

M LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

September 2019

6 Proven Strategies to Boost YouTube Subscribers

Top 8 Ways to Boost Your Instagram Engagement Rates

5 Ideas to Help Your Business Manage a Social Media Crisis

Infographic:
Social Media
Images 2019 Size
Guide

20 Twitter Content Ideas to Boost Visibility and Keep Your Followers Happy

4 Ways Active Blogging Boosts SEO



FREE!

Proudly Provided by LMS Solutions Inc

Greetings!

Thank you for reading our September issue. As always, we hope you find this month's issue full of interesting articles, and more importantly, that you are able to immediately apply some of our tips, and that they help you grow your business.

This month, you'll find a good variety of articles covering many topics that are important to business owners including Twitter, Blogging and Instagram.

New versions of our popular Marketing Calendar and Infographic are also included.

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.

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.

To Your Success!

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 20 Twitter Content Ideas to Boost Visibility and Keep Your Followers Happy
- 8 5 Ideas to Help Your Business Manage a Social Media Crisis
- 11 6 Proven Strategies to Boost YouTube Subscribers
- 15 Top 8 Ways to Boost Your Instagram Engagement Rates
- 20 4 Ways Active Blogging Boosts SEO
- 22 Fun Facts
- 23 Infographic - Social Media Images 2019 Size Guide

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



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.

September

National Guide Dog Month
Hispanic Heritage Month
Baby Safety Month
Self Improvement Month
Shameless Promotion Month

Sep 2 - Labor Day (U.S.)
Sep 11 - Patriot Day (U.S.)

4th - Wildlife Day
5th - Cheese Pizza Day
6th - Read A Book Day
7th - Beard Day
8th - Hug Your Hound Day
8th - Grandparent's Day
9th - Teddy Bear Day
12th - Video Games Day
12th - Chocolate Milkshake Day
13th - Scooby-Doo Day
14th - Eat a Hoagie Day
15th - Citizenship Day

16th - Wife Appreciation Day
18th - Cheeseburger Day
19th - Talk Like A Pirate Day
21st - Puppy Mill Awareness Day
21st - Thank a Police Officer Day
21st - Big Whopper Liar Day
21st - World's Alzheimer's Day
23rd - Autumnal Equinox
22nd - Ice Cream Cone Day
23rd - Family Day
25th - Comic Book Day
25th - One Hit Wonder Day
26th - Pancake Day
27th - Chocolate Milk Day
27th - Google's Birthday
28th - Batman Day
28th - Drink Beer Day
28th - Good Neighbor Day
29th - Coffee Day
29th - VFW Day

October

Adopt A Dog Month
Breast Cancer Awareness Month
Bullying Prevention Month
Car Care Month
Dental Hygiene Month
Domestic Violence Awareness Month
Emotional Wellness Month
National Pizza Month

Oct 14 - Columbus Day (U.S.)
Oct 31 - Halloween

1st - Homemade Cookies Day
1st - Willy Wonka Day
2nd - Peanuts Day (Snoopy)
3rd - Techies Day
4th - Taco Day
4th - Vodka Day
4th - World Pet's Day
5th - Do Something Nice Day

6th - Noodle Day
9th - Beer & Pizza Day
9th - Stop Bullying Day
13th - Train Your Brain Day
13th - Father-Daughter Day
14th - Dessert Day
14th - Spider-Man Day
15th - Grouch Day
16th - Boss's Day
17th - Pasta Day
17th - Get to Know Your Customers Day
18th - Chocolate Cupcake Day
18th - Newspaper Comic Strip Appreciation Day
25th - Frankenstein Day
26th - Make A Difference Day
27th - Mother-in-Law Day
28th - Chocolate Day
29th - Cat Day
30th - Candy Corn Day
31st - Knock-Knock Jokes Day



20 Twitter Content Ideas to Boost Visibility and Keep Your Followers Happy

Twitter remains one of the most effective social media channels to engage with consumers in real time, but coming up with new ways to interact with your audience daily can be a challenge.

If you have a Twitter account for your business, the following 20 content ideas should help to keep your Twitter feed more memorable and interesting. Use these suggestions to engage more users and grow your list of Twitter followers.

1. Extract Quotes from Long-Form Content

If you've written a long-form blog post or whitepaper, make the most of the research you've already done. Share interesting excerpts, statistics, and graphical data in a series of tweets. Include a link to the original content to drive traffic and shares.

