

# M LOCAL BUSINESS MARKETING

*The Marketing Guide for Local Business Owners*

December 2020

## 10 Crucial Elements of an Engaging Business Website

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*10 Signs That Your Sales Prospect Will Not Buy From You*

*20 Qualities and Habits to Increase Your Business Success*

## Creating a Highly Effective Business Blog

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**Better Website Prospect Conversion with Email in Three Easy Steps**

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*Information Technology: Saving and Retrieving Critical Data*

**Infographic:**  
Top Promotional Items

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Welcome to this month's edition!

December is here, which means that 2020 will soon be over. Not sure if any of us will be sad to see the year end. What are your plans for 2021 a much better year? What new marketing platforms will emerge in the coming year, and how can local businesses take advantage of them?

While we all work to finish up the year strong, we should also be looking ahead. What long-term impacts will we continue to see from the COVID-19 pandemic? How long until we're back to a sense of normal? There is not doubt that the marketing landscape will continue to evolve as consumer habits change. You can trust that we will continue to provide informative articles on all of these topics, along with others that can help you grow your business.

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

If you have any comments about this issue or would like us to help you with your marketing, please do not hesitate to contact us.

Merry Christmas!

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 10th-Dec 18th - Hanukkah  
Dec 25 - Christmas  
December 26th-January 1st - Kwanzaa

1st - Giving Tuesday  
1st - Pie Day  
2nd - Mutt Day  
3rd - International Day of Persons With Disabilities  
4th - Cookie Day  
4th - Salesperson Day  
5th - Volunteer Day  
7th - Pearl Harbor Remembrance Day  
7th - Walt Disney Day  
10th - Human Rights Day  
11th - App Day

12th - Gingerbread House Day  
14th - Free Shipping Day  
15th - Cupcake Day  
16th - Chocolate Covered Anything Day  
17th - Maple Syrup Day  
18th - Answer The Phone Like Buddy The Elf Day  
18th - Ugly Christmas Sweater Day  
19th - National Re-gifting Day  
19th - Free Shipping 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 18 - 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  
11th - Clean off Your Desk Day

12th - Work Harder Day  
14th - Dress Up Your Pet Day  
15th - Hat Day  
16th - Hot & Spicy Food Day  
18th - Winnie the Pooh Day  
19th - Popcorn Day  
20th - Cheese Lover's Day  
20th - Take a Walk Outdoors Day  
21st - National Hugging Day  
23rd - Pie Day  
24th - Compliment Day  
24th - Peanut Butter Day  
26th - Spouse's Day  
27th - Chocolate Cake Day  
28th - Pediatrician Day  
28th - Blueberry Pancake Day  
29th - Have Fun at Work Day  
29th - National Puzzle Day  
30th - Croissant Day  
31st - Backward Day  
31st - Hot Chocolate Day

# 10 Signs That Your Sales Prospect Will Not Buy from You



It is hard work generating sales leads. So, it can be hard to let go of a prospect when you have already put so much work into nurturing them. However, as every experienced salesperson knows, it is also a waste of time pursuing sales prospects that have no intention of buying.

You can ask all the qualifying questions you like, but some people will give you the right answers and still never buy. So, you need to be able to spot the signs that the

person you are talking to is wasting your time. Here are ten warning signs that you are working hard to close a lead that will never close and still never buy. So, you need to be able to spot the signs that the person you are talking to is wasting your time. Here are ten warning signs that you are working hard to close a lead that will never close.

## 1. No Time to Talk

If you tell a prospect that you will need an hour for your sales presentation, and they give you ten

minutes, then that is a big red flag. If someone wants to buy something, they will be perfectly happy to spend some time making sure that the product they buy is right for them. They will be perfectly happy to spend some time making sure that the product they buy is right for them.

Being unwilling to spare you any time could be a sign that you are being used to make up the numbers. Your lead may have already decided on buying another product. Still, they want to be able

to demonstrate that they did look at other options as well.

## **2. You are Not Talking to the Decision Maker**

You can spend as much time as you like talking to the monkey, but if the organ grinder says no, you will not get a sale. Whether it is a business to business sale or a consumer sale, you must get to see the relevant stakeholders and the decision-maker if you want to close a deal.

If your prospect refuses to introduce you to the decision-makers, it could be a sign that your product is not a good fit. At best, it will mean that you will have to start the sales process over again once you have been introduced to the right people.

