

# LOCAL BUSINESS MARKETING

*The Marketing Guide for Local Business Owners*

December 2019

## 9 Essential Online Business Tools to Increase Productivity

**Tips for  
Entrepreneurs: 5  
Ways To Increase  
Workplace  
Productivity**

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**Content  
Marketing: Five  
Essential Rules  
for Better Blog  
Content**

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## Tips on Using Pinterest to Grow Your Small Business

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**Using a Blog  
to Find New  
Customers: What  
You Should Know**

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*Digital  
Marketing:  
Three Ways  
to Gain More  
Followers on  
Twitter*

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**Infographic:  
Top Promotional  
Items**

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# LOCAL BUSINESS MARKETING

Welcome to our December 2019 issue!

As we prepare to flip the calendar into 2020, we take time to reflect on the changes and trends we experienced in 2019, and look forward to the challenges and opportunities the new year brings.

We hope you find this month's issue full of interesting articles and tips that you can apply immediately to help you grow your business.

In this month's issue, you'll find a good variety of articles covering many topics that are important to business owners. We hope you enjoy the articles on Facebook, KPIs, Re-Targeting, and other 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 A Fantastic 2020!

Darcy Guello  
Principal  
Guello Marketing

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## A Little About Us

Local Business Marketing Magazine is proudly provided by Guello Marketing.



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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If you have any questions, or would like to know how we can help you meet and exceed your marketing goals, please contact us.



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# Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

## December

Impaired Driving Prevention Month  
Write A Business Plan Month  
Tie Month  
Universal Human Rights Month  
Worldwide Food Service Safety Month

December 22nd-Dec 30th - Hanukkah  
Dec 25 - Christmas  
December 26th-January 1st - Kwanzaa

1st - Pie Day  
2nd - Cyber Monday  
2nd - Mutt Day  
3rd - Giving Tuesday  
3rd - International Day of Persons With Disabilities  
4th - Cookie Day  
5th - Volunteer Day  
6th - Salesperson Day  
7th - Pearl Harbor Remembrance Day  
7th - Bartender Appreciation Day

10th - Human Rights Day  
11th - App Day  
12th - Gingerbread House Day  
16th - Chocolate Covered Anything Day  
17th - Maple Syrup Day  
18th - Answer The Telephone Like Buddy The Elf Day  
19th - National Re-gifting Day  
19th - Free Shipping Day  
20th - Ugly Christmas Sweater Day  
21st - Crossword Puzzle Day  
21st - Humbug Day  
21st - Hamburger Day  
21st - Winter Solstice  
23rd - Festivus  
26th - Whiner's Day  
27th - Fruitcake Day  
28th - Chocolate Candy Day  
30th - Bacon Day  
31st - New Year's Eve

## January

Cervical Health Awareness Month  
Eye Care Month  
Family Fit Lifestyle Month  
Financial Wellness Month  
Get Organized Month  
Glaucoma Awareness Month  
March of Dimes Birth Defects Prevention Month  
Staying Healthy Month  
Thyroid Disease Awareness Month  
Volunteer Blood Donor Month  
Walk Your Pet Month

January 1 - New Year's Day  
January 20 - Martin Luther King Jr. Day

1st - Polar Bear Plunge Day  
2nd - Science Fiction Day  
4th - Spaghetti Day  
9th - Law Enforcement Appreciation Day  
9th - National Take the Stairs Day

13th - Clean Off Your Desk Day  
14th - Dress Up Your Pet Day  
15th - Hat Day  
17th - Ben Franklin's Birthday  
17th - Popeye Day  
18th - Winnie the Pooh Day  
19th - Popcorn Day  
21st - National Hugging Day  
23rd - Pie Day  
24th - Compliment Day  
24th - Peanut Butter Day  
26th - Spouse's Day  
26th - Australia Day  
27th - Chocolate Cake Day  
27th - Thomas Crapper Day  
28th - Blueberry Pancake Day  
29th - National Puzzle Day  
31st - Backward Day  
31st - Have Fun at Work Day

# Tips on Using Pinterest to Grow Your Small Business



You've heard about how effective Pinterest can be in helping you grow your small business and drive traffic to your website, but perhaps you have yet to get started, or perhaps you have a Pinterest account, but you haven't done much with it yet. Don't worry, though. Getting started with Pinterest is easy, and it's fun, too. With its boundless opportunities for creative expression, Pinterest is an excellent tool to connect with customers and prospects, grow your online

audience, and strengthen your branding efforts.

