

LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

February 2019

Ways Small Businesses Can Capitalize with Valentine's Day Marketing

How to Scale Up Out of an Instagram Plateau

How to Use The 5 Success Factors for Facebook Marketing

Paid Social Media Advertising Metrics Everyone Should Know About

5 Ways to Make Over Your Business Newsletter

How to Ensure Customers Become Repeat Buyers

Infographic:
Small Business Trends 2019

Marketing to Generation Z: 3 Ways to Reach the Newest Generation of Consumers

FREE!

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Greetings!

Thank you for taking a few minutes to read through this month's issue. Our hope is that the information you find in our magazine will help you achieve (and exceed) all of your goals.

Once again, we've packed this month's issue full of interesting articles and tips that you can apply immediately to help you grow your business.

In this issue, you'll find another variety of articles covering many topics that are important to business owners. We hope you enjoy the articles on Generation Z, Newsletters, Facebook, Instagram, 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.

Darcy Guello
Principal
Guello Marketing

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Inside This Month's Issue

- 4 Marketing Calendar
- 5 Ways Small Businesses Can Capitalize with Valentine's Day Marketing
- 7 Marketing to Generation Z: 3 Ways to Reach the Newest Generation of Consumers
- 9 How to Use The 5 Success Factors for Facebook Marketing
- 12 5 Ways to Make Over Your Business Newsletter
- 15 How to Ensure Customers Become Repeat Buyers
- 18 How to Scale Up Out of an Instagram Plateau
- 20 Paid Social Media Advertising Metrics Everyone Should Know About
- 22 Fun Facts
- 23 Infographic - Small Business Trends 2019

A Little About Us

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

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

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

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

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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.

February

Black History Month
Heart Healthy Month
Responsible Pet Owner Month
Cancer Prevention Month
Children's Dental Health Month
Spay/Neuter Awareness Month

February 14th - Valentine's Day
February 18th - President's Day

1st - National Freedom Day
1st - Change Your Password Day
1st - Wear Red Day
1st - Working Naked Day
2nd - Groundhog Day
2nd - Rheumatoid Awareness Day
4th - Facebook's Birthday
4th - World Cancer Day

3rd Super Bowl Sunday
3rd - Popcorn Day
5th - Chinese New Year
8th - Boy Scout Day
10th - Autism Sunday
11th - Peppermint Patty Day
12th - Lincoln's Birthday
14th - National Organ Donor Day
17th - Random Acts of Kindness Day
17th - Daytona 500
20th - Love Your Pet Day
20th - National Cherry Pie Day
22nd - Washington's Birthday
22nd - World Thinking Day
23rd - National Banana Bread Day
26th - Bacon Day
26th - Spay Day
27th - Polar Bear Day
27th - Pink Shirt Day
28th - Rare Disease Day