2. Ask Questions

What do your followers like about your new

product? Who do they admire the most in public life? Whether they're brand-specific or more universal, questions create conversations and help you learn more about your audience.

3. Showcase Older Content

That blog post you posted a year ago will still be relevant to many people on Twitter. Give it a new lease on life by sharing a key fact from the article and linking to the post.

4. Post More Visual Content

According to Twitter research, people are three times more likely to engage with visual content on the platform (1). Post more images, videos, and GIFs to stand out in the Twitter feed and encourage shares.

5. Create a Long-Term Hashtag Campaign

If you have an event to promote or a common theme for your content, attach a unique hashtag to each related tweet. By using a memorable hashtag, users will be able to track your content and follow the conversation.

6. Share Something Funny

Is there something you've seen online that made you smile? Share it with your audience. It's a simple way to show the more human side to your business and build positivity around your brand.

7. Be Informative

You know your business better than anyone else, so use your Twitter account to share your knowledge. Provide exclusive tips and share interesting facts about your products or

industry.

8. Create a Twitter Poll

Twitter polls are a great way to conduct market research and find out more about the needs of your audience. Use the questions to develop content ideas and share the results with your audience.

9. Tease Future Content

Post an excerpt from an upcoming blog post or video. It's a simple way to build interest around your brand and start the conversation around a topic.

10. Join in with Trending Topics

Keep an eye on Twitter trends to see if there's a conversation you can join in with. If the topic isn't directly related to your industry, keep it light-hearted and avoid being overly promotional.

11. Profile Industry Leaders

Who are the leaders in your industry who you admire and have a large number of Twitter followers? Create a blog post that looks at their career and link to it in a

tweet. Include a relevant hashtag that is used by the industry leader on Twitter to tap into their audience.

12. Behind the Scenes

Post photos and videos of your team members and show your working environment. Reveal the everyday operation of your business and the people that make it all happen.

13. Show Your History

Tell the story of your brand by posting old photos of your business. Highlight the important moments in the history of your brand. You can use the "#ThrowbackThursday" hashtag to reach a wider audience.

14. Share Other Content

By following other Twitter accounts related to your industry, you'll have access to a regular source of industry news and opinion. Pick some of the most informative articles and share them with your audience.

15. Retweet Comments

By retweeting other followers, you're showing your audience that you take an interest in what people think. Do this

regularly and over time others will hopefully retweet you.

16. Join in with Daily Hashtags

Using a popular daily hashtag is a great way to reach a wider audience and get involved in conversations. Here are some of the most popular: #mondaymotivation, #tiptuesday, #wisdomwednesday, #thursdaythoughts, #fridayfun, #saturdayshoutout, and #selfiesunday.

17. Reply to Comments

Find positive - or negative - comments about your business and send a reply. Be honest and most people will appreciate the response. You could even post a video reply.

18. Announce a Sale or Promotion

Twitter is a great way to tell your followers about your latest deals and promotions. Don't promote too often as it can come across as spammy.

19. Celebrate Achievements and Anniversaries

It might be five years since you started your business. Perhaps your business has won a local award. Or it could simply be an employee's birthday. Whatever it is, tell everyone on Twitter about it.

20. Seasonal Content

The year is full of holidays and special occasions. Apart from Christmas, New Year's Day, Valentine's Day, and Halloween, tweet about lesser-known national days that might be relevant to your business.

Hopefully, these Twitter content ideas will help your business gain the attention it deserves. With some creativity and planning, you should be able to regularly update your Twitter feed and stand out from the competition.

The bottom line is just have fun. You don't have to be too serious on Twitter, but you do have to try to engage with others to get the best results. Don't get too hung up on what you tweet - just start tweeting. With a little effort, Twitter will become a key marketing tool and help your business grow for years to come.

NEED HELP WITH YOUR



CALL US FOR A FREE CONSULTATION (484) 893-4055



5 Ideas to Help Your Business Manage a Social Media Crisis

The news is full of examples each day of big businesses getting social media wrong. Social media is best at amplifying news. Whether your company does something good or bad, it can get widely shared and amplified. When some hapless company gets caught having posted something tactless, it can be hard for anyone to look away.

You need to ask yourself what might happen if a

bad tweet or tasteless message were to go out on one of your social media accounts. If your business is active on social media, you should have a plan in place for what do.

