

# LOCAL BUSINESS MARKETING

*The Marketing Guide for Local Business Owners*

**September 2018**

**Social Media  
Marketing: Four  
Reasons You Need  
to Create Content  
for Your Target  
Audience**

***How to Market with  
Facebook's New  
Algorithm***

**The Truth  
About 7 SEO  
Myths**

**How to Instantly  
Get More Social  
Media Shares with  
your Content**

**Five Effective Ways To  
Market Your Business  
For Free**

**7 Easy Instagram  
Tips for Small  
Businesses**

**Infographic:  
Instagram Stats  
& Tips - 2018**

**FREE!**

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Greetings!

September wraps up the third quarter of the year, and the fourth quarter with three major holidays is just about upon us. As a local business owner, it isn't too soon to start planning your holiday marketing strategy.

Our hope is that our magazine will help provide you some insight into these and other marketing trends, and contain information you can utilize to help you grow your business.

This month's articles and infographic cover many topics that we hope will be relevant to your business, including Online Ads, Remarketing, SEO, and many other timely topics.

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

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

To Your Success!

David Akers  
President / CEO  
LMS Solutions, Inc.

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## Inside This Month's Issue

- 4 Marketing Calendar
- 5 Social Media Marketing:  
Four Reasons You Need to  
Create Content for Your  
Target Audience
- 7 The Truth About 7 SEO  
Myths
- 11 7 Easy Instagram Tips for  
Small Businesses
- 13 How to Market with  
Facebook's New Algorithm
- 16 Five Effective Ways To  
Market Your Business For  
Free
- 18 How to Instantly Get More  
Social Media Shares with  
your Content
- 20 Fun Facts
- 21 Infographic - Instagram  
Stats & Tips - 2018

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# 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 3 - Labor Day (U.S.)

Sep 11 - Patriot Day (U.S.)

1st - International Bacon Day

1st - Beard Day

4th - Wildlife Day

5th - Cheese Pizza Day

6th - Read A Book Day

9th - Hug Your Boss Day

9th - Teddy Bear Day

9th - Hug Your Hound Day

9th - Grandparent's Day

12th - Video Games Day

12th - Chocolate Milkshake Day

13th - Scooby-Doo Day

14th - Eat a Hoagie Day

15th - Google.com Day

15th - Big Whopper Liar Day

15th - Citizenship Day

16th - Puppy Mill Awareness Day

15th - Thank a Police Officer Day

16th - Wife Appreciation Day

18th - Cheeseburger Day

19th - Talk Like A Pirate Day

21st - World's Alzheimer's Day

22nd - Autumnal Equinox

22nd - Ice Cream Cone Day

24th - Family Day

25th - Comic Book Day

26th - Pancake Day

27th - Chocolate Milk 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

Blindness Awareness Month

Car Care Month

Celiac Disease Awareness Month

Dental Hygiene Month

Domestic Violence Awareness Month

Down Syndrome Awareness Month

Dyslexia Awareness Month

Emotional Wellness Month

National Pizza Month

Oct 1 - Labour Day (Australia)

Oct 8 - Columbus Day (U.S.)

Oct 31 - Halloween

1st - Homemade Cookies Day

2nd - Name Your Car Day

3rd - Techies Day

4th - Taco Day

4th - Vodka Day

4th - Golf Lover's Day

5th - Do Something Nice Day

6th - Noodle Day

8th - Kick Butt Day

11th - Coming Out Day

10th - Stop Bullying Day

13th - Train Your Brain Day

13th - Motorcycle Ride Day

14th - National Dessert Day

15th - Grouch Day

16th - Boss's Day

17th - Pasta Day

18th - Get to Know Your Customers Day

18th - National Chocolate Cupcake Day

18th - National No Beard Day

26th - Frankenstein Day

27th - Make A Difference Day

28th - Mother-in-Law Day

28th - Chocolate Day

29th - Cat Day

30th - Candy Corn Day

31st - Knock-Knock Jokes Day



# Social Media Marketing: Four Reasons You Need to Create Content for Your Target Audience

Social media has undoubtedly become a significant trend, and brands know they need to be active on various platforms. You want to stay relevant to your brand and create the type of content that you feel most comfortable with. However, it's also crucial that the social media content you produce is relevant and interesting to your target audience.

## 1. Engagement is crucial to your social media strategy

It's clear that brands use digital marketing in different ways, but all of them agree that engagement is vital to success. Of course, you want your customers and followers to engage with something purely because it's important to you. However, they are only going to do so if it's also important to them.

