

M LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

December 2023

The Importance of Evaluating Your Marketing Plan Each Year

*Why Every
Small
Business
Needs a
Website*

*7 Compelling
Reasons to
Partner with a
Google AdWords
Agency*

*How to
Successfully
Use TikTok to
Market Your
Local Business*



Infographic:
The Most Popular
Promotional
Products of 2023

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Happy Holidays!

Here we are in December once again. Another year is almost put to rest. Hopefully you've already been thinking about 2024 and how you're going to grow your business. What are your goals for the coming year? How did you do with your goals for this year?

This month's articles and infographic cover many topics that we hope will be relevant to your business, including the importance of evaluating your marketing plan each year! These tidbits will hopefully help you as you plan and execute your plans for the coming year.

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.

Have a topic that you'd like to see us cover? We welcome any suggestions, comments or questions you might have.

Wishing you all a happy holiday and prosperous new year!

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.

Did you know that we are a full-service ad agency? Did you also know that we specialize in helping small and medium sized businesses? We customize a program that meets the needs and budgets of each of our clients, and we offer Free Initial Consultations. Give us a call to learn how we've helped businesses like yours grow revenue:

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Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

December

International AIDS Awareness Month
Impaired Driving Prevention Month
Cat Lovers' Month
Human Rights Month
Worldwide Food Service Safety Month
Made in America Month

December 7th to 15th - Hanukkah
December 24th - Christmas Eve
December 25th - Christmas
December 26th to January 1st - Kwanzaa

1st - World AIDS Day
1st - Christmas Lights Day
2nd - Candle Day
2nd - Mutt Day
3rd - International Day of Persons With Disabilities
4th - Wildlife Conservation Day
4th - Cookie Day
5th - International Volunteer Day
8th - Brownie Day

9th - Pastry Day
9th - Christmas Card Day
10th - Lager Day
11th - App Day
12th - Universal Health Coverage Day
12th - Gingerbread House Day
13th - Cocoa Day
14th - Free Shipping Day
15th - Ugly Sweater Day
15th - Cupcake Day
16th - Chocolate Covered Anything Day
17th - Maple Syrup Day
17th - Wright Brothers Day
18th - Answer The Phone Like Buddy The Elf Day
21st - Crossword Puzzle Day
21st - Winter Solstice
26th - Day of Goodwill
27th - Fruitcake Day
28th - Chocolate Candy Day
31st - New Year's Eve

January

National Blood Donor Month
Poverty Awareness Month
Eye Care Month
Birth Defections Prevention Month
Family Fit Lifestyle Month
Financial Wellness Month

January 1st - New Year's Day
January 15th - Martin Luther King Jr. Day

1st - Polar Bear Plunge Day
2nd - Science Fiction Day
4th - Spaghetti Day
4th - Trivia Day
6th - Bean Day
8th - Bubble Bath Day
9th - Law Enforcement Appreciation Day
11th - Milk Day
13th - Gluten Free Day
14th - Dress Up Your Pet Day
14th - World Logic Day

15th - Hat Day
15th - Bagel 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
25th - Opposite Day
26th - Spouse's Day
27th - Chocolate Cake Day
27th - Holocaust Remembrance Day
28th - Lego Day
29th - National Puzzle Day
30th - Croissant Day
31st - Backward Day
31st - Hot Chocolate Day



The Importance of Evaluating Your Marketing Plan Each Year

In the dynamic world of marketing, the only constant is change. Consumer behaviors, market trends, and technological advancements evolve at a rapid pace. As a marketing manager responsible for creating websites and social media content for small to medium-sized businesses, you understand that success hinges on adaptability and strategic planning.

One key aspect of this planning is the annual evaluation of your marketing plan. In this article, we will delve into why assessing your marketing strategy each year is not just a good practice but a crucial one for sustaining and growing your business.



are generating the best results. This knowledge allows you to reallocate resources to the most profitable areas, optimizing your marketing budget.

Adapting to Shifting Landscapes

The marketing landscape is like a constantly shifting sand dune. What worked last year may not yield the same results this year. Consumer preferences change, new competitors emerge, and technologies evolve. By regularly evaluating your marketing plan, you ensure that your strategies remain aligned with the current landscape.