## **3. The Prospect is Not Comparing Like with Like**

When people are serious about buying something, they will have a price in mind, and they will be looking at products with similar features. Someone serious about buying a Lamborghini, for example, is not likely to be also looking at a Toyota Yaris.

The like for like comparison red flag works both ways. If your product is way more sophisticated than other products in the running, then it will likely be too expensive for the prospect. If your product is significantly cheaper than the other products, then your offering may not meet the needs of the lead.

## **4. There is No Urgency**

Nurturing long term prospects can work, but it will take up a lot of your time, and there will be no guarantee that the lead will buy. If a person has no timescale in mind to make the purchase, then there is no urgency to come to a decision.

Buyers with no time scale may not be buyers at all. Likely they are merely researching the market, or it might be that they enjoy window shopping. Either way, if a prospect has no urgent need to buy your product, it is unlikely that you will be able to create any urgency for them.

## **5. Asking for a Price Reduction Too Early**

There is an element of

negotiation involved with almost every type of sale. However, if someone asks for a significant price reduction before they ask anything else, that is a sign that they do not have the budget to buy your product.

A serious buyer would first want to know what the benefits of your product are. Then, they would compare the benefits of your product with other products of a comparable price. Once they decided that your product will meet their needs, that is when they would begin to negotiate with you on price.

## **6. There is No Real Need to Buy**

People only buy things that they need. People buy new homes because they want more space, or they must move to another area for their work. Businesses purchase new computer hardware because their existing equipment is outdated or unable to cope with the demands of the operation.

The need to buy might be practical, or it could be desire, but there will

always be a reason why a person wants to purchase any product. If you cannot put your finger on why a prospect wants to buy your product, then you could be wasting your time.

### **7. The Product is Not Right for the Prospect**

It is not the salesperson's place to say who can buy their product and who cannot. Even so, there are times when a mismatch between prospect and product will be a barrier to closing the sale.

An example of this type of mismatch would be a small business owner inquiring about buying a top-end enterprise resource planning (ERP) software application. The price of the software in this example would not be the only issue. The software would also be overcomplicated for a small business. If you sell any product that is not fit for the purpose it was bought for, then you will wind up with a disgruntled customer on your hands.

### **8. The Prospect is Not Working with You**

If a prospect wants to

buy your product, then they will work with you to ensure that your product is a good fit for them. A serious buyer will work with you because they want the same outcome as you.

If you gave someone some customer references to contact, for example, the prospect would talk to those customers. If you left your product with a lead for a trial period, you would expect that person to have tested the product. If your prospect is not prepared to work with you through the sales process, then they are probably not serious about buying your product.

### **9. It All Goes Quiet**

When a prospect stops returning your calls, then that is a sign that the deal has gone cold. It could be that the person you have been talking to has a crisis to deal with, or it could be that they are unwell. But, if the lack of engagement continues and none of the other stakeholders will talk to you, then it is probably time to draw a line through that lead.

### **10. Too Many Hoops to Jump Through**

The final sign that a prospect is never going to buy from you is asking you to jump through too many hoops. If you have demonstrated that your product will more than meet the needs of a buyer, and then that person starts asking for more, you could be on a slippery slope to nowhere. If you are not careful, you could soon be saying that your product can do things that it cannot merely to prove the prospect wrong.

If a prospect seems determined to prove that your product is not up to scratch, walk away. Even if you do get this type of person to the finishing line, they will still want more, and they will likely become an over-demanding customer.

How hard you qualify your sales prospects will depend on how many leads you have in your pipeline. Even so, if you do not have any real hot leads to work with, you would be better off spending your time creating new leads than wasting your time on someone who will never buy.



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# 20 Qualities and Habits to Increase Your Business Success



Do you wonder what makes business tycoons so successful? Study leading business moguls, and you'll find they share abilities and conduct that boost their accomplishments. When you develop these 20 qualities and habits, your success will rise too.

## **Emotional intelligence**

Leaders are emotionally intelligent. They note the intonations and gestures that reveal people's aims and are interested in what makes others tick. Their attitude gives them the edge and they are empathic. They attribute their moods to themselves rather than imagine colleagues, clients, or employees cause them.