Therefore, take the time to

analyze your audience and find out what they like and the general profile of those that engage with you most often. After that, your plan is merely to produce the type of content that will appeal to them. It's also a good idea to track those engagement levels in some way such as the number of followers you are gaining.

## 2. It will direct the right users to your website

Social media engagement is a crucial part of the process, but it's probably not the end of what you are trying to achieve. If you're serious about using social media, then you will have a website that you want to divert users to. The hope will be that some of those users will become new customers and that's the definition of social media marketing working perfectly.

The beauty of creating content for your target audience is that the users that engage with you will also be your ideal customers. Therefore, if you can get them onto your website, then they are more likely to be interested in the products and services you have available. This is very much a targeted strategy rather than marketing generally on social media and hoping the right user finds your website.

### 3. You can target consumers on the right social media site

If your business is on multiple social media platforms, then there is an excellent chance your audience won't be the same on each one. This is especially the case if the social media sites you are using are diverse from each other. For example, the

audience on your Twitter page is not likely to be the same as it is on your Pinterest boards.

Many brands don't take advantage of this and post the same content on all social media sites. Unfortunately, social media dashboards can encourage this type of activity as well. Instead, you want to do your research and post the right type of content on the right site. The rule is that you tailor content to your target audience on each platform.

#### **4. Sometimes you're playing the long game with your target audience**

It's lovely to think that your social media strategy will lead to instant engagement

and direct the right users onto your website. However, life is never perfect, and it won't always work that way. That doesn't mean though that your efforts aren't being noticed.

Another thing you want to achieve is to get users to like you and your content even if you do not see that through engagement.

Those users may not engage with you or visit your website straight away, but they are still noticing what you are doing. When the time is right for them, they may start engaging or visiting your site to make a purchase. The point here is that not everything happens overnight and social media marketing, in general, does

take time to produce results.

Companies are often impatient when it comes to social media marketing and want instant results. However, the planning stage is vital to get right to ensure you will eventually get results. The problem is that companies may jump in without considering things as much as they should.

Keep in mind how important it is to create social media content for your target audience. Remember that engagement is crucial, target users on the right social media site for them and sometimes you must play the long game.

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

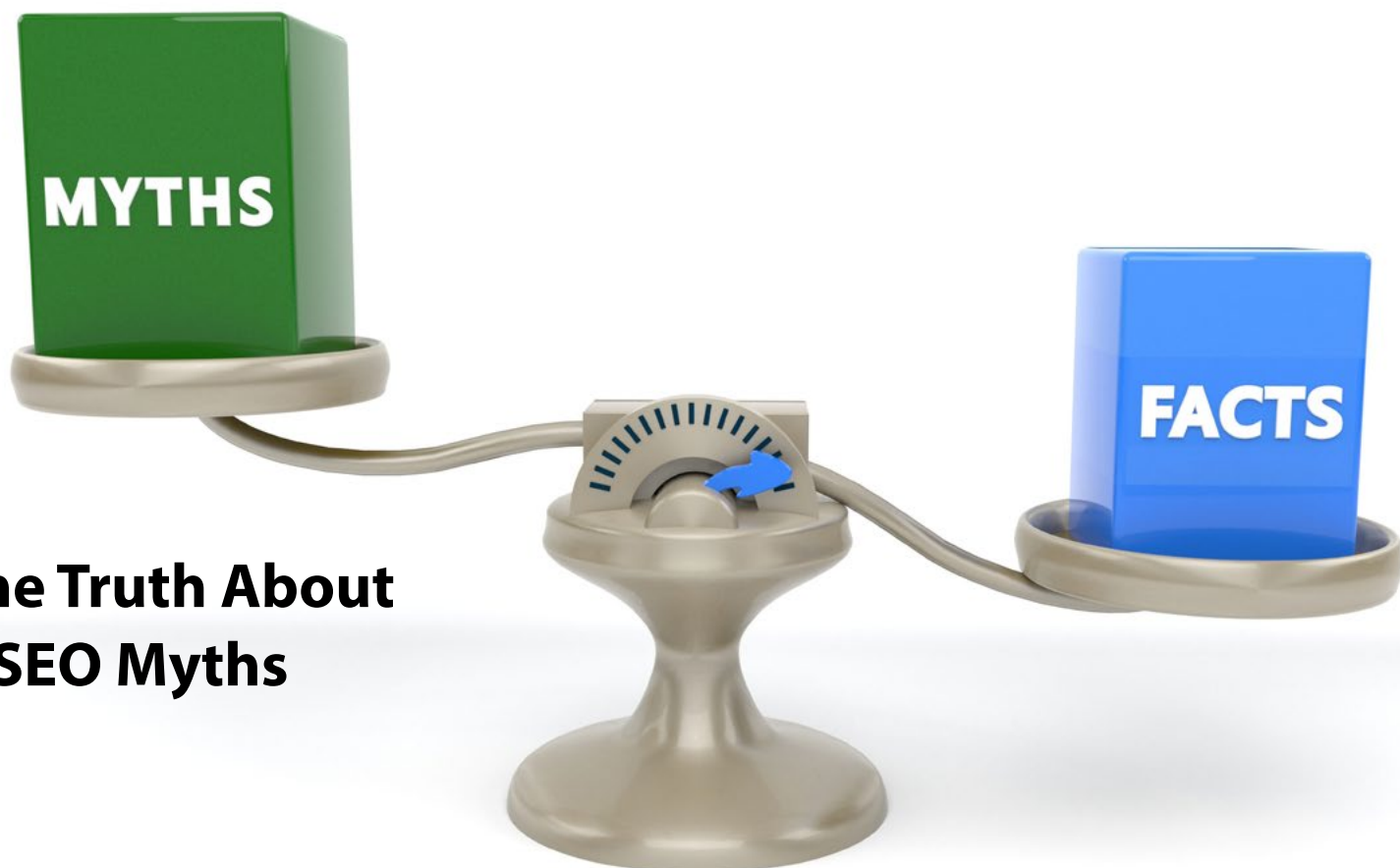
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## The Truth About 7 SEO Myths



