

LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

June 2016

***The Necessity of a
Strong Web Presence
in Small Business***

***Picking
the Right
Social Media
Platform
for Your
Business***

**7 Ways To
Achieve
Trade Show
Success**

**Infographic:
How to Use
Hashtags**

***How to get Media
Coverage for your
Small Business
without Hiring a
PR Agency***

**How to Effectively
Market Your
Business on
Twitter**

**10 Email
Marketing
Tools Used
by Leading
Businesses**

FREE!

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Welcome!

Whether you have been in business for decades, or have recently launched your local business venture, the speed of change in the marketing arena is enough to make your head spin. How can I show up better in Google results? What's the most cost-effective way for me to market my business?

Our hope is that our magazine will help provide some of the answers, and give you some insight and information you can utilize to help you grow your business.

We hope you enjoy the subjects of this month's articles, including Twitter, Email Marketing and many other timely topics.

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

Local Business Marketing Magazine is proudly provided by
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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.

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Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

June

Aquarium Month
LGBT Pride Month
National Adopt a Cat Month
National Fresh Fruit and Vegetables Month
National Candy Month
National Camping Month
National Dairy Month
National Great Outdoors Month

June 14 - Flag Day 2015 (USA)

June 19 - Father's Day

June 20 - Summer Solstice

1st - International Children's Day
1st - National Heimlich Maneuver Day
1st - National Go Barefoot Day
1st - National Say Something Nice Day
1st - National Running Day
2nd - National Rocky Road Day
2nd - National Leave The Office Early Day
3rd - National Doughnut Day

5th - National Cancer Survivor's Day
5th - World Environment Day
6th - National Yo-Yo Day
7th - National Chocolate Ice Cream Day
8th - National Best Friends Day
9th - Donald Duck Day
11th - National Corn on the Cob Day
14th - World Blood Donor Day
14th - National Bourbon Day
15th - Nature Photography Day
16th - National Fudge Day
17th - National Flip Flop Day
21st - Alzheimer's Awareness Day
21st - National Selfie Day
23rd - National Pink Day
26th - National Chocolate Pudding Day
26th - Take Your Dog to Work Day
27th - PTSD Awareness Day
27th - National Sunglasses Day
30th - National Meteor Watch Day
30th - National Handshake Day

July

National Blueberry Month
National Anti-Boredom Month
National Cell Phone Courtesy Month
National Hot Dog Month
National Ice Cream Month
National Picnic Month

July 4 - Independence Day (U.S.)

1st - Chicken Wing Day
2nd - I Forgot Day
3rd - Stay out of the Sun Day
6th - National Fried Chicken Day
6th - Take your Webmaster to Lunch Day
7th - Global Forgiveness Day
7th - Build A Scarecrow Day
7th - Chocolate Day
9th - Bald is In Day
11th - Cheer up the Lonely Day
11th - Pet Photo Day

11th - Blueberry Muffin Day
12th - Cow Appreciation Day
13th - Embrace Your Geekness Day
14th - National Nude Day
15th - Be a Dork Day
16th - National Hot Dog Day
16th - National Ice Cream Day
18th - Hug Your Kid Day
20th - National Lollipop Day
21st - National Junk Food Day
23rd - Vanilla Ice Cream Day
24th - National Drive-Thru Day
24th - Parent's Day
25th - Hot Fudge Sundae Day
28th - National Chili Dog Day
29th - National Lasagna Day
30th - Father In Law Day
30th - National Cheesecake Day
31st - Mutt's Day



ONLINE PRESENCE MANAGEMENT

The Necessity of a Strong Web Presence in Small Business

With the rise of social media, smartphones, and e-commerce, every business from sole-proprietorship hot dog carts to Fortune 500 corporations have turned to the Internet for their marketing needs.

With few exceptions, a business, even a small business, is essentially committing suicide if it does not have a strong web presence. There are certain web-based options which a small business would be wise to consider in their marketing efforts.