Maximizing Return on Investment (ROI)

Every marketing dollar spent should yield a return on investment. By evaluating your marketing plan annually, you can identify which channels and campaigns

Staying Competitive

Your competitors are not standing still. To stay competitive in your industry, you must continually assess your marketing efforts.

Are your competitors adopting new strategies or technologies? Are they gaining a foothold in untapped markets?

Regular evaluations enable you to spot these trends and make necessary adjustments to stay ahead of the curve.

Adopting Emerging Trends

Marketing is an ever-

evolving field, with new trends and techniques emerging regularly. From social media algorithms to search engine optimization (SEO) practices, staying up-to-date is essential. By evaluating your marketing plan annually, you can identify opportunities to incorporate emerging trends that can give you a competitive edge.



Enhancing Target Audience Insights

Consumer behaviors and preferences can change over time. An annual evaluation of your marketing plan allows you to update and refine your understanding of

your target audience. Who are your ideal customers today? What challenges and desires do they have? How can your marketing messages better resonate with them? These insights are invaluable for crafting more effective campaigns.

achievements. They also help you set realistic, data-driven goals for the upcoming year.



Spotting Inefficiencies

Marketing plans can sometimes accumulate inefficiencies over time. Perhaps you're investing resources in channels or campaigns that aren't yielding results, or your messaging has become outdated. Regular evaluations enable you to spot these inefficiencies and make necessary improvements.

In the ever-evolving world of marketing, the importance of evaluating your marketing plan each year cannot be overstated. It allows you to adapt to shifting landscapes, maximize ROI, stay competitive, adopt emerging trends, enhance target audience insights, measure progress, spot inefficiencies, and ensure brand consistency.

Ensuring Consistency and Brand Integrity

Consistency is key in building a strong brand presence. Regular evaluations of your marketing plan help ensure that your messaging, visuals, and tone remain consistent across all channels. This consistency reinforces your brand identity in the minds of consumers.

By making this annual assessment a fundamental part of your marketing strategy, you position your business for sustained growth and success. So, embrace the practice of evaluating your marketing plan, and watch your strategies evolve in harmony with the dynamic marketing world.



Measuring Progress and Setting Goals

Without regular evaluations, it's challenging to measure progress and set achievable goals. Annual assessments provide a clear benchmark against which you can measure your marketing

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Why Every Small Business Needs a Website

In today's digitally driven world, the internet serves as the lifeblood of businesses, connecting them with potential customers on a global scale. Small businesses, in particular, have much to gain from establishing a strong online presence. In this article, we'll explore the compelling reasons why every small business needs a website.

From expanding reach and enhancing credibility to leveraging e-commerce opportunities, we'll delve into the myriad benefits that await those who embrace the digital frontier.

Expanding Your Reach

Imagine your small business as a storefront on a quiet street. Without a website, it's like having your doors closed to the vast majority of potential customers who are browsing the internet. A website extends your reach beyond physical boundaries, allowing you to connect with potential customers from different cities, states, or even countries. It's your virtual storefront that's open 24/7, welcoming visitors from around the world.

Building Credibility and Trust

In today's consumer landscape, a website is synonymous with credibility. When customers search for products or services, they often turn to the web to validate a business's legitimacy.

A professionally designed website with relevant content reassures potential customers that your business is trustworthy and committed to providing value.

Showcasing Your Expertise

Your website is a canvas on which you can showcase your expertise. Through blog posts, articles, case studies, and testimonials, you can demonstrate your industry knowledge and authority. This not only builds trust but also positions your small business as a go-to source for information in your niche.

Engaging with Customers

Websites offer an interactive platform to engage with your customers. You can provide contact forms, chat support, and email subscriptions, enabling direct communication with your audience. This engagement fosters a sense of community

and loyalty among your customers.

Reaching Mobile Audiences

With the increasing use of smartphones, having a mobile-friendly website is crucial. More than half of all website searches are performed on a mobile device. A responsive website design ensures that your content is accessible and visually appealing on various devices. By catering to mobile users, you tap into a massive audience that prefers to browse and shop on their phones.