SEO trends can seem ever-changing, and staying up-to-date on them can be challenging. With new technological advances like voice search and artificial intelligence breaking into the industry, even veteran marketers are sometimes left scratching their heads.

Here are a few popular myths to be aware of in modern search engine optimization.

### Myth 1: You Should Fear Google's Wrath

As a marketer or business owner, you should already have a Google My Business listing to improve local SEO.

By creating a listing, there are a variety of guidelines (set in place by Google) to which you automatically agree to adhere.

Many believe that failure to adhere to these guidelines means an instant penalty, which can be costly to a business's marketing strategy. In reality, one of two things could happen, depending on severity.

The first is a soft suspension. With this, you'll no longer have the ability to manage your business's reputation via Google My Business. However, your listing itself will remain unaffected. Second is the possibility

of a hard suspension. That means your business listing gets erased entirely. With no listing, you won't be able to rank in local search results.

Should you follow Google's guidelines? Yes. But making a few mistakes along the way doesn't mean instant defeat.

### Myth 2: Link Building = Bad

This myth came about because, in the past, building as many links as possible, without analyzing the linked content, was how marketers improved search engine ranking. That led to the inclusion of many unnecessary and irrelevant

links. When Google implemented a new penalty targeting bad links, many took this to mean that all link building was bad.

Building links is still a significant factor in search engine optimization. Marketers even consider it one of the top four ranking factors in SEO. Now, though, links must be relevant and provide additional quality to what you already offer.

### **Myth 3: Social Media Doesn't Matter**

It's true that Google doesn't look at specific social metrics, like the number of Facebook likes you've received or how many of your tweets get retweeted. However, social activity generally boosts your SEO strategy in a variety of ways:

- Increased website visits
- Higher rates of engagement
- Wider content distribution
- More influencers visiting content
- Increased links and sharing

Should social media be your only SEO strategy? No. But it will help boost your current efforts.

### **Myth 4: No One Cares About Meta Tags**

Meta tags are HTML tags

that appear between the opening and closed <head> tags. They're used to enhance the preview snippets that appear in search results.

The three elements of a meta tag are:

- The Title Tag
- The Meta Description
- Meta Keyword or Phrase

Similarly to utilizing social media, meta tags don't inherently boost your search engine ranking. But they do help tell users and search engines what your site is about, making it easier to index and rank. Meta tags also make your search results more attractive, attracting more clicks.

### **Myth 5: All Pop-Ups Are Evil**

One prevalent SEO myth is that all pop-ups are evil. Every. Single. One.

In reality, pop-ups are great for generating leads, gathering feedback, and acquiring subscribers. Many marketers incorporate form pop-ups into their website because of those reasons. But the misuse of pop-ups has created a well-known stigma.

