

M LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

April 2016

5 Simple
*Ways to Incorporate
Social Media Into Your
Business Strategy*

*Nine Creative Ways
to Market Your
Business Online (On a
Shoestring Budget)*

**How to
Facilitate
Referral
Generation
and Win
New
Business**

**6 Steps to
Marketing
Your
Business on
Instagram**

**What to
Expect From
a Pay Per
Click Agency**

**6 Tips to
Improve
Local SEO**

Infographic:
**5 Important
Visual Content
Elements**

**How to
Create Highly
Effective Videos
For Your Marketing**

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Welcome!

The online world is constantly changing. Google, Facebook and other major platforms are releasing modifications every time we turn around. Some are welcomed, while others are questioned. It is difficult for a local business owner to stay on top of these changes, and what they mean to your business and marketing efforts.

To help, we've included in this month's issue several interesting articles and tips that you can apply immediately to help you grow your business.

We hope you enjoy the articles on topics such as Referrals, Local SEO, Videos and Social Media.

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 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.

As always, 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!

Darcy Guello
Principal
Guello Marketing

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A Little About Us

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It's a full-time job for me, an experienced online marketer, to keep up with all the changes and opportunities online. How could you possibly run your business while trying to figure out the online jungle? Where do you even start?

I've seen businesses that paid thousands of dollars for a website that no one visits; or business owners who spend hours each week posting on a Facebook page that they don't get any customers from. You don't want that to happen to you.

If you're interested in finding someone you can trust with online marketing advice, I'd like the chance to prove you can trust Guello Marketing. Consider this a personal invitation for us to talk.

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:

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Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

April

National Autism Awareness Month
National Humor Month
International Guitar Month
Keep America Beautiful Month
Lawn and Garden Month
National Poetry Month
Stress Awareness Month
Sexual Assault Awareness Month

April 1st - April Fool's Day
April 23rd - Passover Begins
April 30th - Passover Ends

2nd - Reconciliation Day
2nd - Peanut Butter & Jelly Day
6th - Sorry Charlie Day
6th - Walking Day
7th - No Housework Day
7th - National Beer Day

9th - Winston Churchill Day
10th - National Siblings Day
11th - Barber Shop Quartet Day
11th - National Pet Day
12th - Grilled Cheese Sandwich Day
13th - National Scrabble Day
15th - Tax Day
15th - Titanic Remembrance Day
16th - Wear Your Pajamas to Work Day
20th - Pineapple Upside Down Cake Day
20th - Look Alike Day
22nd - Earth Day
22nd - Girl Scout Leaders Day
22nd - Jelly Bean Day
25th - DNA Day
26th - Pretzel Day
27th - Administrative Professionals Day (US)
28th - Take Our Daughters and Sons to Work Day
30th - Adopt a Shelter Pet Day
30th - Bugs Bunny Day
30th - Hairstylist Appreciation Day

May

ALS Awareness Month
Asthma Awareness Month
Celiac Awareness Month
National Pet Month
Foster Care Month
National Barbecue Month
National Bike Month
National Blood Pressure Month
National Hamburger Month

May 1 - May Day
May 5 - Cinco de Mayo (US)
May 8 - Victory in Europe Day (UK)
May 10 - Mother's Day
May 30 - Memorial Day (US)

1st - National Mother Goose Day
3rd - National Two Different Colored Shoes Day
4th - Star Wars Day
3rd - National Teacher Appreciation Day

5th - National Hoagie Day
6th - National Nurses Day
6th - National Space Day
6th - National Military Spouse Appreciation Day
7th - National Babysitter's Day
11th - National Receptionists Day
12th - National Fibromyalgia Awareness Day
13th - National Apple Pie Day
14th - Stamp Out Hunger Food Drive Day
15th - National Police Officers Memorial Day
18th - National Visit Your Relatives Day
20th - National Pizza Party Day
20th - National Bike to Work Day
20th - NASCAR Day
21st - National Armed Forces Day
25th - National Missing Children's Day
25th - National Brown-Bag It Day
25th - National Wine Day
25th - National Senior Health & Fitness Day
28th - National Hamburger Day

BUDGET

Nine Creative Ways to Market Your Business Online (On a Shoestring Budget)

Many small business owners struggle to find enough time to focus on marketing, and without a large marketing budget, it's even more challenging.