## **Communication Skills**

The most successful business people are skilled communicators. They understand when to take centre stage or let others hog the limelight. Because they easily get their ideas across, their employees recognize what they want from them. Their affable body language helps them connect with people.

## **Honesty**

Successful entrepreneurs don't hide their intentions, preferring honesty to a cloak and dagger approach. They are clear about their plans and activities, and this means they engender stable professional relationships and their employees respect them.

## **Responsibility**

Accomplished tycoons understand it takes time to get new projects off the ground. They know they'll meet setbacks on their journey and don't bail at the first sign of difficulty. They recognize they are responsible for their actions and aren't despondent when less motivated entrepreneurs might quit. If challenges arise, they look at their behaviors to discover what went wrong and how to improve.

## **Originality**

Business magnates are innovative and work toward growth. Rather than adopt mainstream thought practices, they engage in out-of-the-box thinking. They aren't afraid to try alternative methods to overcome setbacks and motivate their employees to do likewise. Their ingenuity boosts workplace enthusiasm and provides fresh ideas.

## **Desire to inspire**

Successful business moguls inspire people, boosting their motivation and confidence to achieve goals. They recognize and nurture employee's talents. Their people skills make

staff want to please them and they are superb role models.

## **Versatility**

It's usual for companies to change direction occasionally. Flexibility makes entrepreneurs at the top of their game hardy so they don't get stressed when they need to revise their course. Since they are versatile, they avoid getting stuck in a rut and can develop their business calmly and confidently.

## **Supportiveness**

Lack of support is a major gripe for unsatisfied employees who feel their manager doesn't appreciate them. Business leaders, however, understand their staff help to make their firms fruitful. They know without their hard work, the business would fall into decline. As such, they reward their efforts with incentives and support and foster their talents.

## **Positivity**

Business leaders adopt positive attitudes that affect how they treat clients and staff and oversee their companies. Their look-on-the-bright-

side stance highlights opportunities to flourish and decreases negativity when challenges appear. They focus on solutions rather than wallow in disappointment.

### **Concentration**

Leaders are goal-oriented and single-minded when it comes to reaching targets. They conquer challenges with steely determination and focus on business expansion, avoid distractions, and seek new ways to rise and succeed.

### **Hunger**

Success and passion go hand-in-hand in the business world. The cream of the crop love their work and are hungry to meet their aims. They have a burning desire to get ahead and are happy to work extra hours when required. Challenges light their fire rather than get them down, and their energy fuels their accomplishments.

### **Confidence**

Leaders are self-assured. They don't always know new business ventures will work, but they have faith they can plow all the energy needed into projects to give

themselves a shot at success. Staff and clients recognize their confidence and it lifts them too, helping them believe in the company. People feel secure doing business with them because they see them as credible and poised.

### **Decision-making**

You won't catch leaders dithering when they need to make a decision. They don't jump the gun before gathering necessary data, but they don't hang around when it's smart to make a fast choice about how to proceed either. Their confidence helps them grab opportunities before anyone else, and they do so with certainty and resolve.

### **Delegation**

Leaders know employees can't always handle stressful projects that are out of their comfort zone or skill level. They aren't afraid to manage difficult chores personally when they see an employee struggle. At the same time, they don't waste energy on simple jobs when more pressing matters call. Instead, they delegate so they may attend to business requiring their expertise.

### **Intuition**

Gut feelings and instincts play a part in business proceedings when you're a mogul. You get a feel for a client's needs and what lies behind hidden agendas during business deals. Experience teaches leaders to take note of gnawing sensations in the stomach and hear what they say.

### **Networking**

Business people who achieve the most success have extensive social networks. They gather new connections, keeping telephone numbers and names for future reference. Even when socializing away from work, they are aware of potential business allies and exchange information.

### **Routines**

People who achieve business excellence adapt their routines when they discover new helpful behaviors. They incorporate fresh approaches and actions into daily life and are constantly alert to novel ways of managing their company.

When they find valuable habits, they keep them

as long as they continue to work and add new ones to their repertoire often. Hence, they might meditate early in the morning and set helpful intentions before going to bed.

### **Organization**

Perhaps you've heard the phrase 'tidy desk, tidy mind.' Clutter and disorganization lead to chaos, so moguls are fastidious about governing every aspect of their work. They keep tidy workstations, files, and schedules. Because they know what to do and where everything is working's simple.