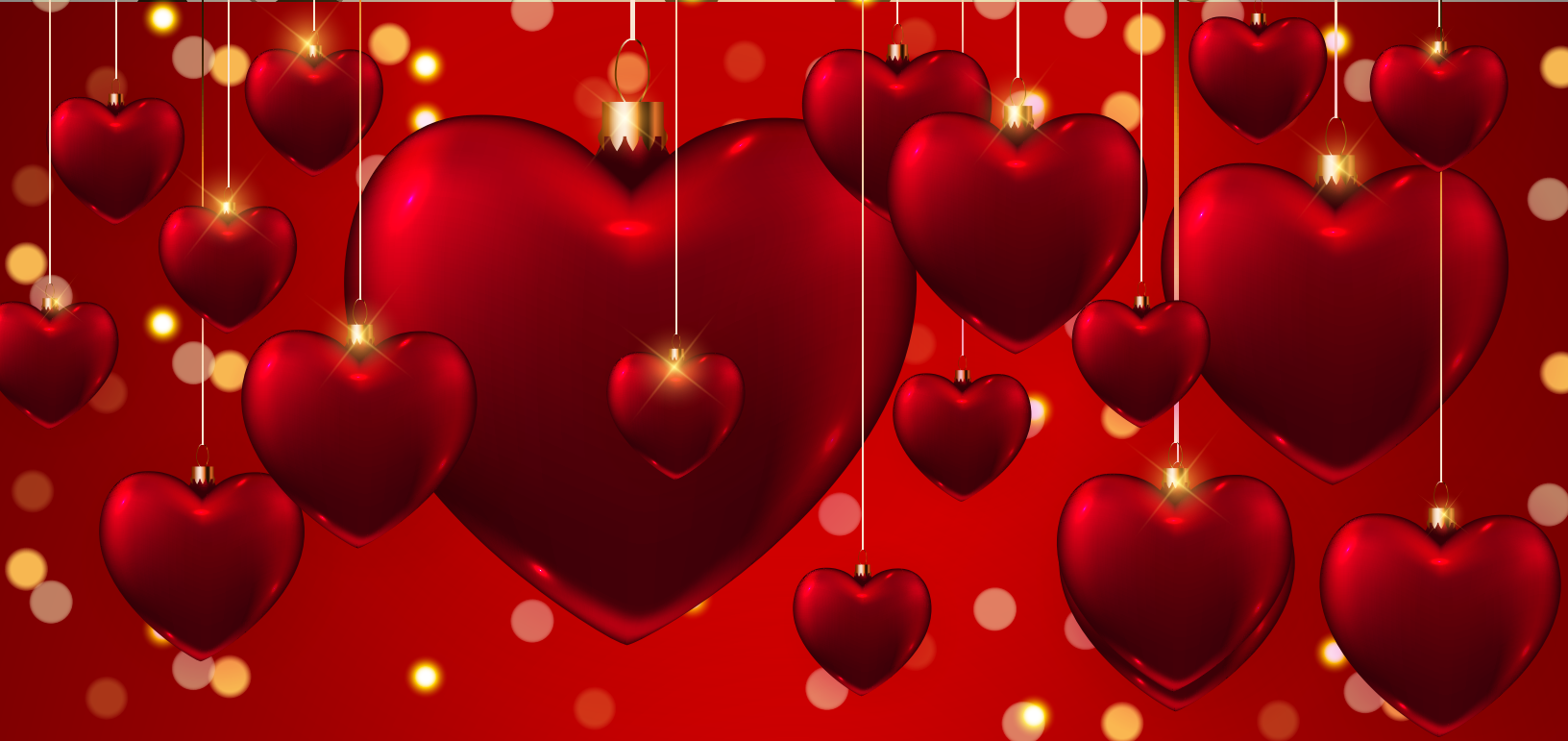
March

Irish American Heritage Month
Women's History Month
Employee Spirit Month
National Cerebral Palsy Awareness Month
Save Your Vision Month
Multiple Sclerosis Education and Awareness Month
Red Cross Month

March 10 - Daylight Savings Begins
March 17 - St. Patrick's Day
March 20 - 1st Day of Spring

1st - Peanut Butter Lover's Day
1st - Dr. Seuss Day
1st - National Salesperson Day
3rd - Simplify Your Life Day
4th - Hug a G.I. Day
5th - Pancake Day – IHOP
5th - Fat Tuesday
6th - Dentist's Day

6th - Oreo Cookie Day
9th - Crabmeat Day
10th - Pack Your Lunch Day
11th - National Napping Day
12th - Alfred Hitchcock Day
13th - Good Samaritan Day
14th - Potato Chip Day
14th - Popcorn Lover's Day
19th - Act Happy Day
19th - Client's Day
21st - Common Courtesy Day
21st - Poetry Day
22nd - Goof Off Day
23rd - Puppy Day
26th - Purple Day
26th - Spinach Day
29th - Mom and Pop Business Owners Day
30th - Take a Walk in the Park Day
30th - Doctors Day
31st - Crayon Day
31st - Tater Day



Ways Small Businesses Can Capitalize with Valentine's Day Marketing

Valentine's Day is about to come with lots of old and new love stories. This day is special not just for couples, but for business managers as well because they can find many marketing opportunities with which to make sales. It is possible to run some attractive campaigns online to resonate with the occasion. In addition, you can use the holiday to leverage more traffic to your website. Regardless of your goals, here are several tips that are valuable to highlight as you plan your Valentine's Day campaign.

Create a Buy One Get One Offer

This is the season of couples.

If you want to attract them to your business, it is good to offer two-for-one deals. These offers can help you capture the initial attention of customers and convert them into long-term patrons. If you use relevant language in your promotional campaigns, you can have a higher chance of retaining the customers you attract.

Use Romantic Email Subject Lines

If you are involved in the marketing sector, then email campaigns are likely familiar to you. You may be already running email campaigns for other holidays. This is the ideal time to make Valentine's Day a bigger

theme in your promotions. As you design your emails, choose subject lines that are relevant to the holiday. You can add heart emojis and romantic phrases to your subject title. Trying this approach with your subject lines can also help you stand out from other messages with more sales-oriented wording.

