy or too hard to achieve with the resources available, there will be no reason for your team members to believe they'll succeed. Goals should also be realistic. If it seems impossible from where you sit today, ask how much work needs to be done to get there. Finally, a smart goal has an end date -- you need something tangible for

people on your team to focus on reaching this point within a reasonable amount of time.

Keep these things in mind when determining goals for your organization and ensure those goals are well-defined. Skills and experience are one consideration but not the only ones. Consider other factors when selecting team members: motivation, personality traits (such as optimism), willingness to work together and learn new things -- even curiosity or interest in trying new things.

### **2. Make sure you have all the skills your team needs**

As the leader of a team, you are responsible for hiring the best people. This means not only finding individuals who have the skills to do the job, but also ensuring there are diverse perspectives and opinions. One way to accomplish this is to hire people from an underrepresented group (e.g., women, minorities) or someone with a different background than your other employees (e.g., if most of your leadership team went to Harvard

Business School but one person didn't). Diversity is important for teams because it introduces new ideas.

Training is also important so that new members feel comfortable in their roles and know how to contribute. That said, it's important not to micromanage every employee. Give your staff room to grow into their roles as they learn more about what they need to do at each stage. Don't expect them to hit targets immediately.

### **3. Commit to and foster teamwork**

Commit to teamwork. A team is not a group of people who just happen to work together. It is a group of unique people who are committed to working together toward a common goal, a shared vision. When everyone on your team has this same goal and works together to achieve it, the result will be success. If one person isn't pulling their weight or working toward the same goal as everyone else, the entire team suffers.

This kind of commitment and willingness to work together doesn't happen

overnight. You'll need to establish trust with your colleagues, so they know you are someone they can count on when things get tough or when there's an emergency.

#### **4. Listen, listen, and listen some more**

Listening is an essential skill for leaders. To build a strong team, you need to learn how to be a better listener. To truly listen, you must understand the meaning behind what someone is saying and their underlying emotions. When someone speaks to you about a problem or concern, pay attention not only to what they say but also to how they say it. What words do they emphasize? What emotion do the inflections in their voice imply? Understand the context behind others' words, so you can understand potential problems early and keep the team on track.

#### **5. Use positive reinforcement to build confidence**

When someone on the team does something well, recognize it. A simple "thank you" or "good job" goes a long way toward motivating team members

to repeat the behavior. Use positive reinforcement sparingly, though -- you don't want it to seem like you're handing out candy whenever someone sneezes in the office. You also don't want people to expect praise every time they do something right.

If you overdo the compliments or praise, people will feel like they need constant validation before they can do anything. This makes them less capable of working independently without positive reinforcement.

#### **6. Encourage everyone to try new things, even if they fail**

The more a person tries new approaches and explores new ideas, the more valuable their contributions become. The only way to get better at something is to do it often and fail along the way. That's why it's important not to discourage team members from trying new things or failing early in their careers. It can still lead to success later. Encouraging people to try new things also helps foster an environment where learning can happen organically without fear or judgment.

#### **7. Ask for feedback and find ways to incorporate what you learn into your leadership style**

Asking for feedback from the team is always a good idea, but it's especially important when building a high-performance team. Ask for feedback regularly, such as once a month. And don't be afraid to change your leadership style when people give you constructive criticism. If someone says, "You are hard on us sometimes" or "Your standards are too high," take that comment seriously and adjust appropriately. Be open to and ready to learn from feedback.

When you put in the hard work of building a team, everyone benefits. Employees are happier and more productive. Customers are satisfied because they get better service, and your company is more profitable. It all starts with finding people who share your vision and values. When the right people come together with common goals in mind, they can accomplish far more than any individual could on his or her own. That's the power of teams. Are you ready to build one?

# Nine Email Marketing Strategies to Increase Customer Loyalty



Whatever industry you're in, a loyal customer is a huge asset to your business. As well as being more likely to keep buying your products or services, they're also more likely to spread the word about your company. With the right approach to email marketing, you can build a more loyal customer base and also consistently attract new customers.

According to a report from the Customer Service Institute on customer retention, 65 percent of a company's business comes from existing customers (1). This is why it's crucial to focus on the needs of your existing email subscribers when crafting email content.