### **Activity**

There's a difference between mulling around the office and hard graft. Successful entrepreneurs take action rather than dawdle. They don't procrastinate or succumb to daydreaming. When they create dreams, they also make plans and set goals, and this stops them from getting stuck in a rut of inactivity.

### **Constant assessment**

Leaders in business constantly assess the way they work. They look at what is and isn't working and adopt necessary changes. Their business

improves consistently rather than stagnate or remain average because they are in touch with what happens in the office and wider world that might affect business.

If you haven't perfected the habits and qualities suggested, don't fret. With self-awareness and fortitude, you can build the skills needed to succeed. Examine every tip and note areas to work on so you progress. Find suitable role models, people who are already successful to learn from, too, and your expertise will grow.

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## 10 Crucial Elements of an Engaging Business Website

A quality website is an excellent branding tool for a business, acting as the center of your operations. While you will have social media platforms to communicate with customers, you would typically direct people towards your main site. If, however, your website is not enticing or engaging, you can end up reducing interest in your brand. Using the following elements on your site can draw people into your business, providing trust and engagement.

### Engaging Content

Engaging content is what will keep people active on your site and encourage them to return. For most business sites, a blog will be required to contain your content. Designers and other creative fields might get the most traffic to a portfolio page, though, and case studies can also be a draw.

### Lead Magnet

A lead magnet will entice visitors to join

your list, allowing you to continuously contact them. An effective lead magnet is usually a report, video series, software tool, or similar useful offering. Your lead magnet should be related to your main business, acting as the first step in a sales funnel.

### User-Friendly Navigation

Navigation can make or break a website. If visitors struggle to find the content they require, they will almost certainly leave. Navigation

simplifies the searching process, leading people towards the relevant pages. Most business sites will be relatively simple, so you don't need to overcomplicate the navigation.

## **FAQ Page**

An FAQ page contains all the common questions users ask, providing a useful resource to visitors. You can save time on customer service by leading people towards the FAQ page, while you may drive traffic if your site becomes the go-to source for common niche questions.

## **Images and Video**

Images can enhance a website, helping to tell the story of your business and improving written content. If you run a store, for example, pictures of your location and employees encourage people to visit. Videos are also useful for visitors who are less inclined to consume articles.

## **SEO Optimization**

SEO helps your content gain visibility in the search engines, but it also offers an excellent experience for users. Ensuring your page titles, content, and

images are all optimized helps visitors find exactly what they are looking for. Creating logical category options and hierarchies makes navigating your site far easier.

## **Brand Story**

Most visitors will know little about the business they are visiting. Providing details of your brand story helps build trust and makes your business more memorable. You could detail why you started the enterprise, what your values are, and information about your team members.

## **Contact Details**

The appearance of contact information helps build trust, even if a visitor doesn't want to get in touch. For customer support questions, installing a helpdesk can offer an organized approach. Being active in the comment section of your blog also shows you are accessible and willing to engage with visitors.

## **Call to Action**

Many business websites feature details on the company and services but fail to include a call to action (CTA). Your CTA tells visitors what action they should take next, whether

visiting your store, joining an email list, or calling you. Make sure to direct people to the next stage in the sales funnel through a visible CTA.

## **Trust Factors**

Visitors need to trust you in order to buy your products or use your services. Adding trust factors can make people feel at ease, reducing any reservations they may be feeling. Trust factors can include visible security seals, reviews and testimonials from buyers, and recommendations from respected people in your industry.

Most business websites will have some of these elements already. Some sites, though, only list a few company details and never go further towards engaging visitors. There is so much competition for attention online that a mediocre website can irritate visitors, leading to a negative response to your brand. Simply including these elements in your design can radically alter the perception of your business, resulting in more sales. Ultimately, your website will represent your brand, so it is crucial that you make the experience count.

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## Creating a Highly Effective Business Blog

In today's world, your company cannot afford not to have a business blog, no matter how small it is or what line of business it is in. Your customers will expect you to have one. Your competitors probably have them already. Read on to learn what a blog can do for your business, and how to create a truly effective one.

### What a Blog Does for Your Business

Two of the main purposes of a business blog are generating leads and converting readers into customers. Equally important, a blog serves to humanize your business. By making your business more relatable, you are building up trust with your potential customers, and that trust is what will

ultimately drive the most conversions. A business blog is not just a place for your company to promote its products or services, it is a place to address important issues that affect your company and defend it from its critics. A business blog is as important to modern companies as a customer service line is.