First, it is no longer necessary for a business to spend a large amount of money to get a fully functional and beautiful website. While there are free options available in today's market, be advised that you often get what you pay for. Many of the free platforms have limitations.

With the popularity of CMS (Content Management System) platforms, such as WordPress, small businesses can now have a site developed by a professional web design company for a fraction of what websites cost

even a few years ago.

These CMS platforms allow a business owner to make updates to their website themselves due to the user-friendly interfaces, removing the need to rely on a website firm to make changes such as content or adding images (at a cost most often).

Third-party software plugins allow you to achieve a large variety of functionality for your website, previously only available with high-cost custom coding.

When creating your business site through one of these platforms, you can add e-commerce functionality if you have products to sell. You can include scheduling options if your business offers reservation-style service. If you are an artist, you can showcase your work in a clean, professional manner. You can also integrate into your site all of your social networking profiles and pages.

Once your website is up and running, you might want to consider implementing some sort of rewards/loyalty program. With the rise of mobile Point of Sale (POS) apps like Square, Spark Pay, PayPal Here, and an upcoming Amazon product, reward and loyalty programs have become almost unavoidable in the world of small business.

Some of these POS systems offer an integrated rewards program, while others require the use of a separate app like Five Stars, Perkville, and several other options. While these rewards programs offer incentive for customer loyalty, they also provide a quick and easy up-sale model.

If you are sitting on inventory that isn't moving, you can offer discounts and freebies with combined and/or

increased purchases in order to move stale inventory. Since most loyalty members have their reward apps installed on their phones and mobile devices, notifications can be sent directly to your customers when new deals, new products, and new rewards are available. The possibilities are practically endless.

Also available now, there are many effective options for driving traffic (both Internet traffic and physical, foot traffic) to your place of business.

Every small business should have an optimized business page with Google+ and Facebook. To help your website show up higher in online consumer searches, you need to ensure your business is listed in as many online business directories as possible.

There are over 100 online directories available, and some have a higher authority level, meaning they play a stronger role in helping your business move ahead of your competition. Examples of online directories include Manta.com, FourSquare, YellowPages.com, as well as niche directories for doctors, dentists and home improvement contractors.

A critical element of your directory listings is to ensure your NAP (Name, Address and Phone #) are consistent on all directories. Having variances, even slight ones due to abbreviations, can affect how Google analyzes your business' online presence when determining which businesses to show at the top of a search results screen.

Each directory offers different listing options. Take advantage of all elements that are available to you, such as adding images, linking videos, showcasing products / services, adding store hours, etc.

Google and Facebook both offer highly customizable and targeted advertising options, allowing small businesses to gain additional online exposure, even on a limited budget. Both platforms allow you to hone in on specific demographics, to set daily budgets, to restrict ads to specific locations, etc.

The Internet has become a necessity for the marketing of small businesses. If you are starting a new business, or even restructuring an old one to be more relevant in the modern world, it would behoove you to not neglect your business' web presence.

How to get Media Coverage for your Small Business without Hiring a PR Agency



For many small business owners, getting media coverage for their business seems like an unaffordable luxury. If this is you, the likelihood is that PR doesn't feature at all in your budget, and you can't justify the cost of hiring an agency when there are so many other expenses to consider. But media coverage is essential if you want to grow your business and reach more customers, and the good news is that it is much more achievable than you may think, as long as you are prepared to do the work yourself.

Print and broadcast media

Dealing with the media can seem daunting to the uninitiated, but journalists are looking for stories like yours and can help you get the coverage you are looking for. PR is about building

relationships with the media rather than hard sell, and you don't need to write a long press release or story pitch to get a journalist's attention. A bit of research and a few conversations will go a long way towards getting your business its first piece of media coverage.

First, find out who your local journalists are - your local publication should have a small team of journalists covering your patch, as well as a business reporter. If you're targeting national publications, trade magazines or broadcast media, find out which journalists cover your field and research the types of stories they usually cover.