Send Valentine's Day Cards

Valentine's Day is also an opportunity to connect with your existing customers and reinforce their loyalty. You can surprise your frequent buyers by sending special Valentine's Day cards. It can be a printed card or an attractive digital card as well. You can include some

special discount offer with your message on the card to motivate recipients to visit your store.

Use Contests and Polls

The value of social media campaigns should not be ignored. If you want to prove your edge in the market while diverting more customers to your business, it can be valuable to run some contests and polls online. Choose the appropriate holiday-related themes and attract people to vote, comment on, and like your page. Higher engagement can promote your brand in the market and help with your online

rankings on search engines as well. Do not disregard adding relevant hashtags to your social media campaigns as they can make your posts more visible.

Reach out to Singles as Well

This holiday is not just about addressing couples only, as not all of your buyers are in a relationship. While addressing couples with your special offers, also include some special deals to singles as well. You can create a second email campaign that has wording with more relevance to singles. The key is to make your business more relevant

to all buyers. This can give you the best chance of maximizing the value of your marketing campaigns.

With the upcoming Valentine's Day marketing season, there are many opportunities for businesses to build on their sales volume. Allocate your resources towards designing creative campaigns that are relevant to customers celebrating this romantic holiday. By being efficient with your campaigns and reaching out to all of your potential customers, you can give your business a strong chance of success.



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Marketing to Generation Z: 3 Ways to Reach the Newest Generation of Consumers

Marketing strategies were always constantly changing, but not like they have over the past decade. Technology has changed how we reach the masses. But now, there is a completely new wrinkle to consider. That new wrinkle is the Generation Z consumer.

These new consumers were raised on smartphones and tablets, not desktops and laptops. So, the way you used to market to them is old, drab, and boring and you have to figure out how to market to them properly. Otherwise, all you are doing is leaving money on the table and possibly becoming another business bust sooner than you think.

Focus in on What They Use

Generation Z most likely is holding a smartphone right now. Most of the Gen Z'ers grew up with smartphones and tablets; not with desktops and laptops. This means, you should be focusing on apps that are built on a mobile-first platform. The most popular mobile-first apps among most Gen Z'ers are:

- Instagram
- Facebook
- Snapchat
- YouTube

All of these are great marketing platforms, and you probably are using most of them already (if you aren't, shame on

you). If you are already using these marketing platforms, your marketing plan is most likely geared towards the masses, but the current masses are getting older (and buying less). What you want is to capture the attention of the new Gen Z'ers. The only problem ... you aren't connecting with them because you are using dated marketing methods. You need to connect with them the way they like to be reached, through entertainment.

Entertainment is the First Key to Marketing to Gen Z'ers

There's a reason that apps such as Instagram, Facebook, Snapchat, and YouTube have such

a following. These apps focus on entertainment through videos, memes, and friendly connections, which means you are going to have to produce content that is geared towards Gen Z'ers in conjunction with your standard marketing plan.

Gen Z'ers like videos that are funny, quick, and easily sharable. Your job is to figure out how to do this without seeming like you are marketing to them. In fact, the more it seems like a marketing job, the less likely the Gen Z'er is to stay on the video and/or share the video at all.

Don't Waste Time, Just Get to the Point

And finally, Gen Z'ers don't like reading through tons of content. In fact, most don't stay on any page longer than 60 seconds before they move on, unless they get "hooked" by your presentation. So, you have to start with a bang, and then present your pitch. If it takes longer than 60 seconds to say what you need to say, then cut it down.

Marketing doesn't have to be overly complicated to work. And when it

comes to Gen Z'ers, you really don't have to make it complex. In fact, all you really need to do is use the platforms they use, find a way to connect/entertain them, and be quick to the point. Once you have them hooked, they will come back again and again if your product is good and up-to-date. In order to move forward, you must be willing to change. Here are the ways you can start to change your marketing strategy to incorporate the newest generation of consumers, the Gen Z'ers.

Is Your Website Mobile Friendly?

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



With Google's Recent Algorithm change, having a mobile-friendly website is more important than ever!

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How to Use The 5 Success Factors for Facebook Marketing

Facebook marketing is a gold mine of opportunity if you know how to use it. Facebook's platform has become one of the most powerful marketing mediums in the world, and with good reason. They have user-friendly features that allows businesses to market to their audience in a very targeted and specific manner, which is highly effective. With a solid Facebook marketing strategy, you can funnel leads into your business and garner brand awareness, while engaging with and growing your audience.