Here are nine email marketing strategies to strengthen customer loyalty and keep subscribers engaged with your brand.

### **Reward Loyalty Over Time**

One of the most effective ways to increase customer loyalty is to deliver special offers that increase in value over time. Whether it's through discounts or points-based rewards,

loyalty programs that reward customers for repeat purchases can be highly effective.

According to the 2019 iVend Retail "Global Shopper Trends Report," 58.7 percent of consumers said that earning rewards or loyalty points was the shopping experience they valued the most (2).

Consider setting up a loyalty program for email subscribers, giving them



access to special discounts, coupon codes, and other exclusive offers.

### **Promote Other Online Channels**

With an increasing number of consumers interacting with brands via social media, it's important to use email messages to promote your other online channels. As well

as promoting your social media pages, remember to provide links to your website and blog.

Giving subscribers more opportunities to connect with your brand is a simple way to keep customers in the loop and also build brand awareness. To strengthen your credibility, remember to keep your branding and messaging consistent across all channels.

### **Listen and React to Feedback**

Unfortunately, some businesses fall short when it comes to delivering content and experiences that customers actually want. This is why it's essential to constantly listen to customers -- not only to learn why loyal

customers remain loyal, but also to learn what people don't like about your brand. When people know you're listening to their concerns, they're more likely to stick around.

However, it's not enough to show that you're listening. When you gather feedback through email surveys, let people know what you've learned and what

you're going to do to make things better. This will show that you value customer feedback and help you create more powerful email copy.

## **Build Trust by Sharing Your Values**

More than ever before, consumers care about where they spend their money. In such a competitive marketplace, being clear about where your company stands on social issues is a powerful way to attract and retain customers. A study by consultancy firm Wunderman revealed that 89 percent of consumers stay loyal to brands that share their values (3).

To build trust and help your business stand out, use email messages to reinforce your brand's values. What's important to you and your employees? You should start highlighting your brand's values in welcome emails, but don't forget to communicate these values in subsequent email campaigns.

## **Plan Regular Promotions**

While it's important to use major holidays to offer sales and discounts, using

lesser-known holidays throughout the year can help your business stand out in email inboxes. According to one source, 75 percent of consumers said that they search their inboxes just to look for discounts (4). To make sure you take advantage of key dates and holidays throughout the year, set up a content calendar to organize and track your email promotions.

## **Send More Personalized Emails**

According to Google, 61 percent of people expect brands to deliver personalized experiences based on their preferences (5). With this in mind, email is one of the most effective marketing channels to deliver personalized messages. By including recipients' names in emails and segmenting your email list into groups based on specific criteria, you can deliver more relevant and personalized content that is more likely to resonate with subscribers.

Most email marketing tools allow you to segment your list based on demographics, purchase behavior, interests, and more. If you haven't collected

enough information about subscribers from email signup forms, you can send out additional forms to collect extra information. Alternatively, use email surveys, or direct subscribers to an email preference center page. Collecting the right data allows you to send highly personalized emails, such as signup anniversary or birthday emails.

## **Give Subscribers More Control**

Even if you haven't worked out the best send times and email send frequencies from analyzing data, you can still turn to your audience for answers. Simply send an email asking users to update their email preferences, either by including a form in the email or inserting a link to an email preference center page.

When you give people more control over the quantity, type, and frequency of emails they receive, they're more likely to remain on your list and engage with your brand for longer.

## **Regularly Provide Helpful Information**

While sales emails are important for growing

your business, product guides, how-to content, expert advice, and other educational content should play a key part in any email marketing strategy. If you just bombard subscribers with irrelevant messages or constant sales emails, they'll soon get annoyed, which will only damage your credibility and increase unsubscribe rates. Customers are more likely to stick with your brand if you regularly provide helpful, interesting, and inspiring content.

### **Send Email Reminders**

If customers have discount codes or gift vouchers that haven't been redeemed, they'll usually appreciate a gentle reminder, especially if the expiration date is near. As well as showing customers you value them, these types of email also

remind customers about your business. Most email marketing platforms allow you to set up automated email reminders that can be sent at predetermined times.

It's also a good idea to occasionally remind subscribers why they joined your list in the first place. This is especially important when it comes to re-engaging inactive subscribers. Using tools offered by your email service provider, you can identify inactive subscribers and create an email campaign targeting this specific segment of your audience.