The next step is to get in touch with the journalists. Introduce yourself, explain a bit about what your company does and briefly mention any projects you are currently

working on. They may even find something there and then that they want to write a story on. The key is to build a relationship so that they will at least read what you send them, even if they decide not to cover it.

Once you have established a relationship, you can contact the journalist directly with stories you think they would like to cover. This doesn't mean calling them every day to tell them how business is going - that will soon get you added to their block list. Instead, identify a story of interest and send a short summary in an email, starting with the most important points and adding more detail further down the email. The types of stories that journalists normally look for include: topical and seasonal subjects; subjects relevant to their geographical area or field of expertise; human interest

stories and good news stories. Think about the types of things you would want to read about and apply this when identifying a potential story.

Blogs, vlogs and other online media

Social and online media are great for engaging with potential clients, but they are often overlooked as a way of getting coverage for a story. Blogs, vlogs, online magazines and social media can help you reach a larger potential audience than traditional media, and you don't need much technical knowledge to get your story published online. As with traditional media, the key is identifying the right person or people to run your story. Do your research. There are blogs, vlogs, Twitter accounts, Facebook pages and websites for every subject imaginable, and many have a huge global following. Look at the types of things covered in a blog or vlog and ask yourself whether your story would fit well with the existing content.

When you have identified a potential outlet for your story, contact them through their website or on social media. Twitter restricts the number of characters you can use to 140 but this is a great way to keep your pitch

concise and to the point - you can send them the minute details once you have piqued their interest. Again, the information you give them has to be newsworthy. If your company produces a physical product, consider sending samples for review. A positive product review from a respected blogger is far more likely to lead to a sale than an obvious marketing pitch on your company's website.

Another way of using online media channels to your advantage is through existing customers. Word-of-mouth marketing is just as relevant today as it was before the internet era, but now people can reach a global audience with their opinion of your product. This can work both ways - an unhappy customer with 10,000 twitter followers could lead to a disaster, but there's a great opportunity if that same person raves about you. To make the most of customer reviews, always include a call to action in your communications. If a customer is happy with your product, ask them to tell their social media followers. Another way to do this is to add a button on your website to allow readers to share your web content on social media.

Create your own media

You may already be doing

this without realizing it. If you have a blog, website, newsletter, social media account or email distribution list, you can get your message to hundreds, if not thousands, of potential customers, without having to rely on other people. By telling the story in your own words, you don't have to worry about it being re-written or important points being cut out. If you are unsure about your writing talents, run it past someone else before you publish it. Customers are more likely to take the story seriously if it comes from the business owner rather than a PR agency, even if the grammar isn't perfect. You can also use video or audio to tell your story.

Getting media coverage for your business is hard work at first, but it becomes far easier once you have done the initial research, built relationships with journalists and bloggers, and grown in confidence. As your business expands, you will find there are more potential media opportunities, and therefore more work to do. At this point, you may want to consider taking on a PR professional or hiring an agency. Until then, there is so much you can do yourself without spending any money.



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- ***You're Confused***
- ***What You're Doing Isn't Working***
- ***You Can't Focus On The "Real Work"***

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10 Email Marketing Tools Used by Leading Businesses



Email might have lost some of its appeal among the marketing community, but it is still a reliable way of building a relationship with subscribers. With a keen focus on engagement and conversion data, email marketing can be used to turn a cold lead into a hot prospect. Using email marketing as a core aspect of your business requires careful planning, with various tools helping to build and monitor your campaigns. The following tools can become central to your email marketing operation.

MailChimp

MailChimp is an established email marketing service, with a reported 10 million people using it to send email newsletters. For

all the integral parts of an email service, including scheduling, list segmentation, and analytics, MailChimp has a track record within the industry.

AWeber

Aweber pride themselves on high deliverability rates, so you can feel confident that your emails won't go straight to the spam folder. Prices vary depending on your subscriber numbers, helping to control costs as you grow your business.