## Get Started Right

To get started, you really should take some time to explore Pinterest and to learn about who is there and why they use it. Then imagine your ideal customer. What kinds of pin boards does she have? What kind of content interests her? Taking this information into consideration, set up pin boards which your ideal customer will want to follow. After you've set up

your boards, you're ready to begin pinning and re-pinning. Follow interesting people and boards, and learn from them. Like other people's pins, and comment on them. It's called social media for a reason, so make an effort to be social.

## Create High Quality Visual Content

To engage people on Pinterest, you'll want to create and pin high quality visual content that lends itself well to being shared, whether photographs,

videos, illustrations, or infographics. Pinterest is a social media platform on which creativity and expressiveness are encouraged and rewarded, so make sure your visual content, in whatever form, skillfully combines stand-out aesthetic value with usefulness, whether educational value, entertainment value, or both. Make sure your content is something special that people will want to pin to their own boards and share with others. Strive to repin content that you find unique, intriguing, and interesting to your audience.

### **Have a Sound Pinning Strategy**

Figure out a pinning strategy based on your goals on Pinterest and the subjects of your pin boards, and be open to honing and developing your strategy as you go. You might want to create a pin board that gives customers and prospects an in-depth, behind the scenes look at

your business. You might have great success with a special pin board to which your customers can contribute their own creativity, insights, and fun. Do you have thought-provoking observations about your field? Share your thoughts, and create captivating graphics to accompany them. Whatever you do, be creative. Don't pin too much content that's purely promotional. Seek instead to entertain, educate, and inform, with your own unique style.

### **Consider Markers of Engagement**

How do you know you're doing well and reaching people on Pinterest? Follow boards and users that interest you, then interact, engage, and repin content from other users as appropriate. As you build up content on your own boards, people will follow them, individually or all of your boards together. Follows and repins are good indicators of how well you're connecting

with other people about their passions, so you'll want to create high-impact visual content that encourages both repins and follows. You'll also want to integrate Pinterest with your other online platforms such as your blog and other social media channels. It's easy to do, and it makes your business' content even more visible and sharable across the online landscape.

As with other social media platforms, you need to be consistent with your efforts on Pinterest to reap rewards. Take time to learn your way around the platform and to create content that will resonate with your audience. Pin, repin, and interact with people on a regular basis. Success with Pinterest won't happen overnight any more than with any other platform, but if you leverage creativity and consistency, you'll likely be pleasantly surprised by the extent to which Pinterest can amp up your brand recognition and your online visibility.

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

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## **Content Marketing: Five Essential Rules for Better Blog Content**

Most brands now realize the importance of content marketing. Of course, this means that most have websites and a company blog. However, successful content marketing goes way beyond having the intent to write a blog post once in a while. It's also fair to say there is a specific art to blogging. Let's look at some rules you can follow to get the best results.

## 1. Quality matters.

There are many aspects of writing content, and some are more in your control than others. The quality of what you write though is undoubtedly in your control. Of course, quality can have different explanations in this context and may also depend on your business to some extent. Style may also be different from providing an analytical approach to a more casual writing style.

However, in all cases, you want to provide the best quality content with the highest level of spelling and grammar. Therefore, you want to make sure you avoid simple mistakes and ensure any data or research you use is accurate. Remember your reputation can be on the line if you provide unreliable information and an article with countless mistakes may deem your brand to be unprofessional.