Thankfully, there are a variety of online marketing strategies that many marketers overlook, and they're affordable too.

Here are nine budget-friendly marketing strategies every small business owner should try.

Insert Video Thumbnails Into Your Emails

Technically, it's difficult to embed a video directly into an email, but there are some solutions. A tool from Wistia allows you to embed a clickable thumbnail image into your email that links directly to your video's landing page. It's a great way to make your emails more engaging. What's more, a study by Experian Marketing Services showed that using the word "video" in email subject lines can boost open rates by 19

percent, and click-through rates by 65 percent.

Send Testimonials

Whenever you discover a great product or service, send an email to the business owner explaining how it helped you. Most business owners appreciate receiving positive testimonials and they're likely to feature it on their website with a link back to your site. It's an opportunity to network with other businesses in your industry and even arrange cross-promotional marketing

campaigns.

Host Free Webinars With Google+ Hangouts

Webinar software can be expensive, especially when most programs require a monthly subscription and charge according to the number of attendees. To spread the word about your product or brand, Google+ Hangouts on Air is a great free alternative. You don't have to worry about the number of attendees, and there are no ads to disrupt the viewer's experience.

Create an eBay Business Account

If you sell products, establishing an eBay store is an effective way to build brand awareness and get access to millions of eBay buyers worldwide. You'll get exclusive marketing and merchandising tools, and the security of the eBay platform. An eBay store creates a central shopping destination where buyers can learn more about your business and products in a familiar environment.

Share Business Page Posts Via Your Personal Facebook Profile

If you want to broaden your reach on social media, consider sharing the

occasional business page post via your personal profile. Your business name will travel with your post, reaching many more potential customers who can then like your page. Be careful though - share content that is entertaining rather than promotional.

Produce an Advice Series on Your Social Channels

People usually appreciate advice from professionals, especially if it's original and insightful. Develop a series of posts that focus on a certain topic or theme, and share them across your relevant social channels. The content has the potential to reach a lot of people online and strengthen your reputation.

Share Branded Infographics

Infographics are still one of the most engaging forms of content around today, and they're perfect for explaining a topic or providing information in a more interesting way. Piktochart and Infogram offer infographic design services for a small monthly fee, and you'll end up with professional, unique infographics that are highly shareable on social media.

Post Answers on Quora

Millions of people use Quora to ask questions on a variety

of topics. Search the site for questions relevant to your industry, and focus on the ones you can answer in detail and with authority. As long as you avoid promoting your company, it's a simple way to improve your reputation and draw attention your business.

Ask for Reviews from Buyers

Reviews have become critically important for businesses in terms of credibility and search engine rankings. Capitalize on the influence of your existing customers by asking them directly for reviews of your business. You could include a link to your review site after a sale, and even incentivize customers to leave feedback with entry into a monthly prize drawing.

The growth of digital channels has made it easier for small businesses to market their company, products, and services, and reach many more potential customers without breaking the bank.

If you're struggling to reach a wider audience and want to stand out from the crowd, try some of these strategies and monitor which tactics work for you. When you see positive results, put more effort into these specific areas to give your business the best chance of long-term success.



Referrals are a powerful tool that the majority of businesses rely on as a principal source of new business.

Importance of Referrals

Many businesses recognize that referrals generate much of their new business, yet they fail to consider the full value of a referred client.

Businesses that depend on word of mouth, therefore, should analyze their historical referral base to develop a strategy for encouraging

Buyers who learned about a product from a trusted associate tend to come into the buying process with a general understanding of what they want to accomplish. The client likely witnessed the results that the referrer realized, and they want the same for

themselves.

Build Your Name

product or service. Personal credibility is critical for facilitating referrals because close interpersonal relationships are an essential requirement for winning business through word of mouth. Buyers often refer individuals after becoming satisfied with their willingness to compromise, consistent availability, or friendly personality.

Before buyers consider sending a referral, however, they generally contemplate whether the individual being referred has sufficient credentials to make the referral seem credible. Former clients will generally be less likely to refer individuals with a questionable background or limited credentials, even if their personal buying experience yielded exceptional results.

Establish a Brand

Once individuals marketing a product or service have established their personal credibility, the next step is to establish a brand that demonstrates a message customers can believe in.