Harnessing E-Commerce Opportunities

E-commerce has transformed the way businesses operate. With an e-commerce-enabled website, you can sell products or services online, opening up a new revenue stream.





Whether you're a boutique clothing store or a consulting firm, the ability to conduct transactions through your website expands your market reach.

Measuring Performance

Websites provide valuable insights through analytics tools. You can track website traffic, user behavior, and conversion rates. This data empowers you to make informed decisions, refine your marketing strategies, and optimize your website for better results.

Staying Competitive

In a competitive market, having a website is

no longer an option; it's a necessity. Your competitors likely have online presences, and potential customers expect the same from you. A well-designed website sets you apart and ensures you're not left behind.

Cost-Effective Marketing

Compared to traditional marketing channels, a website offers cost-effective marketing solutions. You can reach a broader audience with online advertising, email marketing, and social media promotions. The return on investment (ROI) for digital marketing efforts is often higher than traditional methods.

In an era where the

internet is an integral part of daily life, every small business needs a website. It's the gateway to expanding your reach, building credibility, showcasing expertise, engaging with customers, reaching mobile audiences, harnessing e-commerce opportunities, measuring performance, staying competitive, and enjoying cost-effective marketing.

A website isn't just an accessory for your business; it's a vital tool that can propel your small business to new heights. So, embrace the digital age, invest in a website, and watch your business flourish in the online world.



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7 Compelling Reasons to Partner with a Google AdWords Agency

In today's digital age, advertising on Google is a common strategy for businesses looking to reach their target audience online. However, managing Google AdWords campaigns effectively requires a high level of expertise and ongoing effort. This is where Google AdWords agencies come into play.

They bring a wealth of knowledge and experience to the table, making them valuable partners

for businesses seeking to optimize their online advertising efforts. In this article, we will explore seven compelling reasons why you should consider hiring a Google AdWords agency for your marketing needs.

1. Expertise and Specialization

Google AdWords is a complex platform with numerous features and settings. Google AdWords agencies are specialists in

navigating this intricate landscape. They have a deep understanding of how to create and manage campaigns that drive results. Their expertise ensures that your advertising dollars are invested wisely.

2. Stay Ahead of the Competition

In the highly competitive world of online advertising, staying ahead of your competitors is crucial. Google AdWords agencies

are well-versed in industry trends and can help you develop strategies that give you a competitive edge. They keep a close eye on what's working and what's not, adjusting your campaigns accordingly.

3. Cost-Efficiency

Managing Google AdWords campaigns on your own can be a daunting task, leading to potential wastage of your budget. Google AdWords agencies can optimize your campaigns to ensure you get the most out of your advertising spend. They focus on improving your quality score, reducing your cost per click, and maximizing your return on investment.

4. Targeted Advertising

One of the strengths of Google AdWords is its ability to target specific demographics, locations, and keywords. Google AdWords agencies excel in crafting targeted campaigns that reach your ideal audience. They conduct thorough keyword research and develop ad copy that resonates with your potential customers.

5. Ad Copy and Design Expertise

Creating compelling ad copy and eye-catching visuals is crucial for attracting clicks and conversions. Google AdWords agencies have experienced copywriters and designers who know how to create ads that engage and persuade your audience.

6. Continuous Monitoring and Optimization

The digital advertising landscape is constantly changing. Google AdWords agencies continuously monitor your campaigns, making real-time adjustments to ensure optimal performance. They tweak keywords, bids, and ad creatives to maximize your results.

7. Detailed Reporting and Transparency

Google AdWords agencies provide detailed reports that offer transparency into your campaign's performance. You'll receive



insights into click-through rates, conversion rates, ad spend, and more. This data-driven approach allows you to make informed decisions about your advertising strategy.

Partnering with a Google AdWords agency can be a game-changer for your online advertising efforts. They bring expertise, specialization, and a competitive edge to your campaigns. Additionally, they ensure cost-efficiency, targeted advertising, exceptional ad copy, continuous optimization, and transparent reporting.

By enlisting the help of a Google AdWords agency, you not only save time but also maximize the effectiveness of your advertising budget. So, consider the numerous benefits of teaming up with a Google AdWords agency and watch your online advertising soar to new heights.