## How to Make an Effective Business Blog

Business blogs are as varied in style and message as businesses themselves are. However, there are certain traits that every business blog needs to have if it is to be successful.

### Stay True to Your Company's Brand

Every little element in your blog must be true to your brand if you want readers to really connect with it. A generic theme and layout will not do. Say, for example, that your company's brand is a family-friendly one. All of the images on your blog should have family themes. Instead of menu options like "Contact Us," and "Help," use choices like "Let's Be Friends," and "Got a Question?" Do not write the blog in a polished, professional manner, write it with a friendly, down to Earth tone. Avoid professionally produced videos. Instead, have them made by friends and family members of employees, for that honest, amateur, family feel. Every single element

of your blog, no matter how small, must be true to your company's brand.

### Pay More for Strong Writers

A business blog is not just for dispensing information. It is something that is really supposed to connect with your readers. That kind of writing takes talent that not every writer has. Never try to save money by settling for a writer who will work for very little money. Find a writer with a unique style that matches your company's brand and then pay what it takes to keep that writer around. Your blog is the first point of contact that many people have with your company. Make sure that it is a memorable one that keeps them coming back for more.

### Minimize Loading Time

Images are critical for making an effective business blog, but so is your blog's loading time. Today's consumers don't like to wait. If your blog is so loaded down with giant images and scripts that it takes forever to load, most

people won't wait around to find out what your blog even looks like. There are many things you can do to minimize your blog's loading speed, and you should do all that you can.

### Put Your Audience First

Post about things that matter to your readers. Nobody is visiting your company's blog to read sales pitches. You can promote products, services and sales, but you have to do so in a discreet, understated way. Mostly, you should be solving problems or making helpful suggestions for your readers, and only sometimes mention in passing how your company's products or services can help them with these matters.

### A Final Word

A blog is one of the most important business tools that any modern company can have. To be truly effective, though, every little detail needs to be right. Invest the time and effort to get those details right, and you will find yourself well rewarded.

# Information Technology - Saving and Retrieving Critical Data



The small business owner, no matter what the business, will enjoy greater success if they have their information technology under control and working for them. How you capture, store, and retrieve information to conduct your business can make a huge difference in your efficiency and time management. That is not to mention that critical

bit of data you know you have but you cannot seem to find when you need it.

The good news is that today's information technology is light years ahead of the old paper files and cabinets or Rolodex solutions. There are several information technology solutions that help you to gather, store, organize, and retrieve

information critical to your business. The top three, according to many sources, are Evernote, Google Keep, and Microsoft OneNote. Which is best for your small business depends upon the features, and most importantly how easy it is to capture and then retrieve the information later.

The busy business owner has a lot going on in their business day, and often the only way in which they can reliably capture and store important notes is if they have a system or solution that makes it easy to do in multiple ways. There are times when the only way in which important data can be captured is if there is a fast and easy way to do so and have it automatically stored for easy retrieval when you need it. Here are some considerations when selecting the right solution for your needs.

### **You Are Not Always Online - Your Information Technology Must be Available Offline**

It is true that working in the office and even via mobile can often be done online with today's broadband and mobile access to the Internet. However, even the most connected of individuals will not be able to access their information technology online all the time. The system or solution you use to capture, store, and retrieve data should have both online and offline access to your files.

### **Information Technology for Capture in the Office**

Today's business world involves a lot of time doing research and office tasks on the computer. Developing a workflow that makes efficient use of your time is important, and that should involve efficient information capture while working online or with software. Does the solution allow capture of information both online and when working in software?

#### **Capture of Web pages**

Easy capture of the URL address of a website page should be fast and easy with only a click or two that does not unduly interrupt workflow. It should offer fast selection of file folders or notebooks to organize information, all through just a few seconds of time and two or three clicks.

#### **Partial page capture**

Suppose you are checking out a competitor's website and see something of interest you want to work with or research more in depth later. Highlighting some of the text/images on a page and capturing just that portion with the

URL address should be fast and easy as well.

#### **Capture of notes in software**

While working in software offline, can you capture a piece of information or saved file reference while working? An example may be working in accounting or bookkeeping software and wanting to capture a reminder to take some action later. Can you quickly with a couple of clicks make a note referenced to that software that will remind you later?