## 2. Choose your subjects carefully.

It's crucial to note your company blog needs to be used for a specific purpose; in other

words, it's not a place to write about anything or everything. Instead, it's crucial to choose your subjects carefully depending on your aims. The critical part of this is being incredibly focused on the topics you look to tackle.

Of course, this process begins with a content plan where you consider the topics you want to discuss on your company blog and also the style of them. In fact, this will make your life a lot easier because you already have an idea of what to write next. You want to make sure that every new piece of content fits into your overall strategy. Therefore, you want to gain engagement on topics that will benefit your business.

## 3. Titles should be carefully crafted.

As mentioned, writing successful blog content is an art, but that process is not only confined to the body of the content. It also applies to both titles and subtitles, the reason being is this is all crucial for SEO and therefore page views.

Sometimes brands can

forget that the aim here is not to create a clever or catchy title that you might look to do when writing for a newspaper. Writing web content is totally different, and it's all about using the keywords people will search for. You also want to ensure your titles are short and contain at least one primary keyword at the start. Remember that you could spend hours creating quality content, but it will only be read if you divert users to it in the first place.

## 4. Write popular content your audience will love.

Whenever considering a new piece of content, it's always crucial to keep your audience in mind. Remember your blog posts can only be successful if your fans and customers love them. To achieve this, you need to find the balance between what is popular and trending and also what your audience loves.

The process starts then by researching current trends, especially the ones that relate directly to your business or industry. On top of that, you want to research analytics for your

social media pages and your website itself through Google Analytics. It's likely you will learn over time what works and need to do less research, but the key message is to write for your audience rather than for yourself.

### 5. Ensure your content is sharable.

Another crucial rule when writing new blog content is to consider how shareable it is. Clearly, success is largely determined by users eagerness to share your content. Therefore, you

need to ensure the topics you cover appeals to your audience, and the style it's written in makes it easy to share.

You should also consider on which platforms you want it to be shared on. For example, if you want users to share on Pinterest, then you need to include images in the body of the content. Equally, it's vital to add share buttons for a range of different content. Finally, make sure your posts appear correctly on mobile format as many users will access it through a mobile phone.

Remember the easier you make it to share, the more likely it will be shared.

Brands recognize the importance of having a content marketing strategy. However, writing successful blog content takes a certain amount of know-how. This article has focused on some rules to follow for the best success. Therefore, remember that quality matters, choose your subjects carefully, titles should be carefully crafted, write content your audience will love and ensure your content is shareable.

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# Tips for Entrepreneurs: 5 Ways To Increase Workplace Productivity



For entrepreneurs and business managers, there's a lot you have to keep in check when it comes to running a business. Sometimes the most impactful way to keep your company running smoothly day by day is to increase productivity at all levels. Of course, finding ways to improve your personal productivity will help, but you should also be encouraging and motivating your entire workplace to stay productive and focused.

Improving productivity from the ground up can

be tricky, especially if you have a lot of people working for you. However, there are some effective and impactful ways to increase workplace productivity. These methods aren't difficult to enact and you should instantly see a boost in just how much better your business runs. Here are 5 of the best ways to increase workplace productivity.

## 1. Set Goals Regularly

Goal setting is a crucial part of staying productive. If you know exactly

what you're aiming for, you'll have much more motivation and drive to reach it. Plus, once you find yourself hitting your goals, you'll feel a huge sense of achievement which just urges you to keep aiming higher.

Setting goals for yourself is a fantastic way to hold yourself accountable and keep yourself focused. You can set all kinds of goals, whether it's aiming to hit a certain amount of sales for the month, opening a new location for your business, or marketing yourself to a new audience to attract

a certain amount of new customers.

You can also set goals for your staff. By giving different departments or even individuals certain goals, they'll also know what's expected of them and have much more motivation to hit their targets. You may even want to give incentives for anyone who hits their goals. Many successful businesses do this to make for a more productive workforce overall.