Back in 2017, Google rolled out a new penalty for what the firm calls "intrusive interstitials." If you're a marketer, the word you



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



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should be focusing on is "intrusive." Google does not penalize all pop-ups, only the ones that sacrifice user experience.

A good rule to follow is this: if it's annoying, get rid of it.

### **Myth 6: Use Lots of Keywords**

Incorporating keywords can be tricky for marketers with little SEO experience. Once you've performed your keyword research, there are two rules to keep in mind.

One: keywords don't need to be repeated verbatim. Use keywords in natural ways that make sense to the content you're creating and the audience you are

targeting.

Two: don't attempt keyword stuffing, which means trying to use as many keywords on a page as possible. That will not increase your search engine ranking. Google now tags this type of content as spam or "bad content," usually hurting your SEO efforts.

Don't focus on the keywords. Instead, focus on creating quality content.

### **Myth 7: More Pages Are Better**

You may think that when it comes to your website, the more pages, the better. It's an opportunity to create content and incorporate

more keywords, right?

Creating excessive pages will not help your search engine optimization. Similar to link-building, creating pages merely to include more content isn't enough to improve rank. The material still needs to be of high-quality and offer something valuable to readers.

Ultimately, SEO is all about trial and error. It's about trying to figure out what consumers want, even when they may not know precisely what that is. But the more you learn from those who've already failed, the further you can grow your success.



## **MARKETING**

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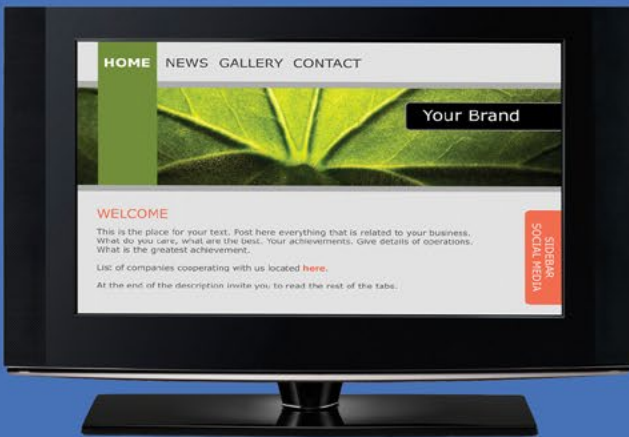
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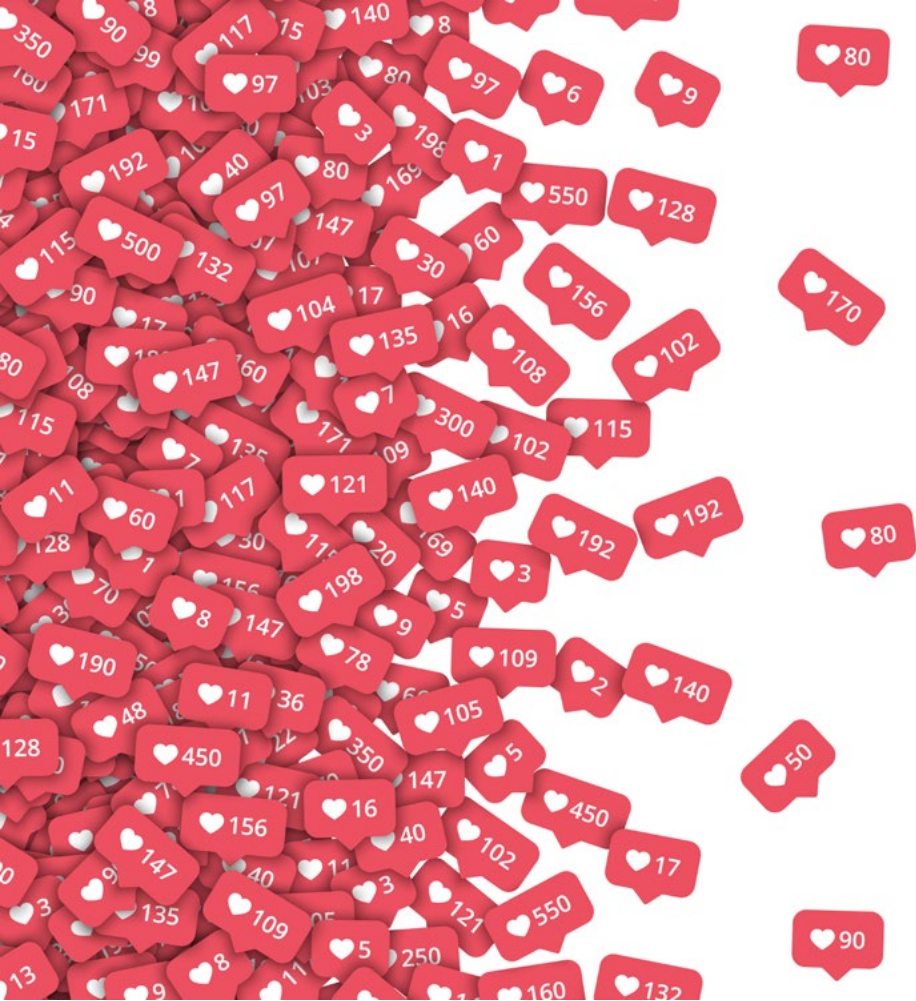