Even if a business consists of only a self-employed individual marketing their personal services, clients will admire the professionalism that a brand implies. An

effective brand consists of a series of messages that convey the type of products and services a business offers and the type of buying experience that incoming clients can expect.

Established brands tend to earn more referrals because they have already demonstrated an ability to provide excellent service to a wide range of clients. Businesses should establish a strong brand to offer a more compelling reason for existing clients to refer their associates for similar products or services.

Develop an Online Presence

The established prevalence of the Internet in modern society means that prospective clients will expect to find information about a business online before making a call.

A study conducted by Braffon Research, for example, found that 94 percent of business-to-business clients search a company online before making a call. One of the most effective ways to facilitate referrals, therefore, is to establish a strong online presence that makes it easy for existing clients to refer a business with nothing more than a quick search.

Most importantly, a strong online presence can make existing customers more confident about referring a business to an associate because information available online will demonstrate the credibility of the referral.

Focus on One Target Market

Many businesses fail to scale up their referral network because they do not focus on a specific niche. Buyers generally understand that businesses lacking a definite focus tend to deliver lower service quality than highly specialized organizations.

Businesses can make themselves more attractive for business through referrals by becoming a go-to provider for products or services in their particular niche. For example, a construction company that specifically focuses on apartment renovation would be more likely to get a referral for a related large-scale project than a general construction company.

Although accepting unspecialized orders may appear tempting, businesses that dedicate an exclusive focus to a particular specialty are more likely to win referrals in the long run.

Develop a Content Marketing Strategy

One of the most effective ways to win new business through referrals is to execute a content marketing strategy that builds credibility. Getting a product or service published in a reputable magazine or trade journal can yield hundreds of new clients who buy on their own initiative.

Furthermore, clients acquired through content marketing are more likely to refer a business to their associates because the same content that sparked their interest can be shared with others.

When the client subsequently realizes a satisfactory experience with the product or service, they can use the article to show others how to get similar results. Some businesses also realize more referrals through content marketing because it can enhance their web presence and build their brand.

Promote to Existing Customers

Businesses often fail to maintain their relationships with existing customers by sending former buyers routine communications about new products or services. Email marketing and fliers are a great way to reinforce a

satisfactory buying experience in a customer's mind. When the former customer decides that they have a new need, the business that they have experience with will be the natural choice if it comes to mind. Most importantly, existing customers will be much more likely to refer a business when the relationship between the two parties is ongoing. Sending out promotional material to existing clients is one of the most effective actions that businesses can take to increase referrals from an existing customer base.

Putting Everything Together

Referrals are the most powerful tool that businesses have to generate new business with few marketing expenses. In fact, clients earned through referrals tend to generate profitable relationships that are difficult to establish through more transactional marketing channels. Businesses looking to acquire key clients should first focus on building their own credibility, then transition to a marketing strategy that emphasizes the lifetime value of a client. By facilitating referrals through existing clients, businesses can nurture a more profitable customer base that generates new business on its own.

What Do Our Clients Say About Us?



"Darcy is always thinking outside the box and providing creative ideas to help us and her other clients. Her work is always top-notch"
-David

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6 Tips to Improve Local SEO



If you have a brick-and-mortar business, you depend on local customers. When they search for the products or service you provide, you need to help them find you instead of your competitors. Optimizing your site for local search results is especially important now that most searches on mobile devices are for local businesses. So how can you make it easy for local customers to find you? Here are 6 tips to help you optimize your business for local search results.

Use the Google My Business tool

Google My Business (GMB) is an easy-to-use Google product designed to help local customers find your business. Optimize your GMB listing by filling out your profile completely and keep your information updated. For the best results, enter your physical address (not your mailing address) and choose the correct business and product category.

Use local keywords

If there are local or regional terms that people use when looking for information in your area, optimize your page for these keywords. Use them in your website's content.

Keep contact information consistent

Contact information - your business name, physical address and phone number - is an important external location signal that helps search engines rank your site. It should match what you list on your GMB page and should be standardized across all online platforms such as Google, Facebook, Instagram and local directories. This helps search engines understand that the pages on each platform belong to the same business.

Have citations

A citation is a listing or mention of your site on another site such as a directory, a review site or even a blog. Citations boost your local rankings by enhancing your business's reputation and driving traffic to your website. There are close to 100 online directories, and you should list your business on as many as possible, and any niche-specific directories that are relevant to your business.