GetResponse

GetResponse offers a comprehensive email marketing service, allowing you to control your schedule, segment your lists, and carry out A/B testing. The email creator is simple

to use, with templates and images helping to build professional newsletters.

InfusionSoft

While InfusionSoft can be used to power your email campaigns, it offers far more additional features. The price might be higher than previously mentioned services, but you can control shopping carts, inventory, and billing from within the software. The service will be beneficial for anyone looking for a complete solution for sales and email marketing.

Campaign Monitor

Campaign Monitor aims to make email marketing as simple as possible, with a drag-and-drop editor allowing you to create quick

newsletters. A pay-as-you-go pricing structure also enables you to get started with a limited budget.

Unbounce

To capture leads for your email list, creating a landing page is essential. Whether you use free or paid traffic, you need a way to convince visitors to subscribe. Unbounce allows you to quickly create effective landing pages, run split tests, and optimize for the highest conversions.

LeadPages

LeadPages is an alternative landing page builder, with a drag-and-drop system making the process simple. You can choose from a number of attractive templates, adapt them for your business, and then run tests for conversions. LeadPages lets you capture leads in a number of different formats, including social media, pop-ups, and text messaging.

VWO A/B Split Test Duration Calculator

Most marketers understand the need to split test results when trying to capture leads. Simple improvements can radically increase your subscriber numbers over a long enough period of time. This duration calculator is a helpful tool that suggests

how long to run each test based on visitor numbers, conversion rate, and the improvement you desire.

Touchstone Subject Line Gold

Your subject line is integral to the open rate of each email. A poor subject line can harm the results of an email campaign, reducing conversions and halting momentum. Subject Line Gold is a tool that simulates your email list, suggesting anticipated open, click, and bounce rates based on the data you input.

Grammarly

Grammatical errors can damage an email campaign, with frequent mistakes suggesting a lack of care in your work. Grammarly is a tool that checks for problems with grammar, spelling, and punctuation, providing suggestions for improvements.

Email marketing, along with modern alternatives like social media, should be an integral part of an online business. The ability to communicate directly with prospects can lead to strong relationships that grow over time. Each of these tools can be used within your email marketing campaign, so choose your preferred option and begin capturing leads.



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7 Ways To Achieve Trade Show Success



Trade shows are a great stage to promote your business and attract new sales leads, but if you don't take the right approach, they can also be a waste of time.

If you intend to attend an industry event in the near future, there are plenty of ways to make sure that your stand has the impact it deserves. This guide will lead trade show attendees through some of the secrets of successful trade show participation.

Prepare Thoroughly For Every Show

What happens before the show is just as important as how you approach the day itself. Make sure that all of your staff are briefed and knowledgeable about your products, so they can make a positive impression on every visitor. Provide them with the latest information about

upcoming products, and run through a few sample Q&As to get them up to speed.

Make Contact With Key Influencers Beforehand

Another key aspect of trade show preparation is contacting the right kind of people. In any industry, there are "influencers". These people are the ones with thousands of followers and an expert reputation. They could be journalists, academics, or just professionals at the top of their profession. In any case, you need to contact them and make an appointment to visit your stall.

In some cases, Twitter is the best way to attract their attention. Retweet their articles, leave constructive comments and mention them in your tweets. Joining their Facebook groups or touching base via LinkedIn are just as good, and it won't hurt to

make a few calls.

Before you call, double-check that the expert is attending the show. They may be listed as a guest speaker, or they may have tweeted about attending. If they haven't, be sure to ask when you call.

Promote Your Stall on Social Media

Before your stall opens, get active on social media, promoting your presence and alerting potential customers. For a week before the show, make daily tweets about the event, what you plan to offer and where visitors can find you. That way, attendees will be primed to seek you out, and follow your feed as they decide how to make the most of their time.