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## 7 Easy Instagram Tips for Small Businesses

Instagram has quickly become one of the hottest properties for online marketers and business owners. With the monthly active user base reaching one billion, there are large audiences for all kinds of niches and products. Small businesses can develop a following who become return customers, with the ability to build their brand through the platform.

However, simply setting up an account and occasionally adding posts will not be enough to stand out. A coherent Instagram strategy is required to really make an impact. The following

tips can be used to develop an Instagram account that becomes a pillar of your marketing efforts.

### Discover Your Audience

Before developing a profile, it is important to understand your target audience. Existing users can look at Instagram Insights to find some useful information about their current followers. In most cases though, there will be established competitors who have already done the work. Look at your competition, analyzing how often they post, the style of images they use, and

their audience interaction. You can also use tools like Mention and Sprout Social to simplify the research process.

### Be Creative

Many small businesses struggle to find ideas for posts. Simply posting product images will grow stale, so you need to develop themes that keep people interested. The simplest process is to rotate different styles of posts, trying to keep the quality high at all times. Depending on your business, you could use a combination of product images, staff

events, quote posts, and competitions. A tool like Canva offers beginners a quick way to create and edit images to a high standard.

## **Use Hashtags**

Hashtags are used to categorize content, enabling audiences to find what they are looking for. Adding the right hashtags can add new followers as they will be highly focused. It is important to not add a long list of tags as this will look spammy to your followers. Instead, include a handful of focused tags, ensuring they represent the images. Avoid being too broad so you will reach your target audience. Additionally, you can create your own unique hashtag, helping your followers find related content and increasing brand awareness.

## **Collaborate with Influencers**

Influencers have already achieved the difficult goal of cultivating a loyal following. There are broader influencers with a diverse audience, but there are also micro influencers who can be more focused with their interests. If you can find influencers within your niche, it is worth collaborating with them to grow your audience.

Along with the increased follower numbers, you can also improve your brand recognition through the association.

## **Post User-Generated Content**

User-generated content has a number of benefits for a business. The business owner gets new content, the user feels more engaged with the brand, and followers can see real people enjoying a product or service. This type of content is great for building a community around a product, with customers feeling they are being recognized and appreciated.

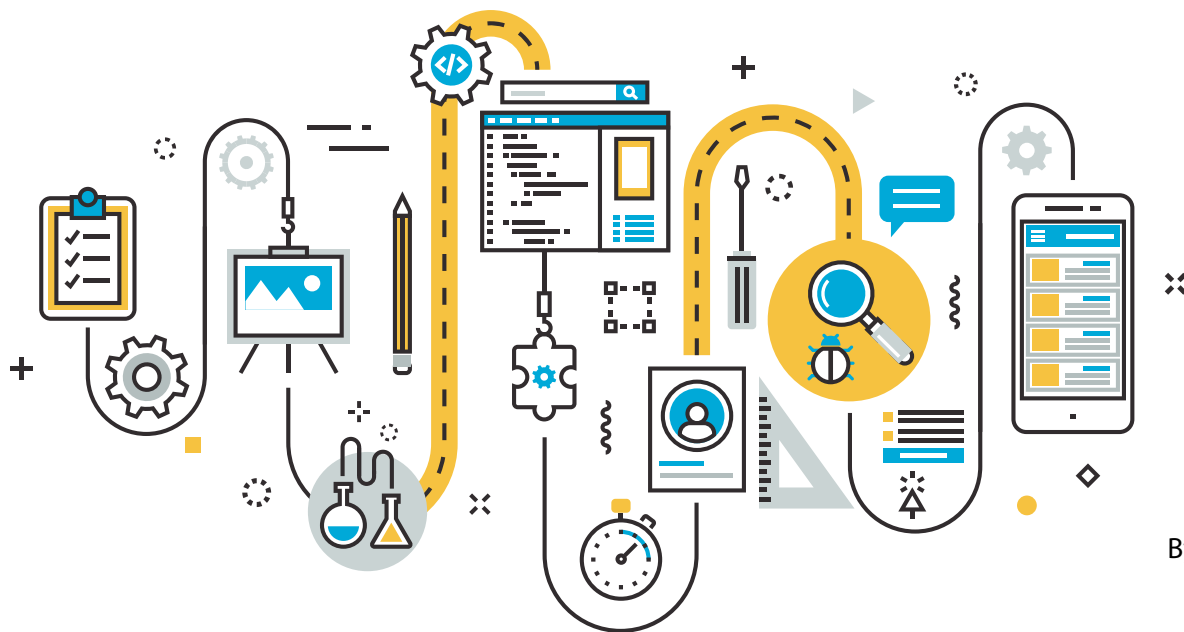
## **Create Content and Offers for Instagram**