## **2. Avoid Wasting Time on Meetings**

Sometimes meetings feel necessary for sharing important information throughout your company, especially if you're running a large organization. However, meetings are also one of the biggest productivity killers for businesses.

Not only do you have to take time planning each meeting, but you also have to bring people away from their work to execute it. Even afterward,

many employees will lose their train of focus and end up being even less productive. All of this can cut your workplace productivity for a few hours or more. The impact becomes even worse the more meetings you have.

That doesn't mean you can't have meetings whatsoever- sometimes they can be productive. However, choose carefully when to have meetings and who exactly needs to be at those meetings. The more you can keep people in your business productive and focused, the better. You can also consider alternative options such as a regular email memo which goes out to your whole company or even digital meetings via Skype. These are less distracting and also take less time to set up and execute.

## **3. Upgrade Your Workplace Equipment**

One simple change that can have a significant impact on your company's productivity is ensuring

you have the right tools and equipment for the job. After all, it's much easier to work when you have the fastest and most efficient workplace equipment. You'll need to spend some money, but it's an improvement that can give you a great return on your investment.

The kind of equipment you should deck your office out with depends on what your company does. However, one of the best ways to improve workplace productivity is to improve your tech. Having up-to-date computers with fast processors and plenty of memory can help everyone work much faster.

Your software matters just as much as your hardware. There are now all kinds of apps and computer programs out there which can make every aspect of your working life easier. Whether you decide to move to G-Suite for workplace collaboration or start using apps like Slack to improve workplace

communication, these changes can help everyone be a little more productive.

#### **4. Keep Your Employees Happy**

If your employees are happy and satisfied with their job, they're much more likely to give back to your company. In other words, happy employees will be productive and focused employees. There are many things you can do to ensure that the people you work for work just as hard in return.

Make sure you treat your employees well and do what you can to reduce stress in the workplace. Overloading employees with tasks can stress them out and reduce their productivity. Giving them reasonable daily deadlines and goals will make them feel happy and focused and you'll notice them working much more efficiently.

It can also help to give your employees incentives. Offering

bonuses and rewards for hard-working employees is an effective way to keep them productive.

Of course, offering competitive salaries and good workplace perks can also help ensure that you get the most dedicated workers.

#### **5. Outsource Certain Tasks**

It's hard to manage everything in a business. Some small businesses make the mistake of trying to build and staff a new department for everything from finance to marketing. Some business managers try to take on all of these complex tasks themselves. However, there is another option which can help make everything more productive.

Outsourcing certain tasks is a fantastic method to improve productivity and make your business run smoother overall. You don't have to do this with everything, but reaching out to external agencies for things like marketing, handling finances, and

legal issues is a great way to get important jobs done.

The benefit of outsourcing is that you can find B2B services which are dedicated to making your workplace run better. Plus, you'll free up plenty of time for yourself to focus on other tasks. It also saves you from having to spend a lot of time and money setting up new departments. All things considered, it can be a massive productivity booster.

#### **Conclusion**

Running a business day to day is tough, and there are always times you may have to deal with unexpected circumstances or lazy employees. However, these five methods can help increase your workplace productivity significantly. If implemented well, you'll quickly notice more work being done and a smoother-running business overall.

LOADING...

2019



2020

Planning process 2020 **Strategy** Growth

**Vision** Solution Concept

Focus Target **2020** Career Innovation Target Promotion Plan

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Teamwork **Success** Achievement

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## Using a Blog to Find New Customers: What You Should Know

A blog can be a great platform to spread the word about your business. And the best part is that a blog functions on a “passive” basis. Once an article is posted and ranking on search engines, expect it to have some effect for years to come. So, the power of a blog should never be underestimated, especially when it involves giving your business a valuable boost.

This article will provide more information on how using a blog will help find new customers. At the same time, it will

discuss some benefits and considerations for making it effective. Seeing as there are many existing blogs serving as competition, you need yours to be competitive. So, this is what you should know about using a blog to find new customers.