Remind them of your business, highlight the value of your products and services, and include a special offer to boost engagement.

## **Grow Your Business by Building Customer Loyalty**

With so many businesses competing for attention, consumers have more choices than ever before. As a result, they will only stay loyal to brands that provide great customer experiences. While building customer loyalty is an ongoing challenge, email marketing continues to be one of the most effective ways to engage prospects and reward existing customers.

By using the above email marketing techniques alongside other digital marketing strategies, you can build your brand's reputation, ensure more customers continue to engage with your business, and hopefully stay one step ahead of your competitors.

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## 7 Tips for Handling Rude Customers

If you've been in business for a while, you've probably dealt with more than a few rude customers. For many people, dealing with rude customers is one of the most stressful parts of their job.

Handling rude customers is not just a problem for customer service reps. It's also a major issue for managers and business owners who want to maintain good customer relationships.

The good news is that there are plenty of ways to deal effectively with rude customers and even turn them into happy customers in the process.

### **Be friendly and professional.**

No matter how rude a customer is, avoid being rude back. Instead, demonstrate good listening skills and willingness to help resolve the problem. Those who can't do this will have a hard time working with the public. Be patient, kind, and calm. You may be dealing with a customer who is tired from their journey, frustrated by having their expectations unmet,

or just feeling negative because they have their own issues unrelated to anything you've done or said. Remember that customers have bad days, just like we all do. Don't take it personally when someone is rude to you. Rather than becoming angry in response, try showing kindness and compassion toward that person without compromising your ability to be professional.

### **Don't let their rudeness get to you.**

In the face of a rude customer, you can choose to look at the situation in one of two ways. You could see it as a personal attack on your character or treat it like what it is: just another case of someone needing help. If you take the former approach, you'll be aggravated and angry every time this happens to you, but if you take the latter approach, your day will go much smoother.

Remind yourself that you are the professional and they are not. In other words, they aren't qualified to critique how you do your job. When someone has a bad day and takes it out on others around them (and let's face it:

when people are irate with others at work, it's usually because something bad happened in their personal life), don't let them make their problems yours.

Instead of letting their rudeness get to you personally, turn things around by seeing how far your positivity can stretch!

### **Set boundaries for yourself.**

When choosing to set boundaries with a rude customer, it's important that you stick to your decision. That doesn't mean being rude back, just clear and firm.

It's also helpful not to feel responsible for the customer's behavior. You are not a mind reader and cannot predict or control their behavior. Sometimes customers don't even know they're being rude, or they're just having a bad day. It's up to them to manage their stress level appropriately and focus on what is essential for the situation at hand, which is resolving whatever issue brought them into contact with you in the first place. Everyone should be aware that managing interactions with



others in a professional environment is part of having a job.

### **Check with coworkers about handling rude customers.**

When you're dealing with a rude customer, always remember: You are not alone. You can ask for help from other coworkers in your department, especially if they have more experience. If you don't know how to handle a situation, it helps to get advice and tips from people who've dealt with a similar situation before. Just be sure not to give away too much

information about the customer if you're going to talk to other people about it--or avoid gossip altogether by asking them for advice on how to approach the specific interaction in question.

### **Don't talk about the customer with other customers.**

There is usually a company policy against badmouthing customers. In practice, however, it's a slippery slope when one customer is rude to you or others in the workplace. It can be cathartic to vent and get things off your chest. If anything, it's a

time-honored tradition in the service industry to talk badly about people who have been disrespectful or unpleasant. The problem? What if those customers come back?

This is the reason employees should never discuss customers among themselves with other customers within earshot--and why retail settings are usually designed with designated break areas for precisely this purpose, so that employees can let off steam away from their workstations without worrying about being overheard by customers.

Likewise, when checking out clients at the front end of a store and disposing of their receipts (which may contain personal information), make sure sensitive data is immediately discarded into secure garbage cans or shredded on-site and not left lying around for anyone else to see.

### **Remind yourself that you're doing your job to the best of your ability.**

It's easy to take a rude customer's comments personally, especially if they're saying something deeply offensive. But remember, you are doing your job as best you can, and the customer is being unreasonable. If you are particularly upset about the customer's comments, it might help to take a short break so that you can cool down before talking to them again. Return to the situation when you feel calmer and in control.