Have a social media policy in place

Every company should have a thorough social media policy documented. Your policy should help your employees understand what they are

allowed to post, and what they should never think of posting. When you have a policy in place, you aren't at as much risk of getting caught in a bad social media situation.

Become aware of crises early

You should make use of social monitoring tools to become aware of negative mentions of your business on social media. You should have someone in

charge of social listening. Should there be a sudden increase in the number of mentions that your company gets on social media at any point, they can pay attention, and decide to take action.

Create a crisis plan

Prompt action is key to managing a social media problem. Ideally, your response should go out within the hour. It's important to establish a crisis plan before you actually need it. Your plan should include information on the following:

- Specify how everyone in your company will internally communicate about the occurrence.
- Define what constitutes a crisis and sets it apart from just a situation that may just involve a couple of unhappy customers.
- Create an approval system for what goes out on social media when there is a crisis.
- Put someone in charge of crisis management.

You should understand that when there is a crisis, your audience will look to you for a response. You need to be prompt responding. At the very least, you should acknowledge the problem, and let your audience know that you will respond in detail before long.

Stop all posts scheduled to go out

If you have posts scheduled to go out in advance, you should pause all of it. If there is something serious happening, it may make you look insensitive to send out posts that appear irrelevant to the occurrence.

Don't get into arguments

Public arguments are never a good idea for any business, especially in the middle of a crisis. You don't want to get caught responding defensively or in an argumentative way. It's usually best to simply say that your company will respond soon, and then to take your time to put out a mature and well-thought-out response. It's important to take the high road even if there

are people baiting you on social media.

Make sure that you don't react insensitively by blocking or deleting comments. It's also important to keep your brand's voice and persona in mind when you respond. If your company has a carefully crafted public image you want to make sure that you do nothing to damage it in the heat of the moment.

Once the problem goes away, you should slow down and think about it. Find out how it happened, what you can do to make sure that it doesn't happen again, what you could have done better in responding to the situation.

With more businesses on social media today than ever before, it's only a matter of time before every company gets caught up in a crisis of some kind. It's important to understand that you should have a plan in place, and respond quickly. The way you respond to a crisis can define your image in the mind of the public.

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

Give Us A Call!
(484) 893-4055



6 Proven Strategies to Boost YouTube Subscribers

Every day, over 1 billion hours of video is watched on YouTube worldwide, representing an enormous opportunity for content creators and marketers. However, the competition for exposure and viewer share is fierce, and there are no shortcuts to building a large, highly engaged audience. Thankfully, there are some time-tested strategies to help boost subscriber numbers and set your channel apart from the crowd, and the good news is that many of them require no investment and very little effort to set up. Below are some of the most effective strategies for building an audience and boosting your subscriber count on YouTube.

Reply to Comments

Internal data published by YouTube reveals a strong correlation between replying to viewer comments and subscriber growth, and it's no surprise why. Taking the time to interact with your audience is an easy way to set your channel apart in a sea of creators who are chasing dollars and views by pushing out content as quickly as possible with no regard for the people watching it. The sense of community and audience participation that such interactions foster can easily lead to steady, organic subscriber growth. Take the time to reply to comments on your videos whenever possible, and be aware that time is of the essence - audience engagement declines rapidly the longer you wait to get involved.

Polish Up Your Channel Description

When it comes to boosting traffic and subscribers, YouTube channel descriptions are a very useful but surprisingly underappreciated tool. Not only can you sprinkle targeted keywords throughout

the description to help your channel rank better, it also serves as one of the first impressions that prospective subscribers have of your content, which means it also provides a crucial opportunity to grab their attention. A good channel description should tell viewers exactly what your channel is about and who it is for, as well as a general overview of the topics you cover. Your description is also a great place to include a strong call to action to subscribe to your channel.

Identify Subscriber Magnets

YouTube Analytics offers a bevy of useful information for content creators, and one of the most useful things it provides is a clear-cut look at which videos are drawing the most views and subscribers. Under your Subscribers tab, simply look for the YouTube watch page and identify which of your videos brought you the most subscribers last month. This is what is known as a "subscriber magnet," and once you've identified it, the key is to get as many eyes on it as possible. Feature your

magnet content on the end screens of each new video, put them at the top of any relevant playlists, or even use it as your channel trailer so that everyone who visits your channel page is exposed to the content that is most likely to turn them into a subscriber.