Here are five success factors you can't afford to miss if you are trying to market on

Facebook.

1: Create A Business Page

It is true, not all Facebook pages are created equal. To get the most bang for your buck, you need to create a Business Page. Facebook offers you six different options when creating a business page, so just pick the one that is most appropriate. Make sure you fill out the basic business form, too. Now, go to 'settings' and hit 'edit page' so you can change the template from standard to business. You'll need to upload a profile picture, a dynamic cover photo or video and create an attention-grabbing

username. Next, you'll fill out the 'About' and 'Settings' tab. The 'about' tab is where you fill in all the details about your business, such as hours of operation. There are a host of features you can use in the 'settings' tab. This is where you can connect your social media accounts, add chatbots and admins as well as many other things. Try to fill out these two tabs as completely as you can, they can be adjusted later.

2: Add Chatbots For A Solid Response Time

It is inevitable that customers will direct message you with questions as your audience grows. Enabling a chatbot ensures

that they always get an answer and you aren't checking your email every five minutes. Responding within an hour is what people typically expect. The use of a chatbot ensures that the audience gets that fast reply while giving you time to coordinate a more detailed and personal response.

3: Grow Your Following with Organic Posts

Contrary to popular belief, organic posting will grow your audience. You must post fresh content consistently, at least once per day. It's not quite as easy as it sounds. Fresh new content doesn't mean copy and paste, it means create something unique that will be valuable to your audience. You'll also want to run some split tests to see what times of the day get you the most engagement. Don't post every day at 8:00am if your audience is still asleep.

4: Target in Layers with Facebook Ads

Layered targeting is segmented targeting based on behavior, interest, and demographic features. They always tend to overlap. Be sure to know the

purpose of your campaign before running your ad. Are you targeting more leads or trying to increase engagement? This will tell you what type of ad to run. As your audience grows, you can begin remarketing to those who visited your page but did not complete the conversion process. Research shows that running Facebook ads increases organic reach by over ninety percent and that is nothing to sneeze at.

5: Analyze Your Results

Facebook offers two really great features to help you do this because you must know what is working and what isn't. Page Insights and Audience Insights will help you analyze results. They will help you segment and track your engagement data, see overall page views, and many other important metrics. Audience insights even allows you to look at interest and activity-based information about your audience that you can use in future campaigns. You cannot beat the metrics and information about your target audience provided by a Facebook business page. If you use it, you will be successful.

Facebook marketing

isn't that much different from standard marketing. Primarily, it's understanding the platform, the types of users using the platform, and understanding the marketing methods which work the best on the platform.

Successful Facebook marketers aren't using some "super-secret sauce" to capture their audience. Instead, they are using tried and proven engagement methods. The only difference is they are exploiting the Facebook platform in order to capture more views and visits. Now that you know what they are doing, you should be able to tweak your Facebook marketing strategy to improve your engagement and clickthrough rate.

If you feel you don't have the time to properly leverage Facebook or other social media platforms to help you grow your business, reach out to a marketing company that specializes in working with small, local companies and get a quote from them. You may find that the investment is quite reasonable, and you'll be able to focus on other important business matters while they handle your social media marketing.

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NEWSLETTER

5 Ways to Make Over Your Business Newsletter

Your email list is a compelling marketing channel, but it might not foster the connection with customers and potential clients if you aren't delivering compelling content to their inboxes. A weekly or monthly newsletter promises to promote positive interactions with your customers--provided you can get them to view it. If you aren't generating website traffic with your business newsletters, it's high time to make over this type of routine content so that it's greeted with enthusiasm and not subject to your customers' delete buttons. Use the following ideas to transform your newsletter into a must-read publication.

Tell Us About Those Special Offers

Did someone mention "sale?" Your monthly column from the CEO, your employee-of-the-month piece, and your monthly business recap are nothing compared to offered deals, discounts, and coupons when it comes to boosting enthusiasm for your monthly publication--and enticing customers to click in and read. If you want to increase user engagement with your newsletter and boost traffic to your business website, you should make reading your newsletter worth your customers' time by providing them with a special offering like a 40-percent off coupon, a free service with purchase of

another service, or advance news about an upcoming sale.