### **If you're having trouble dealing with a rude customer and need a break, try this three-step plan:**

Step 1: Remove yourself from the situation until your emotions settle. Take

a minute in a back room or bathroom, if necessary, but take time to calm down before returning to the customer. Avoid taking their comments personally. Remember, they are trying to be difficult because something has upset them (or because they are just rude).

Step 2: Return when you're ready (try not to take too long--waiting will likely make the customer angrier). Approach the situation with renewed energy and focus on resolving whatever issue is at hand for this person as quickly as possible, so that you can move on from it. While remaining firm in your boundaries, attempt to find out what has upset this person so much and what would help remedy the situation for them.

Step 3: If there's nothing more you can do than apologize (if appropriate), then don't worry about it! Apologize and move on, referring the customer to someone who is able to help them if possible. Sometimes all you can do is your best.

When you're working closely with people, customer service or

otherwise, it's inevitable that someone will be rude to you, and the things they say may hurt. The stress of running into such a customer and dealing with them can cause your whole day to feel ruined.

However, keeping a cool head and keeping the interaction brief and under control is key to maintaining professional relationships with customers. If you still need more motivation, remember that by keeping your cool and remaining calm, you can stay positive and help ensure everyone else around you has a better experience at work too.

Also remember that if you are a store owner or manager, there is an additional responsibility on your shoulders: dealing with rude customers is often harder when you have employees who look to you for guidance. Your actions set an example for others. Letting customers get under your skin makes it harder for other employees to stand up for themselves when they encounter rudeness from customers.



## How to Grow Your Email List

Businesses have been using email lists since the time of the dinosaurs. Perhaps not for that long, but email marketing is a tried-and-true method of increasing revenue by providing your customers with valuable information that helps them meet their goals. The key is to get your new customers to subscribe, sign up, and join your mailing list -- which is easier said than done.

### **New trends in digital marketing**

Because of recent social media developments,

creating your own list is more important than ever. For digital marketers, the decreasing effectiveness of organic reach on platforms such as Facebook, Twitter, and Instagram is especially concerning. The number of people who see and interact with a company's content without the use of paid distribution is referred to as organic reach. Paid reach is the use of advertisements and promotions to increase traffic to your website.

Even if you have thousands of "likes" and "followers" on these platforms, your new

posts will only reach a small proportion of them. Big Tech's tentacle-like algorithms are constantly groping for more and more money, which means you'll soon be paying for every eyeball that sees your posts.

In contrast, emailing your own list puts you in command. Instead of being content with the crumbs Big Tech throws at you, your post will reach the intended audience. This audience is familiar with you and is interested in what you have to say. A typical email campaign has a click-through rate of

40%, which is a lot of bang for your buck.

Another critical point: You own your contact list. What do you have with a big tech platform? You're just a meager tenant working from a rented space on their property. What if the site goes dim? What if you're kicked off the site? What if they decide to raise the rent? Say sayonara to all the hard work and community you've built with your blood, sweat, and years—you've got nothing.

### **Some ideas on how to grow your list**

With that said, building a great email list is critical for your business. It's so important, in fact, that when you get a new shiny customer, your first thought should be, "How do I get this guy on my

list?" Here are a few ideas for how to do it without being too pushy.

### **Email magnets**

No, we're not talking about the cute little deals that cling to your refrigerator, but rather videos and eBooks written with your knowledge of how to help your customers succeed. You have the knowledge and understand the issues that your customers face, so with a little time, you can create one of these packets and give the video or eBook to those who sign up for your list for free.

Writing an e-book or video script can be very rewarding for a business owner. The process simplifies your information (selling points) and is an excellent way to identify potential problems and

opportunities.

### **Online contests**

Who doesn't like the chance to win free stuff? A contest in which clients can win prizes through a random drawing in exchange for joining your email list is an excellent way to increase your contact base. Make sure the prize is appealing enough to attract a large crowd. Perhaps your company's products and services would be appreciated as a free prize, or maybe a seasonal themed giveaway (free smoked turkey for Thanksgiving or chocolates for Valentine's Day) would work well, too.