#### **Drag and drop**

The three previous ways of capture can be accessed with a browser addon or through right-click while working, but can you also drag and drop highlighted information, a document reference, or other information right into the information technology solution?

Those are "at-your-desk" information capture activities, and they can save you immense amounts of time while helping you to capture more information than ever before.

## **Information Technology for Capture On the Go**

Even the local brick and mortar business owner is out and about during the business day. When it comes to remote workers, real estate agents, mobile workers, or others, they are mobile much of the time. Capturing information on the go is just as important or perhaps more so for these businesspeople. Ways in which you may want to capture information include:

### **Taking photos**

Making sending an image to your file system a single-step process is a timesaver. When the information technology tool you choose allows you to do that, perhaps through an in-app camera choice, you can grab images on the go and have them in your file system quickly. For the real estate agent, or others who may take photos of signs or other things with text in them, a solution that offers text recognition and conversion is a plus. For instance, perhaps a construction worker would want to take photos of portions of building plans.

### **Capture audio**

If you often take audio notes, perhaps you have been using a digital voice recorder. However, that requires other processing if you want those audio notes in your computer later. If you can use your smartphone to take an audio note directly into your information technology solution, you have saved time and steps. If an option is offered to convert audio to text, you may find that of value as well.

### **Drawings or sketches**

If your business would benefit from your ability to make drawings on the go, maybe on a tablet, sending a drawing to your file system may be of value.

A busy business owner can become much more efficient and save more valuable information with the proper mobile resource for your needs.

### **Email as a Information Technology Capture and Retrieval Tool**

Sure, whatever email system you use will allow you to go back and search for emails. Some of the

search features are more robust than others, but they are part of almost every email system. However, with the huge amount of email that you probably process each business day, there are usually only a few that rise to the point of being important for special filing and retrieval later. Sometimes it would be a reminder to act on the content of the email.

An effective information technology tool would allow you to forward an email into your system and use keywords or tagging to properly file it for fast retrieval later. How many times have you received an email and made a mental note to go back to it later for action? The ability to send it to a system where it would reside in an Action file or folder would be of value.

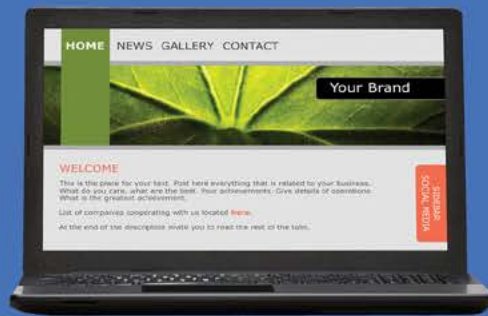
Today's business world is a busy one, and information has value. Check out information technology tools for one that will meet your needs for information storage and retrieval.

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## Better Website Prospect Conversion with Email in Three Easy Steps

The sales cycle for different types of businesses varies a lot, and those with a cycle of weeks to months often use email follow-up marketing. The goal is to build a relationship with the prospect that leads to conversion and a sale.



Huge sums of money and lots of time are spent in building website traffic and getting the visitors to take some action that identifies them for follow-up email marketing. When those emails result in “unsubscribe” clicks, all money and effort has been wasted.

The challenge, especially with pre-written email content, is to keep the prospect engaged while moving them on a path to making a purchase. Unfortunately, too often the follow-up emails are either too close together for the sales cycle or they are not adding value with new information the visitor wants to read. Here are some tips to keep the prospect engaged, avoid unsubscribes, and keep them moving toward the goal of a purchase.

### **#1 - Balance the email count with content and sales cycle length.**

Some businesses, particularly service businesses and professionals, can have sales cycles of weeks to months. Sure, sometimes a business is lucky enough to catch a new

prospect on the edge of a purchase, but they’re likely to respond right away, so these tips aren’t of use anyway. It’s those who start their research early and want more information before making a buying decision.

When it comes to professional services, such as attorneys, accountants, and consultants, the site visitor is also sizing up the professional based on what they find on the site and the quality of the information. This is also true of businesses with high ticket products or services. Think of it as the prospect looking through the front windows of a brick and mortar business to see what the inside looks like. If they’re attracted, they walk in for a closer look. Consider the website that front window and make sure that it is enticing and showing more value if they enter (in email’s case, they respond to a call-to-action).