Guest Features and User-Submitted Content

Special guest features may attract readers to your newsletter. If you can't get Guy Fieri from the Food Network to talk about your spice rubs or Sundar Pichai from Google to discuss your killer website designs, you might try to solicit content from your readers for publication. Ask your customers to send in quotes from their kids about what they think of your latest toy. Invite a customer to share how your company's services helped them to grow their business. By highlighting what your

customers have to say, you might persuade more of them to read your published content.

Piggyback on Pop Culture

When accomplished well, piggybacking on an element of pop culture can help you add excitement to your newsletter. When Charmin, of toilet paper fame, wished nominees at the Oscars good luck while advising them to “look down” before their speech to make sure a trail of paper didn’t accompany them onto the stage, people took note--and laughed. Examine how other brands tap into pop culture; some do it well and some do it poorly. Reflect how your products or services might tie in to something relevant happening in the news or pop culture.

Give Them Lists

Top ten lists--keep them coming. Readers still appear to love those easy-to-digest informational lists that are done best when they provide useful or entertaining content. As a reupholstery service, you might create a top ten list of the year’s most popular fabric patterns. If you sell sport wear, you might feature a list of your top

sports upsets of the year. If you are a locksmith service, create a top ten list of the funniest places people have lost their keys. These lists have a way of generating feedback, which is great if you want to promote customer engagement.

Useful Content

Finally, if you want customers or clients to read your newsletter, provide them with something useful for giving up their time to do it. Provide a link to your latest white paper about relevant industry news or a guide about how to use your product to, for example, create delicious meals, get better mileage, or save money at tax time. When considering what content to publish, ask yourself how it may be useful to readers. If your newsletter is merely a vehicle to promote your brand, it might not be enticing readers the way you hope it will.

Keep these ideas in mind as you revamp your newsletter. With a well-planned publication makeover, you can build your readership and more effectively engage with clients and customers on your email list.



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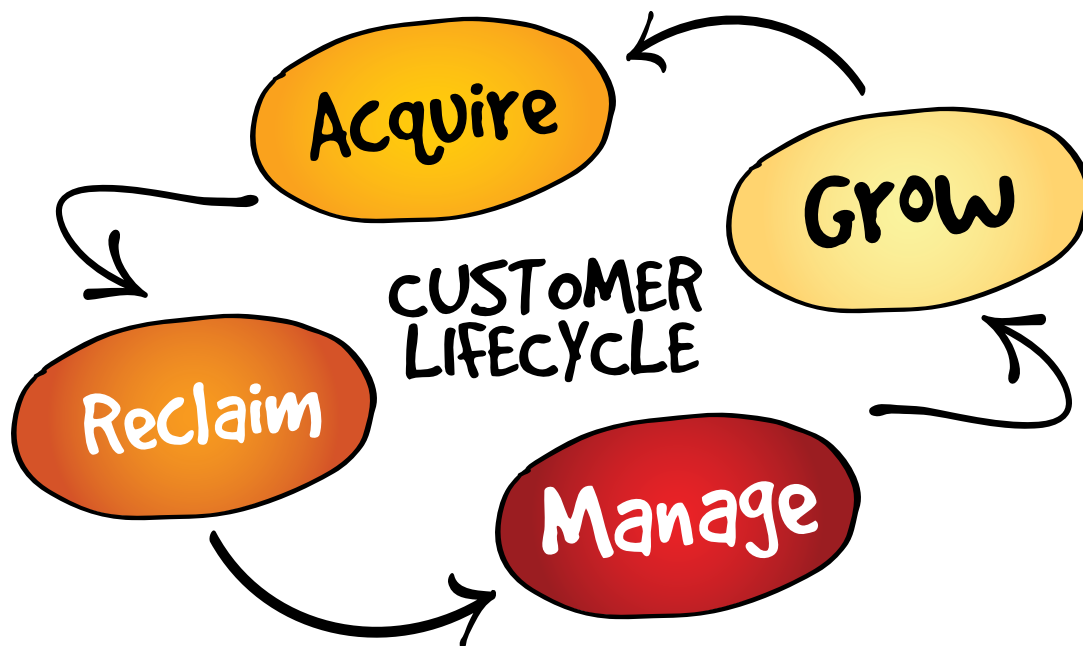
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How to Ensure Customers Become Repeat Buyers

Converting visitors into buyers is one of the most difficult aspects of business. In most cases, only a small percentage of browsers will buy from you, with several visits typically required before a sale. While it is vital that you continue to target new customers, you also need to be focusing on your existing customers. It is usually far easier to turn a previous customer into a repeat buyer, as they have already shown willingness to spend money.