### **Complimentary advice (consultation) or follow-up service**

Giving new customers free advice or consultation is a great way to get them to sign up for your email list. Most people are hungry for sound advice and having someone check in to ensure that the product or service sold is working properly is always appreciated. Offering a free consultation or checkup a few months after a sale is usually a good time frame, and this



extra service is free with your email sign-up.

## **Special Savings**

A promise to provide exclusive savings, coupons, and sales via email campaigns is a good way to entice customers to join your mailing list. Saving money and the exclusivity of the list are powerful inducements for people to join, and it's also a good way to segment the list by asking people what kinds of offers they are most interested in. A segmented list allows you to tailor your offers and receive a much higher response rate from contacts.

## **Program for Referral**

Provide a referral bonus to clients who provide contact information when signing up for email. This is not only a good way to get people on your list, but it also helps with marketing.

## **Free clipping service**

If your customers sign up for email, you can give them a free clipping service. Joining a clipping service is simple, and for a small fee, they will send you stories and articles

relevant to your (and your client's) interest. Your clients will look forward to your emails because they will have interesting things happening in the industry. This demonstrates your dedication to your clients' goals and your awareness of trends and events that may have an impact on their businesses.

## **Give back to the community**

Pick a popular charity to fund with dollars from sales, and then keep your clients updated on new developments with the campaign. Even better is to have a specific person or family you are helping in the community to give the campaign a real human dimension. Perhaps select a family in the community who is struggling and needs help or a local kid who needs help with funding for college. Tell your clients you want to keep them updated on the progress with emails so they will sign up.

## **Feature your employees**

Start a series of monthly email articles to get to your employees. Tell about their backgrounds, hometowns, hobbies,

interests, and dreams. Get clients to sign up for our email list to get this feature.

## **Adopt an office dog or cat**

Adopt a dog or cat for the office and keep clients updated on what's going on with the office pet. Have people sign up to get email updates on the new office pet.

## **Fiver Fridays**

Every Friday, choose one of your clients to win a special benefit from a unique service on Fiver.com. Fiver has an unusual section where freelancers will do unusual things for \$5. An example: For \$5, one guy will go to the Grand Canyon and video himself shouting your name or your company name and slogan into the canyon. Clients have to get on the list to get this opportunity.

If you haven't considered building an email list, now is a great time to start. Using the strategies outlined above, you can easily sign up both current and new clients. Email marketing adds significant value to your company, so start building your list today.



# 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, and 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. 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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# E-COMMERCE STATISTICS



# IN 2022

## E-COMMERCE MARKET SIZE

- There are 2.14 billion digital buyers, making up 27% of the world's population.
- E-Commerce sales amount to \$4.9 trillion.
- The demand for online shopping has doubled since COVID-19. In 2022, global e-commerce sales are estimated to total \$5.5 trillion.
- In 2025, worldwide e-commerce sales are projected to top \$7.4 trillion, overtaking in-store sales.



## E-COMMERCE CUSTOMER BEHAVIORS



- 55% of customers purchase through social media
- 59% of customer research on Google before purchasing
- 45% of transactions are made by digital wallets
- 75% of people shop online at least once a month
- 75% of people switch brands for a better loyalty program
- 88% of customers consider authenticity the most important factor

## TOP E-COMMERCE THINGS

- Top 3 E-Commerce Products: 69% Tech Items, 67% Books, 63% Clothes
- Top 3 Platform Users: 35% WooCommerce, 14% Squarespace, 10% Shopify
- Top 3 Players by Revenue in Billions: Amazon \$386, JD.com \$114, Alibaba \$71
- Top 3 Devices for Online Shopping: 56% Smartphones, 28% Desktops/Laptops, 16% Tablets
- Top 3 Social Media for Product Research: 77% Facebook, 26% Twitter, 22% LinkedIn



A man with glasses and a beard, wearing a dark blue shirt, and a woman with dark hair, wearing a red shirt and a white apron, are sitting at a wooden counter in a cafe. The man is smiling and looking towards the camera. The woman is also smiling and looking towards the camera. On the counter in front of them are several white coffee mugs and a tablet computer. In the background, there are shelves with various items, including coffee bags and mugs. The text "LOCAL MARKETING" is overlaid in large white letters on the image.

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