Have separate web pages for each location

If your business has multiple locations, create separate web pages for each one. When customers enter local

search terms, they are usually looking for specific information regarding a business at that location such as a phone number, street address or hours of operation. This information is much easier to find when each location has its own page, and it will help optimize each page for its respective location.

Get customer reviews

Google places great emphasis on reviews when it calculates local search results. Always encourage your customers to leave reviews for your business from multiple sources. Reviews from authority sites such as Yelp, Foursquare and Yahoo Local can help boost your reputation.

Local SEO is important if you want your business to rank in the search results. Fortunately, there are some easy ways to improve your ranking in searches for local businesses. Keep your contact information consistent and utilize local keywords to help customers find your business online. Use Google My Business and encourage reviews and citations for your website and you'll start to rank higher in local search results.



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- ***You're Confused***
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5 Simple Ways to Incorporate Social Media Into Your Business Strategy

Using social media to help your business grow isn't just a good idea, it's almost essential. As society moves into a more and more technology-centered mindset, companies are increasingly forced into the world of social media, digital marketing, and web development.

However, the ocean of social media is broad, and it's often intimidating for business owners to jump in.

Never fear. These five simple steps will get you going in the right direction and help you ease into social media.

Decide on a Platform

Just because there's a new social media platform available every day doesn't mean you have to be on all of them. In fact, it's nearly impossible to manage more than a few social media accounts. Your first step should be to decide how you want social media to work for your company. Then, use that information to make a decision on the platform or platforms that are best for you. If your business is very image-focused, Pinterest, Instagram and Facebook are great options. If you cater to a young audience and delivering information is the primary focus of your

business, Twitter might work for you. Decide which platforms will best serve your goals, and focus your attention on those platforms alone.

Plan Your Content

You should share content frequently, but don't feel like you have to write all of the content you share. Find articles or images that your audience would find helpful, entertaining, or useful, then share that content. Plan your content in advance, if possible, and use a site like Hootsuite to help you pre-release your posts. That way, you can see your

week at a glance, keep up with interactions, plan your content, and know it will be displayed for you while you do other things for your business.

Find Industry Leaders

One of the top questions business owners have as they delve into social media is "Who do I follow?" The simplest answer is to follow industry leaders. If you're a fine artist, follow the brands, artists, and galleries you love. If you sell insurance, follow industry leaders who have a significant following, or business you want to pitch to down the line. Social media is a community where people of like minds and like interests can get together and network. That means the easiest way to get started is to find your people.

Start Small

Don't try to conquer social media overnight. Instead, pick a few things you'd like to share, and start there. The easiest thing to start with is an introduction announcing your presence on social media and asking what your audience wants from you. Something as simple as "Hello, Facebook! We're excited to be a part of the community. What would you like to see from us?" can open the door. Post once or twice a week to start with, and master one social media outlet

before you try the next. If you already use Facebook at home with a personal account, you're probably comfortable enough with it to start a business page. Start there, then make your way onto other platforms.

It's a Conversation, Not a Lecture

Finally, remember that social media is a conversation, and it should go two ways. Don't spend your time pumping out sales information, product releases, and marketing content. You won't be happy with the response you get if all you do is promote. Instead, ask questions, get to know your audience, and show that your company is made up of real human beings with thoughts, interests, and genuine concern for its clientele.

Social media doesn't have to be an overwhelming experience. It can be a rewarding exchange between you, the business owner, and your clients. You can gain knowledge about what's working and what's not, and if you play your cards right you'll be able to prove to your audience that you're listening and interested in their thoughts and opinions. Doing so can help you build an excellent relationship with them and set your business up for high levels of social media success.



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6 Steps to Marketing Your Business on Instagram



Instagram is a photo sharing social network that has over 300 million registered users who share more than 70 million photos every day. It has grown exponentially since its inception in 2010, and with strategic investment from Facebook, it's now a powerful platform. Instagram's popularity enables businesses to extend their reach, introduce brands to new markets and enhance their customers' experience.

Here are some steps to follow to use Instagram as a marketing tool.