The following tips can be used to encourage customers to stick with your business and continue to invest in your offers.

Follow Up After a Purchase

Many businesses treat a purchase as an end to the transaction. However, it is important to remain in contact, growing the relationship with the customer. Depending on the product you are selling, you could send messages showing how to get the most use from the item or some additional useful tips. You don't want to overwhelm a customer, but helpful messages show a customer you have not abandoned them.

Build a Membership Site

A membership site ensures customers receive ongoing content, keeping

them interested in your brand. There are different approaches you can take with your niche determining what customers will want. You could make the membership site free, using some upgrades to generate revenue. Alternatively, you could commit to regular updates, ensuring customers remain members. If you can keep the content to a premium, people will begin to trust you as a brand.

Develop a Loyalty Program

Many businesses sell products that are purchased repeatedly. Makeup brands, for example, can cultivate repeat buyers with

customers becoming loyal to their favorite products. To ensure that customers are motivated to use you again, a loyalty program can offer some incentive to making multiple purchases. You could offer free products or discounts when a threshold has been met, making the buying process fun and addictive.

Improve Customer Support

You can almost always find ways to improve customer support by learning from each experience to make small improvements. While many customers won't use your customer support help desk, knowing about it will make people feel more comfortable. You could develop a knowledge base, providing answers to the most common questions. Additionally, live chat can be used to speed up support, ensuring customer frustration is minimized.

Encourage Customers to Join Your Social Media

To ensure customers remember your brand, it is important they keep receiving your messages. Social media is a great way to maintain contact, with different platforms being used to suit different crowds. Facebook can be a great option; using a private

group to make buyers feel like insiders. It is important, though, to promote your social media accounts a number of times as most buyers will forget to follow you.

Run a Survey

Customer feedback can help shape the entire buying process. You could run a survey after a purchase, helping to gauge how people found the process, or you could run occasional surveys to find out what products people want, and the pain points typically found with their experience. To get the best results, offer an incentive to increase the response rate.

The constant drive to find new customers can often lead to existing buyers being neglected. Even if you only have a single product for sale, there are opportunities to develop an additional offer or promote affiliate items. Increasing the lifetime value of each customer lets you spend more to acquire each new lead, understanding that you can recoup any additional spend. Every business needs to find small gains to consistently compete, so it is worth dedicating time and resources to your existing customers.

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How to Scale Up Out of an Instagram Plateau

Hitting a plateau on Instagram is a common scenario. What should you do if you've exhausted all your strategies and your follower count isn't increasing? As of 2019, Instagram has attracted more than hundreds of millions of users, thus, the Instagram algorithm is constantly being re-adjusted. While this doesn't necessarily mean that you must change up everything you're doing on Instagram, it does mean that your strategy could withstand a few tweaks to reignite your social growth factor.

First, keep in mind that most plateaus are only temporary. Don't interpret your plateau to mean that

you've hit an irreversible dry spell. Instead, just wait it out. In other words, don't let a dull phase discourage you from consistently liking, engaging, and posting on your feed.

So, why aren't your numbers going up? On Instagram, stagnation is part of the process. Look at your current strategy and assess what needs to be improved to suit the algorithm. Growing an audience on Instagram is near impossible by doing the same thing repeatedly.

Next, ask yourself if you're doing everything you can to grow. If you are only posting once a week and you're not using any hashtags, ask yourself again. If you truly

are, and you feel like you've hit a brick wall, listen up.

The first step towards scaling out of an Instagram plateau is to observe everything. Take a few days to explore the process. Observation involves having a look at the content that appears to be trending and taking note of patterns therein. Spend a bit of time on the "Explore" feed and observe the content that is working and the accounts that are successfully growing. What are they doing? What are they posting, what are they liking, and where are they commenting? Hopefully, a thorough observation of the successful accounts in your niche will provide you with some key insights.

Next, take the time to thoroughly analyze your content. Quality content is key when it comes to growing on Instagram. Again, be honest with yourself. Is your content as great as it could be? If, hypothetically, your content was someone else's, would you follow it, like it, or engage with it? Send a DM to some of your trusted followers asking for their honest opinion. Ask them a few simple questions, including what could you do to change your content, what do they like about your content, and what do they hate about your content? In other words, obtain feedback.