Offer Something Extra For Your Visitors

Most successful trade show

stalls offer more than just product information and brochures. Instead, they seek to create an immersive environment that entertains and engages their visitors. How you achieve this depends upon your line of business. If you appeal to younger customers, you could include features like climbing walls, video games or archery targets.

If you do include this kind of feature, link it to your brand identity. For example, the firm Target could use archery in a stall themed around “hitting the target.” Climbing walls work well in brands that promise to “hit the heights” of performance. Done well, this kind of idea can create a buzz about your company and give you an extra edge over the competition.

Many companies also like to offer free gifts for attendees who leave their contact details or make purchases. Be sure to include some branded content with every gift, whether it’s a pen or a soccer ball.

Make Your Stall as Attractive As Possible

The appearance of your stall is generally up to you. Some trade shows impose conditions on decorations, but most will allow you to add banners, flags and bright

flashes of color to promote your stand. As a rule, try to give your stall a bright look, one that resembles office space as little as possible. Most visitors will spend half of their life in an office, and will respond to the contrast.

It’s also a good idea to make your booth as spacious as possible. Don’t add clutter without a reason. A few comfortable chairs and a table are often enough. Make sure your chairs are as soft as possible.

Jaded trade show crowds love booths that allow them to relax, and if they sink into a chair in front of your sales staff, they should be receptive to what you have to offer.

Participate in the Show as Much as Possible

Most trade shows have central stages where keynote speakers strut their stuff. If you want your company to be recognized, this is the place to be.

Before the show, try as hard as possible to land a spot on the schedule of speakers. If your firm has won awards, highlight them. If you create fantastic blog content, use this to your advantage. Show organizers are always keen to find new talent, so don’t be afraid to make contact.

The Show Doesn’t End When Your Stall Goes Down

Many exhibitors at trade shows make the mistake of winding down and relaxing after the show, feeling that their job is done. However, if you have spent the day collecting email addresses, Facebook likes and phone numbers, your job has just begun.

Have a strategy in place for following up all of your leads. These are people who visited your stall, liked what they saw and signed up for more information, so feel free to provide it. When you make contact, thank them for attending the show. You might also want to offer a special introductory offer for new leads. That way, you can quickly turn your hard work on the stall into actual sales.

Trade shows are invaluable for many types of companies. In fact, 77 percent of marketers say that such shows produce a large amount of leads, making them more reliable than online marketing.

If you are uncertain about how to turn trade shows to your advantage, don’t worry. Applying the guidelines discussed in this article will give you a head start when attending any industry event.

How to Effectively Market Your Business on Twitter

By Prince Patterson



Twitter has been around for nearly a decade and is still a place where many people spend much of their leisure time. Since the start of 2016, Twitter has been the second most popular social media platform in the United States with over 320 million active monthly users. It would be foolish for businesses to miss out on a population of this size.

If you haven't already created an account for your business, or haven't taken full advantage of your current account then now is the perfect time to begin. How can your business leverage this platform in an effort to bring in new clients/customers?

Keep an Active Profile:

Many local businesses are already trying to create a dialogue with customers through blogs on their websites. Tweeting can be

thought of as a form of micro-blogging. Twitter expedites the blogging process because it allows you to update potential customers with important information about your business at a much more frequent rate than a traditional blog would allow.

A Twitter post is limited to 140 characters, but a user can post however many times they want with relative ease. A stagnant profile is bad for business, so when using Twitter to market your business it is important to be precise with your tweets and to keep an active profile. A few tweets a day about your business will help to keep your target audience engaged.

Provide Visuals:

The phrase, "A picture is worth a thousand words" is crucial when marketing any business. Some businesses make the mistake of failing to

provide their audience with visuals. When using twitter to market your business, you should be tweeting pictures and or videos of relevant information in an effort to keep your audience informed and entertained. Pictures and videos provide potential customers with a chance to see how your product/service actually works, and how well your business is doing.