Quality Over Quantity

There was a time when churning out video after video as quickly as possible was an effective strategy for building a subscriber base, but as the platform has matured and the competition has grown more intense, YouTube's algorithms--and its viewers--have come to prioritize high-quality content. Your videos need to provide real value to the audience, ideally in an engaging and entertaining way that separates you from the rest of the crowd. Videos that keep the viewer's attention result in higher watch times, which in turn means higher placement in YouTube's search rankings, so making high-quality content is the surest way to boost your visibility and draw new subscribers.

Go Long

It may go against the conventional wisdom, but several large-scale ranking factor studies have discovered a conclusive correlation between longer video length and higher search rankings. While many social media platforms are dominated by the idea of a short audience attention span, viewers are increasingly looking to YouTube for expert, in-depth commentary on the topics they are interested in. Content creators who want to stay ahead of the trends should aim to make videos that are at least ten minutes long, and when it comes to maximum length, data suggests that

30-45 minutes is a sweet spot, though even videos that push over an hour in length see surprisingly little viewer drop-off.

Promote With Your End Cards

The end cards that cap off each of your videos represent a powerful opportunity to convert viewers to subscribers, as long as you are willing to put in a bit of time and effort to format them properly. One of the best ways to hook subscribers is to get them to watch multiple videos in a row; aim to set aside a full 10 seconds for each end card, and include a "next video" card that links to another one of your videos on the

same or a similar topic. As well, don't forget to add a highly visible subscribe button directly to your end cards--if a viewer has enjoyed your content enough to watch a video all the way through, the odds are high that they can be converted to a subscriber with just a tiny marketing push.

YouTube's enormous amount of daily traffic and lengthy visitor dwell times present an enormous opportunity for dedicated and savvy content creators, but those same qualities are also what makes it so challenging to build a steady, organic subscriber base.



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

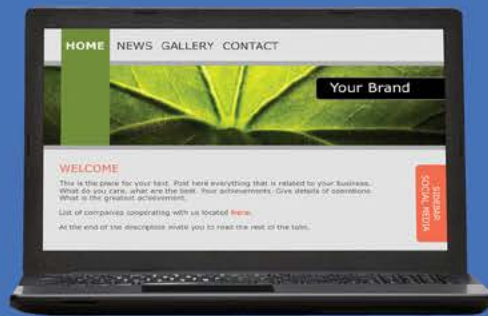


Incredible Websites

Responsive - Effective - Affordable



Desktop



Laptop



Tablet



Phone

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



Top 8 Ways to Boost Your Instagram Engagement Rates

At the end of 2018, Instagram reported over 1 billion users worldwide. That's almost 13% of the planet's population. On top of that, it's still growing. Instagram has also proven to be an efficient channel for ad generation. Case in point, by the end of 2019, it's expected to reach around \$11 billion in ad revenue. Based on these statistics, it's clear why analysts consider Instagram as the engine fueling Facebook's growth.

Instagram is still the center point of social media across a variety of markets, including beauty, food, sports, fitness, healthcare,

and travel. Considering that around 50% of all Instagram users follow a brand, more brands are adopting it as their main platform for social marketing. Also, according to Forrester, Instagram is leading the road in terms of engagement rates, reaching a level of 4.21%. That value is about ten times higher than the engagement rate of Facebook and 84 times higher than Twitter.

Despite its constant growth, Instagram implemented a variety of changes to its algorithm to fight unfair practices. The updated algorithm prevents the buying of

followers, brands from paying influencers to post negative reviews about their competitors, and "shadow banning." So, to guarantee that your organic and paid marketing strategies provide mind-blowing ROI, here's a list of the top 8 ways to boost your Instagram engagement rates.

Use the Right Hashtags

The hashtag symbol has changed the world of social media. Any online marketer acknowledges the importance of using hashtags in social posts to improve a variety of metrics. Beyond that,

considering that leading brands are using only a few hashtags in their posts, you should do the same. Also, you'll find that most hashtags on Instagram are branded. On top of that, posts, which only include one hashtag, achieve a 12.6% higher engagement rate than those without any hashtags.

Also, before you start using hashtags, consider broader ones so you'll attract a larger audience. Just don't overdo it because you may not stand out. On the other hand, if you narrow your hashtag and make it unique, you may risk not being found. So, aim for somewhere in the middle. The trick is to use nine hashtags on each post for optimum results.