A subsequent step to growing out of an Instagram plateau is to engage constantly. Ask yourself if you are engaging as much as you could be. Engagement on Instagram includes "liking," commenting, sending DMs, and watching stories. If all that sounds like too much work, keep in mind that a popular Instagram account requires maintenance. And "engagement" doesn't just stop at replying to people who comment on your own posts. Go out onto the "Explore" feed and find hashtags within your niche, and then "like,"

comment, send DMs, and follow people within your sphere of interest. In short, initiate contact and build relationships.

If all else fails, run a contest on Instagram. Acquiring new followers can be as simple as rewarding your existing followers with a give-away. If you do it right, a contest can successfully expand your reach and build deeper connections with prospective followers. It goes without saying that your freebie needs to be simultaneously, first, a worthwhile prize that incentivizes users to participate, and, second, a prize that reflects the essence of your brand. Contests can be as simple as asking users to follow your account or to "#regram" a certain photo of yours along with a hashtag.

Growing on Instagram boils down to being honest with yourself. Are you posting, commenting, and following as much as you could be? Is your content sufficiently relevant and visually stimulating? Growth will not occur overnight. Observing others, switching up your content, and committing to a better marketing strategy can help you overcome a plateau.

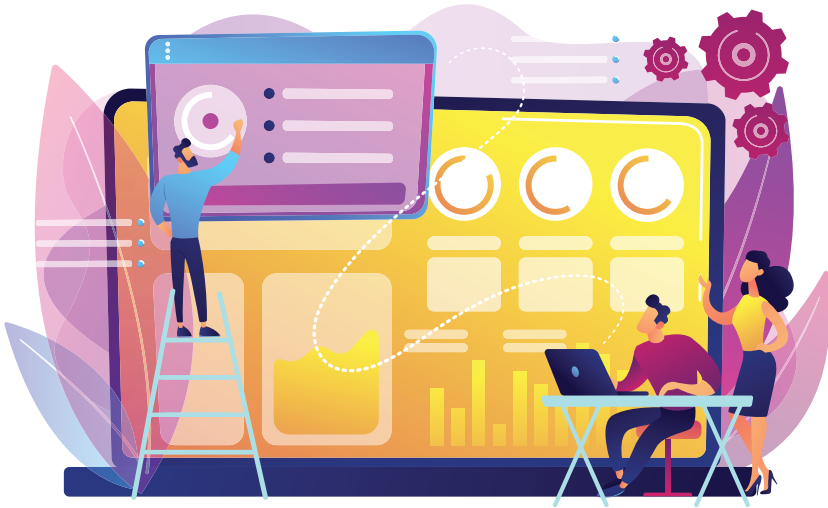


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Paid Social Media Advertising Metrics Everyone Should Know About

If you are running a paid campaign on social media, you always need to know how well you are doing. It's easy to drain the budget on an ineffective campaign, after all. Getting a handle on your social media campaign is important as a way to improve it as well. All of this requires that you are able to read the metrics.

There are eight common metrics that you need to stay on top of to make sure that your paid social media campaigns are cost-effective, and effective in general.

Social media reach

Reach is a metric that tells you how many people you're getting in front of. It doesn't tell you how many of them are converting; nevertheless, good reach is an indication that you have a brand awareness, an essential for conversions. It

is important to aim to grow reach all the time. Metrics such as campaign reach, post reach, and audience growth, are all ways to measure reach on every social media platform.

Social media engagement

When you look at your social media engagement rate, you try to learn how many social media users interact with the content you put out there. Engagement can be measured by the number of likes and shares that you get.

Engagement, when seen together with reach, is a good way to measure your success on social media. Engagement rates can tell you how interesting your audience finds the content that you publish, or what pieces of content do not succeed in resonating with them. You can use this information to adjust your

social media strategy -- if a certain kind of post receives more attention than another, for example, you could try publishing more of it.

Every social media platform shows metrics for engagement rates. You can also measure engagement rates for advertisements, and only keep ads that seem to strike a chord.

Social media amplification rate

Your amplification rate is the speed with which your content is shared. Put another way, it is the number of shares that each one of your social posts gets. Amplification rate is different from the rate at which you get likes. When visitors arrive at your Facebook page, take your content, and repost to their friends, they actively put your name out there. The number of likes that you

get doesn't help you expand your reach like this.

Amplification rates aren't part of the metrics automatically published by social media channels. You can calculate your own rate, however -- you can find out how many times your posts have been shared, and then work out the ratio that the number is to the number of followers that you have. When you multiply this ratio by 100, you get your amplification percentage.