### Keep the Content Relevant and Interesting

A key aspect of gaining new customers using a blog platform lies in the content you post. For instance, posting articles that are not related to your business or target market can be considered

somewhat of a waste. The truth is you want to establish yourself as an authority figure, and you do this by showing the market you have knowledge about your business.

However, blogs are also considered more personal platforms as supposed to websites. This means you don’t want to use an approach that is too formal or cold. Instead, keep it friendly and professional. It is recommended to be informative and to provide quality articles users consider helpful.

## Powerful Keywords for More Visibility

The keywords you use to connect the content play an equally important part. The right keywords actually serve a dual purpose, and one ties in with search engine visibility. The other purpose is to make it easy for users to find content related to the topic they are interested in. When users type in a search term, you want your content to connect with it directly.

## Quick Loading Pages and Friendly User Navigation

If the blog is part of your business project, it needs to operate at a quality level. In other words, the pages should load quickly, and there shouldn't be any broken links or links that redirect users to a site where they don't want to be. Additionally, it should be easy for users to find and navigate between the posts that interest them most. Sometimes stripping things down to the basics can help a lot.

## A Platform to Promote

When you have a nice business blog up and running, share it. Invite friends via email and share a link to the blog on social media. Ultimately, a blog is the perfect place to introduce new customers to whatever your business model may be.

## Organic Search Engine Rankings

Finally, a blog gets you on search engine rankings, which is where you find loads of organic traffic. But it only makes a significant difference if the blog is able to rank high. And this means optimizing the blog according to search engine algorithms.

The fact that you are considering a blog to find new customers is a big step in the right direction. However, it requires some time, effort, and patience if you want it to influence your business positively.

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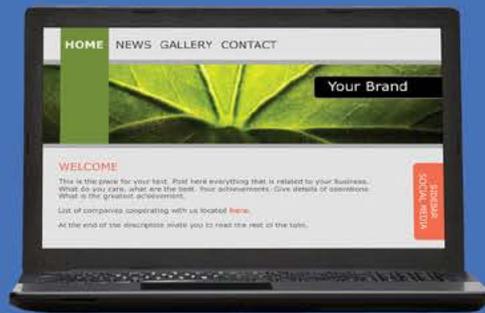
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## 9 Essential Online Business Tools to Increase Productivity

In a world where social media sites are booming platforms for promotion and business endeavors are widely shared online, having access to tools that help boost productivity at your fingertips is necessary to stay ahead of the competition. Creating a website with a professional aesthetic, tracking your traffic, and staying on top of industry-relevant news are all things that business owners need to prioritize in 2018, and this list of resources will help you do all that and more. Get work done quickly and efficiently and boost your productivity both online and offline with these 10 essential online business tools.

### 1. Social Media Marketing: Buffer

Manage your promotional social media posts with Buffer, an online tool you can use to schedule social media posts on any platform in advance. Create your post, schedule it, and Buffer will automatically publish it. You can also schedule multiple posts on multiple platforms, saving you the time it takes to post manually and separately on each account. You can sign up and try it for free.

### 2. Budgeting: Harvest

Harvest is an app that makes it easy to keep track of your hours and expenses as well as create

custom invoices that you can record and send to clients with just a few clicks. Once you've sent an invoice to a client, you also have the option to allow Harvest to send them reminders to pay their invoices to avoid uncomfortable situations. You can also track detailed schedules and information about your work projects in advance, making it easier to budget and make the project more cost-efficient.

### 3. Task Management: Swipes

Swipes is both a personal and collaborative task management app with a minimalist design to help you get tasks done

in the simplest and least overwhelming way possible. Swipes Personal is a free app that acts as a to-do list, with the option to enable notifications and reminders. It can be downloaded on both your laptop and phone. Your information syncs automatically so that when you make a change on one device it changes on the other as well. Swipes Workspace is a program that can be used alongside your coworkers or employees to create step-by-step plans and goals that everyone can view, edit, and add to.