Promote Good Reviews:

One of the most interesting features of Twitter is that every user has the ability to Retweet someone else's tweet. For example, let's say that Rachel is following Ashley on Twitter. Rachel decides to retweet a tweet that originally came from Ashley. After this action is done, all of Rachel's followers will now see Ashley's tweet on their timeline's (twitter feeds). It is important to have a purpose when retweeting because the things you decide to retweet are also

a representation of your business and its core values. Using this feature the right way can have a great impact on the popularity of your business.

90% of customers claim that their purchasing decisions are influenced by online reviews. With the correct use of Twitter, businesses can use the retweet feature to promote good customer reviews. Search for tweets that include the name of your business and retweet the positive ones so that everyone else can see them too!

Customer Support:

Due to the speed and

convenience of the site, Twitter can be a great tool for providing customer support. Successful businesses often face the problem of having high traffic to their customer service call centers. Twitter can divert some of that phone traffic away from the call centers so that your business can devote more time to the bigger picture. If a customer has a problem, or is confused about a particular product or service they could simply send a tweet to the business' twitter profile. This gives businesses the opportunity to respond to problems promptly and publicly.

Fast public responses will

show that your business is dedicated to providing excellent customer service and the conversation will be visible for any other customers who may have been experiencing a similar problem.

Twitter has proven itself as a juggernaut in the world of social media. It provides businesses with quick and easy access to a large population of potential customers. If you haven't already started, now is the time to start effectively marketing your business on Twitter.

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Twitter content is posted in the moment and more often but it is limited to 140 characters. Twitter is focused around joining the conversation and keeping up with trending topics with the use of hashtags. Hashtags allow your tweet to reach a greater audience than just to your followers. This is a great site for businesses that are constantly posting and want to stay active with their followers. Adding photos to tweets and Facebook posts is a great way to increase reposts and favorites.

Businesses in a visual industry strive on sites like Instagram and Pinterest because it makes it easy to post pictures and showcase your

product. Instagram is great for reaching a younger target, as over 50% of 18-29 year olds have the app on their smart phone. Unlike Facebook or Twitter where adding photos is optional, Instagram and Pinterest are designed for photo sharing. Posting on Instagram should be more frequent because followers cannot repost the content. Pinterest allows its users to find their inspiration and "pin it" so they can reference it later or click on the link attached to the image and be directed to the businesses website where they can purchase the product. Creating boards categorized to your products makes it easy for users to find it.

Facebook is not just for millennials, 63% of adults age 50 to 64 have active accounts as well as 56% of adults 65 and older. Twitter and Instagram attract a younger age demographic that enjoys posting in the moment and checking their feed constantly.

When choosing the best social media site for you business it is best to start slow and sign up on sites that you are comfortable using. Social media sites are not-one-size-fits-all, and it is important to know if the audience of the site is relevant to your target market. Consistency is key; post content relevant to your business regularly and your following base will grow.

Is Your Website Mobile Friendly?

Over 50% of all online searches are now performed on a mobile device.

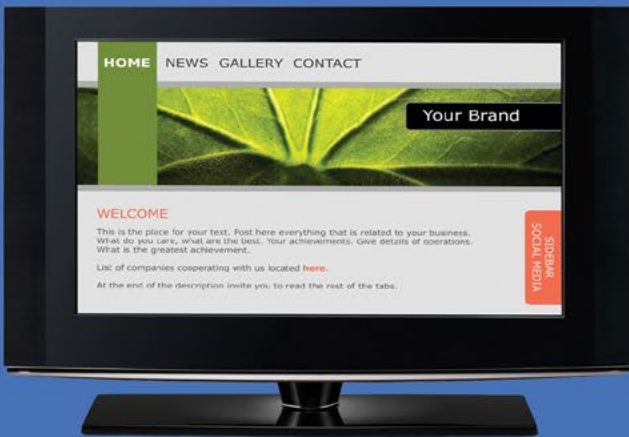


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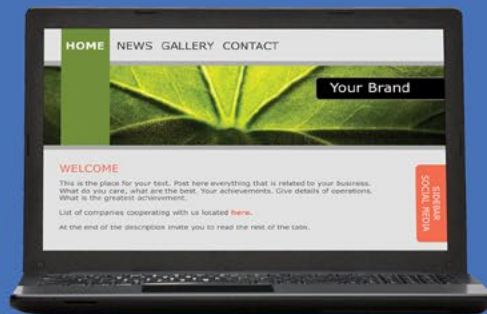
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Availability: Android