How to Successfully Use TikTok to Market Your Local Business

In the ever-evolving landscape of digital marketing, staying ahead of the curve is essential for small to medium-sized businesses. With its explosive growth and immense user base, TikTok has emerged as a powerful platform for reaching a wide audience. In this article, we will explore how to effectively utilize TikTok to market your local business. From creating engaging content to leveraging trending challenges, we'll provide you with a comprehensive guide to making the most of this dynamic platform.

Understanding the TikTok Landscape

Before diving into TikTok marketing, it's crucial to grasp the platform's unique nature. TikTok is all about short-form video content, typically lasting between 15 to 60 seconds. Its user base primarily consists of young, creative individuals seeking entertaining and authentic content. To succeed on TikTok, you must align your marketing strategy with these characteristics.

Creating Compelling Content

The heart of TikTok marketing lies in creating compelling content that resonates with your target audience. Start by identifying your brand's unique voice and style. Do you want to be humorous, informative, or inspirational? Tailor your content to reflect your brand's personality.

Engage viewers with attention-grabbing visuals, catchy music, and relatable themes. Utilize storytelling techniques to make your

content more engaging. Share behind-the-scenes glimpses of your local business to humanize your brand and build a stronger connection with your audience.



Leveraging Trending Challenges

One of TikTok's defining features is its wide array of challenges and trends. These challenges provide an excellent opportunity to showcase your creativity and connect with a broader audience. Keep an eye on trending hashtags and challenges related to your niche or industry. Participate in these challenges with content that aligns with your brand message.

Building a Community

TikTok is not just a platform for broadcasting;

it's a place to build a community. Interact with your followers by responding to comments, asking questions, and conducting live Q&A sessions. Encourage user-generated content by creating challenges that involve your audience. When you make your followers feel like a part of your brand's story, they become more loyal and engaged.

Optimizing Your Profile

Your TikTok profile serves as the face of your local business on the platform. Ensure that your profile picture and bio represent your brand accurately. Include a link to your website or contact information to make it easy for interested viewers to connect with your business outside of TikTok.

Consistency is Key

Consistency is crucial in maintaining an active presence on TikTok. Develop a content schedule that works for your business and stick to it. Regular posting keeps your audience engaged

and helps you stay relevant in their feeds.

Analyzing Performance

TikTok offers robust analytics tools that allow you to track the performance of your content. Pay attention to metrics like views, likes, shares, and comments. Analyze which types of content resonate the most with your audience and adjust your strategy accordingly.

Collaborate with Influencers

Partnering with TikTok

influencers can be a game-changer for your local business. Identify influencers in your niche who align with your brand values and collaborate with them to reach their dedicated followers. Influencers can provide authentic endorsements that can significantly boost your visibility.

In the fast-paced world of digital marketing, TikTok has emerged as a valuable platform for local businesses looking to connect with a wider audience. To succeed, you must create engaging content that aligns with

your brand, leverage trending challenges, build a community, optimize your profile, maintain consistency, analyze performance, and consider collaborations with influencers.

By following these strategies, your local business can tap into the immense potential of TikTok and stay ahead in the competitive marketing landscape. So, take the plunge into TikTok marketing and watch your business thrive in the world of short-form video content.



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FUN FACTS

December was originally the 10th month of the Roman calendar until 153 BC. December comes from the Latin work decem, meaning "ten." December originally had just 30 days according to the ancient Roman calendar. When the calendar was changed for the Julian calendar, December gained a day, making it the seventh and last month in the year with 31 days.

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. 5th, 1901 - A little magic came into the world along with the birth of Walt Disney. Disney released his first cartoon, featuring Mickey Mouse, called Steamboat Willie at the age of 27.
- Dec. 17th, 1843 - A Christmas Carol by Charles Dickens was published
- Dec. 19th 1917 - The first NHL Game took place with the Montreal Canadiens 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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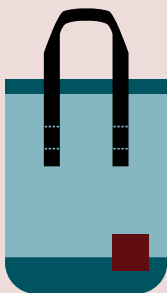
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