#### **4. Creating a Distraction-Free Workspace: FocusMe**

FocusMe is a popular app and website blocker you can download on your laptop or Android. It helps you save time and get more work done by minimizing distractions like browsing social media or messaging your friends. You can choose which apps you want to block, and the amount of time you'll lose access to it. This tool is especially useful if social media promotion is a central part of your marketing strategy; although it's important to

stay on top of notifications from your followers, there are times where they can sidetrack you and hinder your workflow. FocusMe can help you tackle your procrastination habit, and you can try it out for free.

#### **5. Web Analytics: Google Analytics**

Google Analytics is a free online tool that boosts productivity by providing you with information about your visitors and customers. It analyzes the traffic you get on your website or app and tells you where it comes from, whether it's social media, referrals, SEO, or other methods. It also tracks how many people continue using your site, and how many people lose interest after just one visit. Using this tool, you can compare the amount of traffic and customers you have to the amount you had previously, which allows you to compare which one of your marketing strategies generated the best results.

#### **6. Collaboration: Google Docs**

Google Docs is a free service that allows

multiple people to view and edit the same document so that you and your coworkers can work together in real-time instead of sending projects back and forth between edits. Google Docs also gives you a variety of templates to choose from based on the nature of your project. Google Sheets and Google Slides have the same functions and are a part of the same word processor as Google Docs, but you can use them to create spreadsheets and presentations instead of documents.

#### **7. Creating Timely, Relevant Content: IndustryDive**

Keeping up with the trends and recent headlines that are relevant to your industry is especially important if you run an online business. Posting up-to-date content on social media, your blog, or other platforms is vital to draw in clients and keep them interested. IndustryDive allows you to choose from 13 of their outlets to read news articles about specific industries,

including waste, utility, HR, construction, and many more.

### 8. Communication: Slack

Slack is an organized digital workspace that allows you to create separate “teams” where you can send and receive messages and add attachments. You can choose whether you want to keep workspace groups public or make them private, and you may direct message a group member to start a one-on-one conversation. Slack optimizes team communication by providing you with a single space for sharing

all of your online work discussions and documents, and you can easily find specific conversations or documents using their Search feature.

### 9. Proofreading Content: Grammarly

Grammarly is an app that catches your grammar and spelling mistakes and helps you improve your writing skills with weekly reports of your progress. This online tool helps you quickly proofread all of your documents and can be downloaded to Safari to check your emails, social media posts, and website content for grammatical

errors that might make your customers question your reputability! It’s completely free, but you can pay to upgrade your membership and get deeper, more detailed edits.

Navigating an online business on your own can be tough, but these apps and tools can give you the push you need to optimize your content and craft. Try them out for yourself and observe how they improve your productivity to determine if they’re of use to you!