Some businesses use Instagram as a platform to post the same content and offers that are available everywhere. The businesses getting better results treat Instagram as a separate platform that requires its own focus. The biggest social platforms demand that you work within their parameters, whether that is Twitter, Facebook, or Instagram. For best results, create exclusive Instagram promo codes and post images that do not appear everywhere.

## **Find Out What Worked**

Not everything you try on the platform will provide great results. There is no single system that is guaranteed to work for every small business. To keep on top of what works for you, it is important to analyze results. Use Instagram Insights to check the results for each post, looking for good engagement levels. You should gradually find a method that works, including a popular time of day to post and an offer that leads to new customers.

Small businesses without an Instagram following are missing out on a perfect opportunity. Instagram offers the chance to improve brand visibility, cultivate an audience, and sell more products. There are Instagram influencers building lucrative careers, solely because their following has a high value. Most small businesses already have some kind of reputation within their niche or local area. Taking this existing reputation and growing it via Instagram is a great way to increase your audience and, ultimately, take your business to the next level.



By Emma Cotter

## How to Market with Facebook's New Algorithm

With two billion active users on Facebook each month, it's no surprise that millions of businesses use this social media hotspot as way of advertising. Because the demographic of Facebook users is so widely spread, businesses are able to reach different target markets through one handy app.

Sounds almost perfect right? Both consumers and businesses felt the same way up until December of 2015, when reports had surfaced regarding a Facebook privacy fallout. It was revealed that Cambridge Analytica had been collecting data from fifty million Facebook accounts beginning in 2014. Politicians, including United States Senator Ted Cruz, had been hiring this IT service management company to accumulate

personal information, such as birthdays, page likes, and current locations. Politicians bought this information from Cambridge Analytica in hopes to influence the opinion of their voters in political campaigns. Even if your account was not hacked, you and your business still might be affected by this issue.

How does this privacy scandal impact you?

As a result of this complication, Facebook has made changes to their website in which CEO Mark Zuckerberg claims will fill feeds with more relevant content. This recent development benefits consumers who use Facebook as a way of interacting with friends and family, however it stands to be a major issue

for businesses. In an effort to keep the posts on consumers' feeds "relevant", Facebook is now filtering advertisements from businesses and putting them under the explore feed. They plan on putting accounts in which people interact the most with at the tops of feeds.

Can businesses still use Facebook to market?

Because 68% of American adults have Facebook accounts, it is still a smart idea to use this social media channel as a marketing method. Here are four tips to keep a strong following even with the new Facebook updates:

### 1. Create conversation

Interacting with your customers and creating conversation in the

comments will put your posts higher on your followers' feeds. One way to create discussion is to ask your followers for suggestions, allowing them to comment on your posts. It is equally as important to respond to these comments, as it has the ability to generate more discussion.

## 2. Facebook Live

Facebook is trying to create a personable environment, therefore being live in front of your audience and answering questions will be engaging, putting your posts higher on feeds. According to Adam Mosseri, head of the News Feed, says live videos get six times

more interactions than a regular video.

## 3. Create videos

Recently, consumers have been reliant on videos to find out information, therefore if buyers see videos on your Facebook page, they will most likely click on them to learn more about your products or services. Try to keep the videos short and to the point, otherwise followers will get bored.

## 4. Use influencers

According to Forbes.com, the new changes made to Facebook's algorithm will not affect social media influencers, as they

started their accounts as real people, and are not businesses. Therefore, companies are still able to market their products or services through social media stars. The best influencers to work with when marketing on Facebook are those that understand their audience and interact with them.