Organize a Contest

Instagram contests are one of the most efficient ways to increase your account's engagement rates. It's because contests promote user-generated content. What's better is that you're offering something for free to the winning contestant, which encourages more users to

participate. It's a win-win strategy.

The most engaging contests also include hashtags. So, establish a specific and unique hashtag for your contest and track all submissions from your followers. Hashtags will also help you reach new prospects who may see posts from your contest's participants.

Distribute Across All Channels

To achieve better engagement levels, you must increase the number of your followers. The solution is simple; you should distribute your Instagram content across all other distribution channels you have. An effective social media strategy will guarantee that your followers become your clients. That's what you should be aiming for.

To increase your following, you should embed your Insta-posts via links in your email marketing strategy, refer to your Instagram profile on your blog or website, and promote your Insta-posts on other social platforms such

as Facebook, YouTube, Twitter, or Pinterest. This will generate more traffic to your Instagram business profile. Also, despite your prospects not immediately following you, at least they know about your brand, and they'll receive feeds about your business.

Add Emojis to Captions

Emojis are those small emoticons, which you usually use for messages. Brands have also started to use them in photo captions to increase engagement. Around 56% of all the profiles on Instagram include emojis because they increase engagement rates by 2.07%. That's because emojis add personality to your Insta-posts.

To reach increased engagement, you must also know how to create captivating Instagram captions. So, include a call-to-action in your captions, such as asking your followers to comment by using their preferred emoji.

Diversify Your Insta-Content

You must always adapt

your Instagram content format to meet users' expectations. If you post photos, which are almost identical but only change the shot's angle or caption, your followers will become bored. Who'd want to follow such a dull account? You can also be sure that you won't achieve any engagement.

Your best approach is to post enticing, attractive, funny, or intriguing content. Still, make sure that it aligns to your brand strategy. You can even publish edgy or controversial posts, which will grab your followers' attention. Then again, don't post anything, which might damage your brand's image and reputation.

Share Videos

Instagram started out as a photo-only social platform. Video posts, were first allowed in 2013, but had a 15-seconds restriction. Finally, after several years, videos reached a 60 seconds limit. Users are now spending more time watching and commenting on videos.

Consumers prefer video

content because it's more interactive than other post formats. That's why you'll find that videos generate more than twice the number of user comments in comparison to photo posts. Even though photos receive more likes, Instagram videos still reach an increased number of views.

Add Subtitles to Videos

Adding subtitles to videos can increase your engagement rates by a whopping 12%. You'll reach a wider audience and increase your views. On top of that, considering Facebook users view about 85% of videos with no sound, you can assume that the same happens on Instagram.

Post Photos of Faces

You're aware that you should have a consistent publishing schedule for your Instagram posts. But here's the problem. Sometimes you can reach a backlog of inspiration. So, to prevent any risk of damaging your brand's image, you should post photos with faces. According to Mashable, posts that include faces

generate a 38% higher number of likes compared to posts without any faces.

Wrap Up

Any business owner can leverage Instagram's lead generation and conversion capabilities by increasing engagement levels. You can use different tactics to reach higher engagement rates and attract more prospects on Instagram. For example, you should use the right hashtags for increased brand awareness, run different contests, and add emojis to your posts' captions.

Also, consider diversifying your posts' format to avoid the risk of boring your followers. Figure out how to capitalize on the high conversion capabilities of videos. Next, when it comes to photos, you should focus on posts with faces, which generate 38% more likes than other photos.

To help guarantee that your Instagram marketing strategy is a success, just implement the tips described in this article. You'll soon reach your goal.



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



4 Ways Active Blogging Boosts SEO

By Skylar Haas

Having a blog page on your website is extremely beneficial. More importantly than that, however, is having an active blog page. Many websites that do not have active blogs may struggle when it comes to driving in more traffic. Although it sounds like actively posting blogs is time consuming, it can be as simple as putting aside one day every month to create a new post for your site. It is important to make blogging a priority in order to increase your chances of being visited by users by obtaining better search engine results. Here are four ways active blogging boosts your search engine optimization (SEO).