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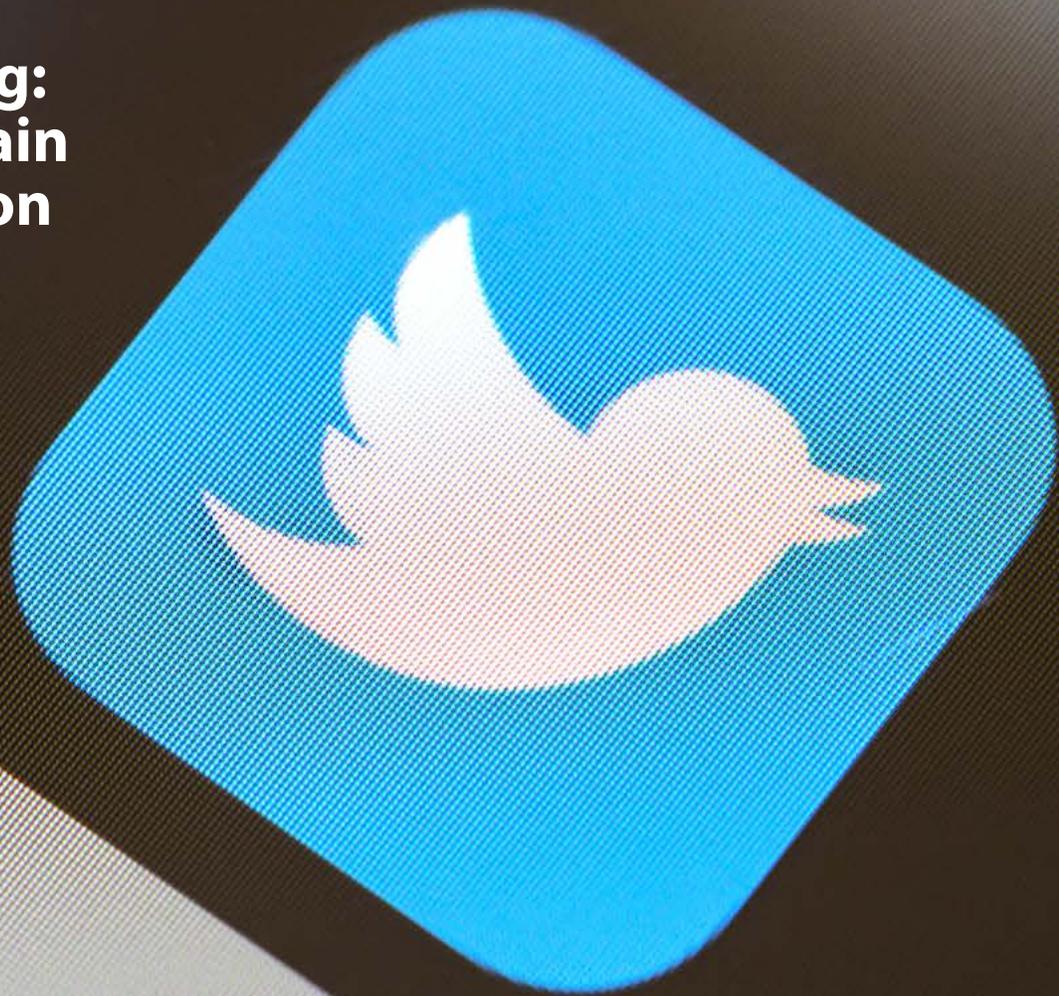


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## Digital Marketing: Three Ways to Gain More Followers on Twitter



The majority of brands know the modern era needs a sophisticated digital marketing strategy. Social media is clearly a crucial part of that. This article provides some tips on how you can gain more followers on Twitter.

## 1. Targeted following

Twitter obviously has rules against aggressive following and you should always be careful not to come across like a spammer. However, this is a grey area and following users is encouraged by the site. In fact, you could argue it's largely the point of Twitter.

The important thing to note here, though, that if your goal is to gain followers, don't simply follow accounts at random. Instead, you want to target those that are most relevant to you - and as mentioned don't follow on mass. The best practice for new accounts is to limit your following to 50 or so a day - although this will differ from business to business.

## 2. Twitter is a communication platform

One of the biggest pieces of advice for brands is to keep in mind

that you won't get very far by talking to yourself. Twitter does not exist first and foremost to be a sales channel for your business, but instead is there to connect people.

Therefore, if you want to be successful it's crucial to engage on the platform. You can do this in several ways such as replying to comments you get, creating content that engages by asking questions and even responding to posts from others. The bottom line here is if you want to get a lot out of Twitter, you need to put a lot into it.

## 3. Remember to like and retweet

As mentioned, Twitter is all about engagement. Of course, you want to maximize the engagement on your content. However, these things are mutual to some degree - meaning you have to put in a bit to get a bit back.

It's true to say that simple actions can be

enough to gain new followers. For example, engagement such as liking or sharing a tweet from others. Both of these actions have advantages because when you like, you aren't sharing the tweet on your profile - and there may be reasons when retweeting works well, such as sharing positive feedback on your brand. Remember on Twitter that users expect two-way engagement.