1. Establish an Instagram strategy

Companies don't join social networks just for fun - they

have specific objectives such as creating product awareness, driving traffic to their website and increasing product sales. Before opening an Instagram account, establish what you want to achieve through this platform. Use your goal to determine how you'll engage your followers on a day-to-day basis.

2. Build a community around your brand

When you interact with other users, you establish a relationship with them and they become more receptive to your brand. Create an account, follow other users - especially those in your niche - and actively interact with your followers and those

you are following. Interacting with users also provides an opportunity to gather market intelligence on your competitors.

3. Calculate your reach

Your potential reach is the number of your followers, and their followers, who could possibly see your posts. Your actual reach is the number of people who ultimately read your posts. Instagram provides analytic tools to measure what time of day your posts are being read, liked and shared and who your most active followers are.

To make each post more effective, schedule your updates at these peak times to reach the most people.

4. Post engaging content

Create high-resolution photos and videos that will capture your followers' attention and attract new followers.

General photos and corporate images are both effective - fun photos capture people's attention while brand-relevant images communicate messages about your business.

Always post updates or progress about your business and make it easy for people to share your photos. To engage people further, be sure to respond to comments or inquiries.

5. Establish hashtags

Hashtags -- the "#" symbol placed immediately before a word or phrase -- are used to track or find conversations about a specific news item or topic. They form these terms and topics into groups and make them searchable. Use hashtags for terms that are related to your products or services and incorporate them on Instagram posts.

6. Hijack trending hashtags

Businesses can use trending hashtags that relate to their business to reach more people. Search Populargram for popular hashtags and

Webstagram for hashtags that relate to your business. When you add the hashtags, people will find your posts when they search for these trending topics.

Instagram is a powerful social media platform where companies can show case their products and services. It offers a great opportunity for businesses to connect with their customers, increase product sales and promote brand visibility. Follow these steps to start getting your brand in front of millions of people, and reap the rewards of this popular marketing platform.

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What to Expect From a Pay Per Click Agency

Pay-per-click (PPC) advertising is not only the most popular and cost-effective way to bring attention to your business. It is also one of the simplest ways. So, you have decided that PPC marketing is the best option for you, what do you do next? Next you have to decide on the best pay per click company for your business below is a simple list of how you can decide which pay-per-click agency will do the best job of meeting your unique needs.

1. Is the Pay-per-Click company evolving as rapidly as the internet?

While it is true that there are thousands of pay-per-click agencies to choose from, that doesn't mean they are all created equally. Many of the larger players in the marketing world will charge you exorbitant fees for sub-

par service - just because they can. The best pay per click agency may be some of the smaller agencies that are more focused on driving results than getting a paycheck. A newer PPC company is forced to stay on top of the current trends in internet marketing and they will evolve continually to stay ahead of the competition.

2. Is the pay per click agency being up-front with their client portfolio?

A good PPC company has nothing to hide from you. They will be proud to show you their portfolio and specific statistics that revolve around the type of pay per click marketing you desire. They will not delay in showing you the results they can achieve. The best pay-per-click companies may even advertise their portfolio

directly on their website where you never even have to ask to see it.

3. Is the pay per click company prompt in their communication with you?

It is true that great businesses are busy businesses, but they should never be too busy to answer your questions or address any concerns you may have. A great PPC company will provide their potential and current clients with contact information and encourage them to use it if need be.

In conclusion, picking the right pay per click agency doesn't have to be a complicated process. They should be easy to work with, prompt, courteous and always up front about the services they provide and the kind of results you can expect from them.

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How to Create Highly Effective Videos For Your Marketing



At its core, video marketing is simply using online videos in the promotion of your business. There are many ways to use videos to build your business including putting them on your own website or posting them on YouTube. The following article will help you evaluate the different types of videos and the many ways they can be used for business building.

First and most important, if you haven't used video marketing yet, just try it. The more videos you create and use, the better you will get at making highly effective videos. If you have a new idea, try it out. That is the best

way to learn what works and what does not work. Don't be afraid to experiment. After all, what do you have to lose?

If you decide to try putting your video on YouTube, you can take advantage of their easy-to-use editing tools. For example, you can share your links, provide a coupon code and give lots of details about your products or services.

There is no better way to educate your customers about your offerings than to create a promotional video. You can show them your product in action and use video testimonials from satisfied customers. You can also show

the product being used in extreme conditions and you can use lots of close-ups to show your product to its best advantage. If a picture is worth a thousand words, just imagine how much a video is worth.