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Function Features:

Accelerating and optimizing overall performance -

One-tap cleaner to clean and optimize your phone memory, get your phone functioning in a better condition with better performance. The app has professional design for forcing to end backend processes. You will enjoy a more smooth online

experience after a boost by the app's phone optimization algorithm.

Cleaning junk files -

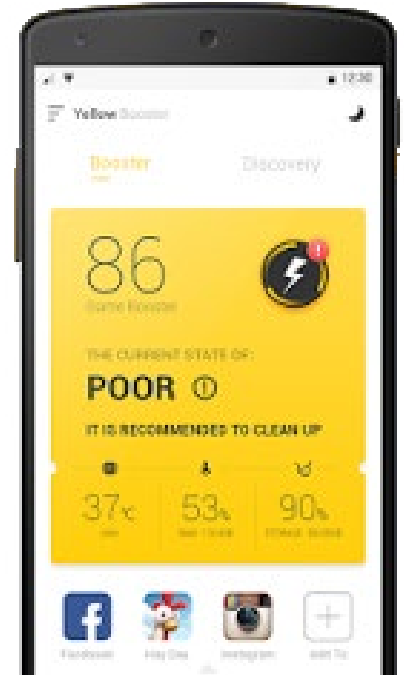
Will run an elaborate analysis to detect junk files, surplus memory and cache, delete them in order to free up your memory and storage; Accelerating apps and Cooling CPU - According to each type of App operation, it's specialized for accelerating the selected Apps by providing a quick access. The app will also detect the most consumptive App. Make it clean and neat for the purpose of cooling your CPU;

Charging faster -

This will provide you a lovely interface and adequate information on the lock screen when you recharge your phone.

Whitelisting -

Preventing specific group of apps from being killed in the background by Yellow Booster or cleaned of their caches



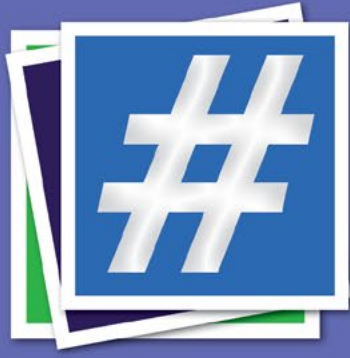
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How To Use HASHTAGS



Hashtags allow you to categorize a post, helping users to identify tweets or posts relevant to a specific brand, event or breaking news story.

Do's

#GroupHashtagsAtTheEnd - Make it easier for your posts to be read by placing the hashtags at the end.

#ResearchHashtagsFirst - Using hashtags that have no or few related tags are usually not useful.

#UseRelevantHashtags - Using hashtags that connect to your subject makes it easy to gain followers.

#UseWithImages - Images with hashtags promotes engagement.

Dont's

Use Hashtags as the Content - Hashtags work best as complements to your post, not as the actual post.

Use Wrong Hashtags - Make sure you are using the right hashtag to reference another person, brand or event.

Hashtag Every Word - Don't make it hard for consumers to read your post by using too many (or too long) hashtags.

PiggyBack on Contests - Don't use hashtags that are being used by others for contests.



Use hashtags on Twitter to categorize your Tweet

Tweets with hashtags get 2X more engagement than tweets without one.

Using more than 2 hashtags decreases engagement by an average of 17%



Instagram, in direct comparison to Twitter, reports that posts with 11 or more hashtags have the highest interactions.



Facebook posts without hashtags outperform those with hashtags. On Facebook - don't bother using them.

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