With the new Facebook complications, it is important to create a more engaging environment on your account in order to attract more customers and create a discussion about your company.

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## **Five Effective Ways To Market Your Business For Free**

You need marketing to get your business off the ground or to increase your sales. Often though, budgetary restraints don't allow you to invest money in marketing, especially for new, small businesses.

Luckily, there is another option. There are some practical ways to market your business for free. Not only will you be able to start boosting your sales, but you won't have to spend anything but time to do so.

Here are the five most effective ways to market your business at no cost whatsoever.

### **1. List Your Business Online**

Ensure your business is listed on all available online sites and directories. The key listing is your free Google My Business page. Setup your business listing, ensuring you leverage all fields applicable to your company. Include a strong description of your business, and the products or services you provide.

There are hundreds of online directories, and many of them offer free inclusion of your business. While it can be time consuming to set up all your listings, it is well worth the investment. It is extremely important that you list your Name, Address and Phone Number (NAP) identically on all directories. Don't use different abbreviations for your address – keep them consistent. Done properly and consistently, Google will see these listings as a representation of your presence in the market. The

stronger online presence your business has, the more likely it is that Google will show your business as one of the top local companies in their local results.

## **2. Social Media Marketing**

Billions of people use social media websites like Twitter, Facebook, and Instagram every single day. If you can create posts that catch their attention, they could very well become customers.

You can post your content on platforms such as Instagram and Twitter with hashtags to help people find you. You can also create small posts such as images, memes, and infographics to entertain your audience. If you post interesting and entertaining content, you'll build up a following over time which you can market to directly and instantly.

## **3. Email Marketing**

Email marketing is another free and effective method of marketing directly to your readers and customers. You can use free email marketing software like MailChimp to start a mailing list and market to your subscribers.

Add a subscription box on your website for people to subscribe to your mailing list. You might want to entice people with special offers, such as a free eBook or sales discount promotion.

Send emails that might interest them, such as new product or service offers. You can also email them your best content. These can bring you more repeat viewers and more repeat customers.

## **4. Referral Marketing**

Implementing a referral program is an incredible way to get more customers. That involves asking your current customers to refer their friends for special rewards. For instance, you might want to offer them loyalty points or money off for every person they mention.

You can also offer similar rewards to the people they introduce to encourage them to sign up and buy from you. Even if you're offering them discounts, you'll still make more money from new customers and increased sales.

People often post referral links on websites and social

media. If you happen to have a customer with a big social media following, you could get a landslide of new customers all in one go.

## **5. Word of Mouth**

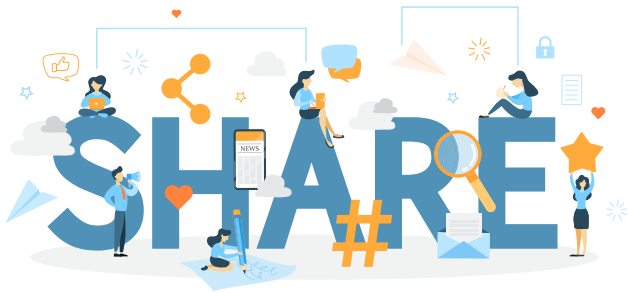
Word of mouth marketing is still incredibly useful. Simply put, it involves satisfying your customers enough for them to tell people about you.

Make sure your entire customer experience is on point. Provide exemplary customer support and leave all of your buyers with a positive experience.

You could also go to exhibitions and events to promote your business directly.

## **Conclusion**

You don't have to invest a lot of funds to start marketing your business. These free methods work, and they don't cost a thing. What's more, once you start making money, you can analyze which methods work best and start investing your profits on further marketing.



# How to Instantly Get More Social Media Shares with your Content

Social media and content marketing go hand-in-hand. You can use social media to promote your content, and likewise, you can get more followers and shares via your content. Businesses can use both in tandem to generate more sales. Bloggers can boost their traffic by making the most of social media. Here are some effective tips that can help you get more social media shares with your content.

## 1. Use Social Media Buttons

Ever noticed those buttons on blogs that let you instantly share it to Facebook, Twitter or Reddit? These are perfect for boosting awareness of your content.

Most blog platforms make it easy to add share buttons to all of your blogs. Look for plugins like 'Simple Share Buttons Adder' or 'AddToAny Share Buttons' or ask your website management company to add these to your site. These will let you implement simple and eye-catching share buttons for people to see and share your content.