Most brands now recognize the importance of a solid digital marketing strategy. Not every platform is equal though - and a different approach is often required for each one. The preceding article has focused on Twitter by providing some basic tips to gain more followers. Remember to engage in targeted following, use Twitter as a communication platform and to like and retweet content from others.



# FUN FACTS

"Jingle bells" was composed in 1857, and not for Christmas – it was meant to be a Thanksgiving song!

Japanese people traditionally eat at KFC for Christmas dinner, thanks to a successful marketing campaign 40 years ago. KFC is so popular that customers must place their Christmas orders 2 months in advance.

Dec. 1, 1885 - Invented by Charles Alderton, Dr Pepper was first served at the W.B. Morrison & Co. Old Corner Drug Store in Waco, Texas

Dec. 1, 1989 - Christmas Vacation was released in theaters

Dec. 8, 1980 - John Lennon was shot by Mark David Chapman

Dec. 10, 2009 - Avatar, the biggest grossing film of all time, was released in theaters

Dec. 18, 1968 - Chitty Chitty Bang Bang was released. It was based on Ian Fleming's book of the same name

Dec 21, 1937 - Snow White and the Seven Dwarfs, Walt Disney's first full-length animated film opened in Los Angeles, CA

Dec 31, 1879 - Thomas Edison demonstrated the incandescent light to the public for the first time, in Menlo Park, New Jersey

## LOCAL BUSINESS MARKETING

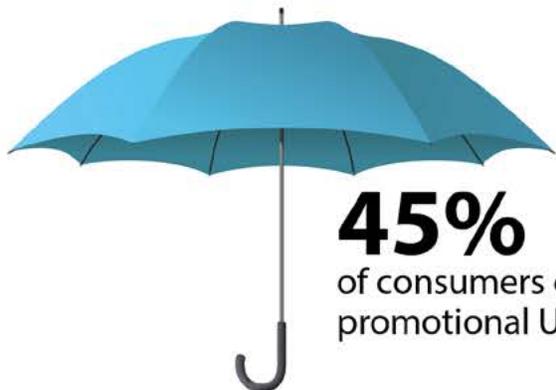
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# TOP PROMOTIONAL ITEMS



**45%**  
of consumers own  
promotional Umbrellas

**62%**  
of consumers own  
promotional Calendars

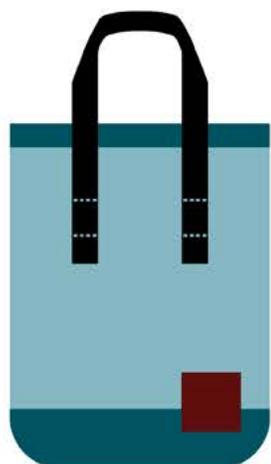


**89%**  
of consumers own  
promotional Writing  
Instruments



**69%**  
of consumers own  
promotional Caps/Headwear

**58%**  
of consumers own  
promotional USB  
Drives



**73%**  
of consumers  
own  
promotional  
Bags

**64%**  
of consumers own  
promotional Desk  
Accessories



**80%**  
of consumers own  
promotional  
Shirts



**88%**  
of consumers own  
promotional Drinkware  
1/2 of consumers who  
own logoed drinkware  
use it 2-3 times a week  
or more



**45%**  
of consumers have a more  
favorable opinion of an  
advertiser if the Promotional  
Product they receive is  
Environmentally Friendly

**67%**  
of consumers  
own promotional  
Outerwear and  
Fleece



A man with glasses and a beard, wearing a dark blue shirt, and a woman with dark hair, wearing a red shirt and a white apron, are sitting behind a wooden counter in a cafe. On the counter, there are several pastries on a wooden tray, a white mug, and a tablet computer. In the background, there are shelves with various items like mugs, jars, and coffee bags. The text "LOCAL MARKETING" is overlaid in large white letters on the image.

# LOCAL MARKETING

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