1. Fresh content

Producing fresh content on your website is one of the most important steps when it comes to increasing your SEO. The easiest way to do this on your website is by posting blogs. Taking time to write even just one blog post per month can help tremendously when it comes to bringing more users to your site. Fresh content shows Google that your site is active and up to date, which in turn helps your ranking on Google's page. Blog pages are also the only page that really make sense to consistently update and change. Users may get confused or thrown off if, say, a website's

Homepage or Contact Page is constantly being changed. In order to avoid confusion, creating a blog page is the most efficient and logical way to keep your website fresh and updated.

On the other hand, if your website is not consistently producing new content, Google might think your site is inactive, thus resulting in a lower ranking on Google. This makes it harder for users to find your site. Not only that, but if a user visits a site that has not produced any new content for an extended period of time, it might give them reason to believe your site contains outdated information or is no longer active at all.

This can result in users spending much less time on your website and potentially pushes them to visit your competitors' websites. The amount of time a user spends on a website can be valuable information to Google when it comes to where your site ranks on their page.

2. Users will spend more time browsing your site

As mentioned earlier, the amount of time a user spends on your site can be important when determining how well your site ranks on Google. If a site is only visited for a short period of time, Google may have reason to think that the user did not find that particular site useful.

On the other hand, if a user spends a significant amount of time on a site, Google may conclude that the site has a lot of important and helpful information that the user was able to utilize.

Posting blogs is a great way to increase the amount of time a user spends on your website. Users want to see new blog posts if they contain helpful and insightful information that is relevant

to your business and to them. Additionally, the amount of time it takes for a user to read through a blog post can in and of itself increase the amount of time spent on your site. Along with this, if a user enjoys a blog post they read, they are more likely to go back and read older posts as well, thus increasing the time they are on your site by even more.

Another way to ensure users spend more time on your site is by including internal links in your blog posts. An internal link is something the user can click on within the blog post which takes them to a different page on your site.

If a user is reading your blogs and they are interested in them, they are more likely to click on the internal links to find out more information about the topic and how your business is relevant to that topic. This is a good way to guide your readers in the direction of browsing your entire website without them even realizing that you are optimizing your marketing by utilizing their time spent on your site.

3. External linking and sharing on social media

Not only can sites benefit from an SEO standpoint by utilizing internal links in their own blog posts, but external linking can also help. External linking is when another website links your blog post on their site. If you are actively updating your blog page, it is more likely that you will continue to produce valuable and interesting content that other websites may be interested in providing their visitors with. If another website externally links your blog post, it can tremendously increase traffic to your site by making that link available to people who may not have seen it otherwise. Additionally, if a site likes the content you are posting, they are more likely to revisit your site to link more blog posts because they value and trust the information you are posting.

Having other sites externally link your site also shows Google that your site is trustworthy. If there are other websites that drive traffic to your site, it is clear to Google that your site is credible. This can help to improve where your site sits on

Google's search page, essentially moving it higher up on the list.

Along with other websites linking yours, it is important for customers visiting your site to share blog links on their social media accounts. When a user promotes your site, their followers on social media will see it and potentially garner more traffic to the blog post than if the link wasn't shared. To make this even easier for users to do, you might consider adding a "Share" button at the bottom of the blog post for a fool proof way of promoting your site. Not only does this make it simpler and less time consuming for the user, but it suggests that they share the blog post without them even having to come up with the idea on their own.

It is also extremely advantageous to share your site's blog link on your business's social media platforms. This ensures that your social media remains updated and current as well, thus showing your customers that you are consistently active across all platforms of your business. This is important in developing loyalty and trust from

customers, which essentially guarantees that they will be visiting your site again.

4. Connecting with customers

Blog posts are a good opportunity to connect with customers in a more conversation-like environment. You might consider including an active comment section under your blog posts, so users feel comfortable interacting with you and your site. This also opens the door for customers to interact with each other on your blog post, allowing them to form a sense of community with other visitors to your site.

If you do not think having an active comment section on your blog posts would benefit your site, you might instead want to consider a "Contact" button at the bottom of the blog post. This way, users are encouraged to contact you directly about your post and it still shows that you are eager and open to hearing feedback. It is important to remember to be efficient and timely when it comes to responding to customers' comments on your blog posts, whether it be through an active

comment section or a direct approach. This also allows future users to see that you are open to hearing feedback about the content you are putting out there and might encourage them to recommend your site to others.