Another great thing about marketing with videos is that you will be able to speak personally to your customers. They will connect with you and develop trust when they see you sharing personal stories. Of course, you need to keep it professional because, if you don't, you will probably lose customers.

Make sure you grab your

viewers' attention quickly. The first 15 seconds of every video are critical. If you don't get viewers' interest right away, they will click away and you will have no chance to make a sale. Also, be sure your voice and appearance are professional because many people judge the whole video by how you look and sound in the first few frames.

Invite other experts to be in your video. These people have their own followers and they will love to share the video with their network. You will get more viewers quickly and, if the content is good, the video might even go viral.

Too many marketers put their video on YouTube and don't think of other ways to market it. Why not post it on your website with a link to your business Facebook page and then tweet about it? These tactics will make sure you get as many viewers as possible.

Consider holding a video contest where you ask viewers to create their own videos. They should be related to your product, of course. People love competition and will respond to the call. In effect, they will create testimonials for you and, because other viewers are voting on them, bring new viewers and energy to your site.

Always be sure to include an active link to your landing page for that product. If possible, put this link in the media player's frame. That way, if the video is shared or embedded in someone else's website, the link will stay with it.

So, it's a good idea to work on your marketing strategy and find a way to include video marketing. Even if you only create one or two videos, you will see an increase in traffic and, if you decide to go all out, you may very well have a real jump in earnings. So why not give it a try?

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Manually typing passwords takes a lot of time and remembering them all is difficult. Everybody has forgotten a password or two at some point in their lives. Enter Dashlane, the app which saves all of them so you can easily copy and paste these into online forms when necessary.

A common concern with password manager apps is whether you can trust their security service. Dashlane uses encrypted codes and regularly monitors them to ensure you have peace of mind.

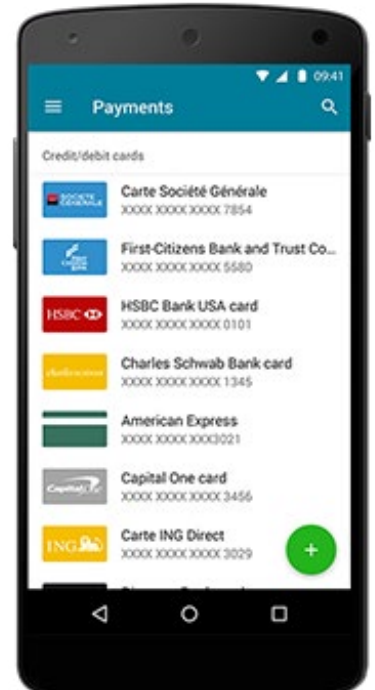
What's more, Dashlane streamlines and secures other types of data used in online forms, like credit card information. You can save financial details and quickly copy them onto your online shopping portal of choice. And it automatically saves the

receipts of all your purchases so you can track your spending.

The free version comes with Password Manager, Autofill, Digital Wallet, Iron-Clad Security and works on all platforms.

There is a Premium version available that allows you to sync your passwords and other information across all your devices, and provides a secure account backup. The premium version is reasonably priced at \$39.99 per year.

For businesses, there is an option that allows you to store, share and manage unique passwords securely across teams.



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5 Important Visual Content Elements

Your Business Should Be Using

Videos

Videos can drive a higher level of engagement on your website, help you share details about your product or service, and can help from an SEO standpoint.



64%

of consumers are more inclined to buy products online after watching a video

Call to Action

Drive desired consumer behavior by using Calls to Action, such as "Buy Now", "Click Here", "Sign Up Today", etc.



70%

of sites are totally lacking any calls to action

Customer Reviews

Research has shown that consumers place more trust in peer reviews than in traditional advertising. Ask your good clients to provide you a review.



88%

of consumers read reviews to determine a business' quality

Images

Use eye-catching images to show off your product, explain your services and put a face to your company.



93%

of people say images are the #1 deciding factor when buying products

Infographics

A great way to display a large amount of information into one visually appealing display. Makes the information much easier to read and understand.



Infographics are liked and shared

3X More

than any other piece of visual content

***Is Your Marketing
Missing
Something?***

***We Might Be The
Missing Piece!***



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