Don’t send an email every other day when your average sales cycle is several weeks. Don’t wait too long either. It’s a balance, but worth

the effort. In the next step is an email content discussion, and the filtered content, what’s important for a buying decision, should be an important part of crafting the emails and their frequency.

### **#2 - Don’t send puff pieces, only relevant info that supports a buying decision.**

Based on the call-to-action that got their contact information or the information they requested, there should be an email campaign tailored to each main product line or service type or category. An example may be an accountant who has regular prospect questions about their ongoing bookkeeping services as well as their tax preparation and audit support services. Have an email campaign for each of those based on the original prospect request for information or other website call-to-action.

Try to choose the top two or three topics of interest in each email campaign product or service category. Create an email for each of these topics, and keep it focused



on that topic. Have a strong title/subject line in the email that clearly tells the prospect what's in it. Have a first sentence or paragraph that grabs their interest and promises more in the rest of the email.

There will be content on your website with more detail, and the email should provide text links to it for that detail, keeping the email more of an overview. Very long text emails turn off the reader. Just introduce them to the topic to get their interest and get them to stop looking through the

window and come inside by clicking the link to details.

### #3 - Have a strong call-to-action in every email.

Of course, there is always going to be a direct phone number for a call with questions. That's a given. However, there should also be a call-to-action in case the prospect has reached a decision point. The goal isn't to get them to stay in touch for the whole series of emails; the goal is to get them to buy. Every email should give them an easy way to buy or get one last bit of help in making the decision.

Back to the accountant as an example, one call-to-action could be a linked offer of a case study of a local small business owner's tax savings from the accountant's services. Or, it could be the offer of a customized analysis and quote for tax preparation services. The key is to give the prospect an easy way to make that buying decision in every email.

Following these three easy steps will cut unsubscribes and increase responses to follow-up email marketing campaigns. More sales will follow.

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# 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.

December Milestones:

- 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. 3rd, 1994 - The Sony PlayStation was released in Japan
- Dec. 10, 2009 - Avatar, the biggest grossing film of all time, was released in theaters
- Dec. 17th, 1843 - A Christmas Carol by Charles Dickens was published
- Dec. 19th 1917 - The first NHL Game took place with the Montreal Canadians playing against the Ottawa Senators
- Dec. 24th, 1814 - The first performance of Silent Night took place in the church of St. Nikolaus in Oberndorf, Austria
- Dec. 31st, 1907 - The first New Year's Eve celebration was held in Times Square (then known as Longacre Square) in Manhattan

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# TOP PROMOTIONAL ITEMS



**39%**

of consumers own a logoed mask

57% would be more likely to do business with a company that gave them an imprinted mask



**62%**

of consumers own promotional Calendars

**80%**

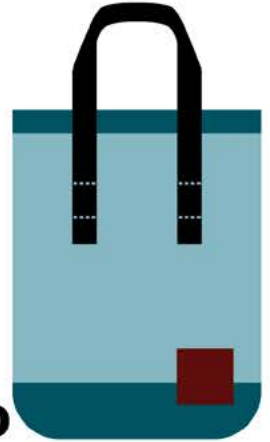
of consumers own promotional Shirts



**78%**

of consumers own promotional Drinkware

1/2 of consumers who own logoed drinkware use it 2-3 times a week or more



**73%**

of consumers own promotional Bags

**67%**

of consumers own promotional Outerwear and Fleece



**69%**

of consumers own promotional Caps/Headwear



**64%**

of consumers own promotional Desk Accessories



**46%**

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



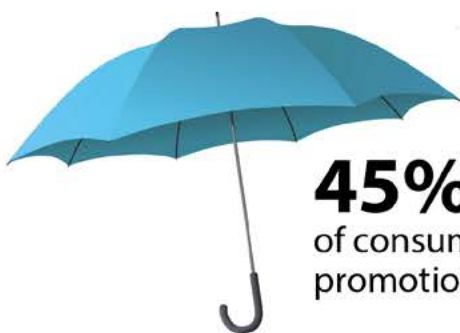
**58%**

of consumers own promotional USB Drives



**89%**

of consumers own promotional Writing Instruments



**45%**

of consumers own promotional Umbrellas

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 supplies. The text "LOCAL MARKETING" is overlaid in large white letters on the image.

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