Connecting with customers on a personal level by promoting your openness to converse with them about your posts can increase traffic to your site. Customers who feel like they have a personal connection with a business are more likely to revisit a site and recommend it to others as well. This increases the traffic to your site which will ultimately improve your status on Google's search page.

Showing customers that you are consistently willing to give them important and insightful content shows them that you not only care about your business, but you care about the experience they have with your business. Although blog posts may require some time and hard work, constantly coming up with topics to blog about it is worth the work to boost your SEO and essentially drive more traffic to your site.



FUN FACTS

June is often considered a “summer month”, whereas September is not. This is despite the fact that September has twice as many summer days as June.

More people are born in September than any other month!

September Milestones:

- Sept. 2nd, 1752 (Julian year) - Great Britain adapted the Gregorian calendar, making the next day September 14, 1752. There was no September 3-13 in the British Empire, including the American colonies. People rioted, believing that the government had stolen 11 days of their lives
- Sept 3rd, 1995 - eBay was founded.
- Sept 6th, 1997 - The funeral for Princess Diana was broadcast across several networks and around the world. An estimated 2 billion people watched all or part of the funeral on television
- Sept 7th, 1998 - Google was founded by Stanford University students Larry Page and Sergey Brin
- Sept 9th, 1956 - Elvis Presley appeared on The Ed Sullivan Show for the first time
- Sept 19th, 1928 - Mickey Mouse's first screen appearance - Steamboat Willie at the Colony Theater NYC
- Sept 30th, 1960- The Flintstones debuted on ABC during primetime

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>

SOCIAL MEDIA IMAGES

2019 SIZE GUIDE



HEADER PICTURE

Recommended size: 1,500 x 1,500
Max. file size of 5 MB
File can be JPG, GIF or PNG

PROFILE PICTURE

Recommended size: 400 x 400
Max. file size of 2 MB
File can be JPG, GIF or PNG

POSTED VIDEO

Max. video length: 140 seconds

TWEETED PICTURE

Size min. 440 x 220 (2:1 ratio)
Max. file size of 5 MB for photos, 5 MB for animated GIFs on mobile and 15 MB on web



PROFILE PICTURE

Recommended size: 110 x 110
Square photo: aspect ratio of 1:1

POSTED PICTURE

Square: 1,080 x 1,080, Landscape: 1,080 x 566,
Portrait: 1,080 x 1,350, Thumbnails will appear at 161 x 161

POSTED VIDEO

Square: 600 x 600, Landscape: 600 x 315,
Portrait: 600 x 750, Max. video length: 60 seconds

INSTAGRAM STORY

Recommended size: 1,080 x 1,920, Min. resolution of 600 x 1067, Max. file size is 4 GB



PROFILE PICTURE

Recommended size: 180 x 180

COVER PICTURE

Recommended size: 820 x 312
Min. size of 400 x 150
Use an RGB JPG file less than 100 KB

SHARED PICTURE

Recommended size: 1,200 x 630

FACEBOOK STORY

Recommended size: 1,080 x 1,920



PROFILE PICTURE

Recommended size: 165 x 165
Max. file size is 10 MB
Files can be JPG, GIF or PNG

PINS

Size: 236 (height is scaled)

BOARD DISPLAY

Size: 222 x 150 (large thumbnails)
Size: 55 x 55 (small thumbnails)



PERSONAL PROFILE PICTURE

Recommended size: 400 x 400, Min. resolution of 200 x 200, Max. file size is 10 MB, Files can be JPG, GIF or PNG

PERSONAL BACKGROUND PICTURE

Recommended size: 1,584 x 396, Max. size of 4 MB, Files can be JPG, GIF or PNG

COMPANY LOGO PICTURE

Recommended size: 300 x 300, Min. resolution of 300 x 300, Max. file size is 4 MB (square layout), Files can be JPG, GIF or PNG



PROFILE PICTURE

Recommended size: 800 x 800,
Files can be JPG, GIF or PNG

COVER PICTURE

Recommended size: 2,560 x 1,440
Max. file size is 4 MB
Files can be JPG, GIF, BMP or PNG

VIDEO UPLOADS

Videos must maintain a 16:9 aspect ratio to qualify as full HD, your dimensions must be at least 1,280 x 720 pixels



GEO-FILTER

All photos taken in the app are 1,080 x 1,920, so custom geo-filters must be created in this size in order to be applied properly on a photo taken within the app



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