It also helps to add social media widgets in your site's sidebar to get more followers. Also, keep in mind you can share your content yourself. If you feel like you have something that will take off on social media, make sure to use your share buttons and post it across Twitter, Facebook, and other networks.

## 2. Make a Call-to-Action

If you don't ask, you don't get. That's the basic concept behind CTAs (call-to-action), a common SEO strategy used to get readers to click what you want.

That means if you want people to share your content, tell them to. End every blog post with a small paragraph asking for shares. For instance, you could say "Know a friend who needs this advice? Click our share button to show in your Twitter Feed!"

Remember that people don't just go sharing anything on social media. Make sure your content is engaging and give people a real reason to share it.

## 3. Run a Contest

One way to get a lot of shares fast is by holding a contest. Many sites run contests for readers to win freebies - providing they share it on social media.

This is great, as everyone who follows and shares will be sending your contest to more people. Then they, in turn, will share it with even more people. You could see your traffic and social media presence boom overnight.

You can run a contest for anything from products to free memberships. Make it something that people will want to enter. For instance, an online fitness store could offer up a fitness tracker. It's a small cost

that could result in tons of people coming to your site, browsing your products, and buying something.

#### 4. Create a Referral Program

Referrals are another way to get shares fast. If you run an online store using e-commerce software, it's simple to give customers discounts through referral links. Ask them to share it on their social media channels and you can drive up traffic fast.

Offer something worthwhile like a money-off voucher or discounts for every referral. For instance, you could offer a \$5 discount for every referral a user gets. You could also offer a \$5

discount for people who sign up via a referral link. It'll ensure you make sales as well as bringing plenty of new customers in.

#### 5. Produce Viral-Friendly Content

When it comes to getting social media shares with your content, you need to make it entertaining.

People don't just share any old blog, image or post. They want something that will appeal to their friends and their online communities. Graphic content like videos, infographics, and humorous memes often do well on social media. Focus on these for best results.

You could also offer up interactive content. For instance, create a quiz where people can share their results. It's something that can instantly get people interested and bring them to your site.

Every business owner can benefit from these tips to get more social media shares with your content. In short, create engaging content, include share buttons, and include a CTA. Special promotions for sharers and contests can also help. Good luck, and enjoy seeing your social media following and your content marketing grow.

# NEED HELP WITH YOUR SOCIAL MEDIA MANAGEMENT?

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# FUN FACTS

According to the Georgian calendar, September is the ninth month. But, on the Roman calendar, it was the seventh month. September has had 29 days, and 31 days; but, since the time of the emperor Augustus, it has had only 30 days.

The Autumn Equinox is September 22

September's Birthstone is the Sapphire

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 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

## LOCAL BUSINESS MARKETING

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# INSTAGRAM

## STATS & TIPS

**500  
Million**  
Daily Users

**68%**  
of Users are Female

**800  
Million**  
Monthly Active Users

**40  
Billion**  
Instagram Photos  
Shared to Date

**17%**  
of teens say Instagram  
is the most important  
social media site

**4.2  
Billion**  
Instagram Likes per day

**95  
Million**  
Photos uploaded  
per day

**25  
Million**  
Businesses on  
Instagram

- 
- Instagram videos get 2 times the engagement of photos than any other social media platform
  - Over 80% of accounts on Instagram follow a business
  - 50% of Instagram users follow at least one business
  - This year, 70.7% of U.S. companies will use Instagram for marketing, edging out Twitter for the first time
  - 60% of users say that they have learned about a product or service on the platform
- 

### Hold A Fun Contest

Create a custom hashtag and encourage others to post entries.

### Embed In Your Website

Add an Instagram Feed into your website - show off your customer engagement.

### Business, Not Personal

Ensure you set up and are using a business page, not a personal one.

### Incentivize Followers

Provide exclusive savings and promotions to your Instagram followers.

### Behind The Scenes

Show off your team members and give a peek into your your culture.

### Show Your Products

Provide photos showing off your products or services.

- 
- The logo for Local Marketing Solutions (LMS) features the letters "LMS" in a large, blue, stylized font. To the right of the text is a graphic consisting of a blue location pin with three curved lines above it, and a yellow speech bubble to its right. Below the "LMS" text, the words "LOCAL MARKETING SOLUTIONS" are written in a smaller, blue, sans-serif font.

***Ranked by the Philadelphia Business Journal  
as one of the area's Top Marketing Agencies  
for the last 5 Years Straight!***