Social media referral traffic

Referral traffic is a measure of how many people arrive at your website from your social media account. Referral traffic numbers are important, as they show the level of engagement that users have with your company. It takes a great deal of interest in the company for people to leave their social media page and take the trouble to go to a website. Measuring referral traffic is important because it shows how well your content resonates with visitors. Google Analytics makes it easy to measure referral traffic. You learn where your website traffic arrives from.

CTR for your social media

The click-through-rate for your social media presence indicates the rate at which

people click on your social ads to be taken to your website, hopefully to be converted. Tracking CTR is important, because a low number indicates an unengaged audience. Measuring your CTR is important also because high CTRs mean low ad prices. Every social media platform automatically calculates CTR for you. On Facebook, for instance, it is under the Ads tab.

Social media bounce rate

Your bounce rate is important to know -- it is the number of people who arrive on your website from your social media page, but then, immediately leave. Bounce rates can be different for different channels. If your Google bounce rate is high, but your Facebook bounce rate is low, you know that you're doing something right on Facebook. Wherever you see a high bounce rate, there's something that you need to do about it. Bounce rates are easily measured with Google Analytics.

The rate at which conversions happen

Conversions are the kind of action that your business hopes for -- a sale, a subscription to a newsletter or anything else. It's important to develop a high conversion rate and

low rate of investment for each conversion. Tracking conversions can be done in many ways. If you have a paid advertising campaign on social media, you'll get automatic numbers tabulated for you. If your conversions come from simple links, you can track the URLs.

How much each conversion costs you

Your cost-per-conversion is the amount of outlay that it takes you to obtain each conversion. It's important to factor in the cost of all the clicks you pay before you have a conversion. If it takes a couple of hundred 10-cent clicks before you can find a conversion, for instance, your cost of conversion is \$20. It's important to measure cost-per-conversion because you need to make sure that you aren't spending more on each conversion than it's actually worth to you. Cost-per-conversion is easy to calculate because social media platforms offer ready metrics.

When you have a great deal of data to crunch, it can be easy to get bogged down. It's important, however, to learn as much from the data as possible, and to make sure that you get a big picture view of where your social media advertising presence stands.



FUN FACTS

Groundhog Day, celebrated on February 2, came about because of a German superstition. They thought if a hibernating animal cast a shadow on February 2nd that winter would last for another six weeks. If there was no shadow, spring would come early.

Feb 3, 1959 - The Day The Music Died: Big Bopper, Buddy Holly, Ritchie Valens and Pilot Roger Peterson crashed in a cornfield near Clear Lake, Iowa.

Feb 4, 2004 - Facebook launched as "TheFacebook.com"

Feb 6, 1952 - Queen Elizabeth II succeeded to the British throne

Feb 9, 1961 - The Beatles debuted at Liverpool's Cavern

Feb 14, 278 - Valentine, a priest in Rome in the days of Emperor Claudius II, was beheaded for performing (illegal at the time) marriage ceremonies

Feb 14, 2005 - Youtube.com was launched

Feb 18, 2001 - Race car legend Dale Earnhardt was killed in a crash in the last lap of the Daytona 500

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SMALL BUSINESS TRENDS

2019

Video marketing will draw more than 80 percent of the internet traffic across the world

Embedding video in email marketing campaigns results in a rise in click-through rate by 200-300 percent



29% of small businesses report that they won't be using digital marketing in 2019.

Facebook is still the leading social media platform for small businesses. 47% of business owners regularly use Facebook



Including video in landing page content can raise conversion rate by 80 percent

40% of large businesses have or will adopt a Chatbot by the end of 2019, which makes it one of the top 2019 digital transformation trends.



Facebook ad revenue in the US is expected to outpace total print ad spending in 2019

48% of small businesses plan to use social media as one or more of their marketing tactics in 2019

55% of small business owners know whether their marketing efforts are effective, while 33% don't know if they're working or not

Gaining and keeping customers remains the top marketing goal for small businesses in 2019



78% of small businesses reporting being profitable.

Current business owners rated their level of happiness as an average of eight on a scale of one to 10 (10 being the happiest)

Top Challenges for Small Business Owners:

33%

Lack of Capital /
Cash Flow

15%

Marketing /
Advertising

13%

Time
Management

13%

Recruiting /
Retaining
Employees

13%

Administrative
Work

6%

Managing /
Providing
Benefits

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