

M LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

February 2023

*The 4 Best Ways You
Can Use Social Media
to Promote Your
Business*

*The Power
of Positive
Reinforcement:
8 Effective Ways
to Motivate
Your Employees*

**6 Brilliant
Ways to Get
Customer
Reviews and
Testimonials**

*10 Quality
Podcasts to
Help You Reach
Your Email
Marketing
Goals*

*How to Optimize
Your Website for
Google Ranking*

Infographic:
The Psychology of
Colors in
Marketing

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Welcome!

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 a variety of articles covering many topics that are important to business owners. We hope you enjoy the articles on Google Rankings, Social Media, Email Marketing, 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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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.

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Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

February

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

February 14th - Valentine's Day
February 20th - President's Day

1st - National Freedom Day
2nd - Groundhog Day
2nd - Tater Tot Day
3rd - Wear Red Day
3rd - Golden Retriever Day
4th - Facebook's Birthday
4th - World Cancer Day
5th - World Nutella Day
9th - Pizza Day
10th - Flannel Day

11th - Inventor's Day
12th - Lincoln's Birthday
12th - Super Bowl Sunday
13th - World Radio Day
15th - Clean Out Your Computer Day
17th - Random Acts of Kindness Day
17th - Caregivers Day
18th - Drink Wine Day
20th - Love Your Pet Day
20th - Muffin Day
21st - Sticky Bun Day
21st - Mardi Gras
21st - Pancake Day
22nd - Margarita Day
22nd - Walking the Dog Day
22nd - Washington's Birthday
24th - Chili Day
24th - Skip the Straw Day
27th - Polar Bear Day

March

Irish American Heritage Month
Women's History Month
Developmental Disabilities Awareness Month
Red Cross Month
Credit Education Month
National Nutrition Month

March 12th - Daylight Savings Begins
March 17th - St. Patrick's Day
March 20th - 1st Day of Spring

1st - Music Therapy Day
1st - Compliment Day
2nd - Dr. Seuss Day
3rd - Employee Appreciation Day
3rd - World Hearing Day
3rd - World Wildlife Day
6th - Dentist's Day
8th - International Women's Day
9th - Crabmeat Day

9th - Popcorn Lover's Day
9th - World Kidney Day
12th - Plant a Flower Day
13th - Good Samaritan Day
13th - Napping Day
13th - K9 Veterans Day
14th - Pi Day
18th - Global Recycling Day
20th - Day of Happiness
20th - World Oral Health Day
21st - Flower Day
21st - World Down Syndrome Day
22nd - American Red Cross Giving Day
22nd - World Water Day
23rd - Puppy Day
25th - International Waffle day
26th - Wear a Hat Day
29th - Mom and Pop Business Owners Day
30th - Take a Walk in the Park Day
30th - Doctors Day
31st - Tater Day



6 Brilliant Ways to Get Customer Reviews and Testimonials

Getting customer reviews and testimonials is one of the best ways to build brand awareness and increase sales. Yet, most businesses don't work hard enough to get great customer reviews. As a result, they're missing out on potential sales. If you want to get more customer reviews that build your brand, here are some simple steps you can take.

Ask politely

Don't be afraid to ask for reviews and testimonials. The best way to get them is to be polite and persistent in your requests. Being polite will help you gain customers' trust, while being persistent means you won't give up after one or two attempts if they don't respond.

If you have a hard time approaching people, ask coworkers for advice or enlist the help of a friend or family member with good communication skills. Once you get comfortable with the process, it becomes easier and will eventually come naturally to you.

Offer an incentive

Offering a discount on their next purchase, a free item or service, or paying for shipping costs (or return shipping costs) are effective ways to get customers to leave a review or give a testimonial. You can even offer an exclusive coupon they can redeem after they do.

Incentivizing customers will encourage them to provide feedback on your products or services. You can also use incentives

as part of your customer service process, such as offering a discount if customers complete a survey or share their experience with their friends.

This gives customers the feeling of being appreciated and encourages them to spread the word about your business. Incentives are a great way to get customer testimonials and build up your customer base.

The take-home message: If you're offering something of value to your customer in exchange for their feedback, people will be more likely to leave feedback than if there was no incentive involved.

Send a follow-up email

Follow up with customers after their purchase. One of the most effective ways to get customer testimonials is to send them a follow-up email. By sending a personalized, tailored email, customers will likely provide feedback on their experience with your business. Ask for their honest opinion and include open-ended questions about their experience.

Additionally, thank them for their feedback and let them know how their words will help other customers make an informed decision. Include an easy-to-use link that leads customers directly to your testimonial page.

Ask for social media reviews

More than ever, customers are turning to social media platforms like Facebook and Twitter to share their experiences about brands online. And it's not just younger generations: Baby boomers are the fastest-growing segment of social media users today. In fact, 82% of consumers read online customer reviews before making a purchase decision -- and 71% say positive reviews have positively influenced their buying decisions. Why not offer customers an incentive to write reviews about your products on social media?

Host a contest for your best customers

If you have a loyal following of customers, hosting a contest can be an excellent way to get testimonials.

First, you need to do is

decide what prize you want to offer as a reward for winning the contest. The prize should appeal to your target audience and help them see how they will benefit from buying your product or service. It could be anything from free access to training courses on how to use your software or service, gift cards, gift baskets with samples of your products inside, or even cash prizes.

One thing that works well is giving away access codes for popular services like Netflix or Amazon Prime Video so winners can enjoy something extra without having to spend money themselves. If it costs nothing but time for people who enter the contest -- and if everyone wins -- then everyone will likely feel more inclined towards participating than if only one person won each round. Once you have a contest winner, encourage them to give your company a testimonial.

Do something worth talking about

To get more testimonials, ensure your products and services are worth talking about. This means you offer something unique,

or at least something better than what your competitors are doing. It's not enough to simply be "good enough" or even "better than the rest" -- your customers won't be willing to give their time or energy unless they feel like it will provide them with some sort of benefit.

You should also consider how easy it is for people to write reviews for you. If too many steps are involved in providing feedback on your business, it's unlikely anyone will bother taking the time out of their day to give a testimonial.

Services are available to help you make this process easier for your clients. One such service, Review Genie, allows you to automatically send review requests to your customers either by email or text. When the customer scores you high, it gives them an easy way to place that review on the major sites such as Google and Yelp. It monitors the web for other reviews for your business and can pull them all together on your website to show potential customers the positive reviews you have received.

Another benefit of Review Genie is that when (not if)

you receive a not so great review, it will recognize this immediately and not give the customer the option of posting the review onto other sites, but rather will notify you so that you can address the situation immediately. There are many different platforms out there that provide this type of services. The monthly investment on these platforms can vary greatly, so do your due diligence and look at several of them before making a decision on whether it is right for your business or not.

Customer testimonials and reviews effectively increase sales, brand loyalty, customer retention, and referrals. According to a study from 2016, reviews can increase conversion rates by as much as 270%. By providing your customers with an opportunity to share their experiences with your company and products/services via social media platforms like Facebook, Twitter, and Yelp, you not only improve brand awareness but also build trust among potential new customers who search for positive reviews before purchasing anything online.



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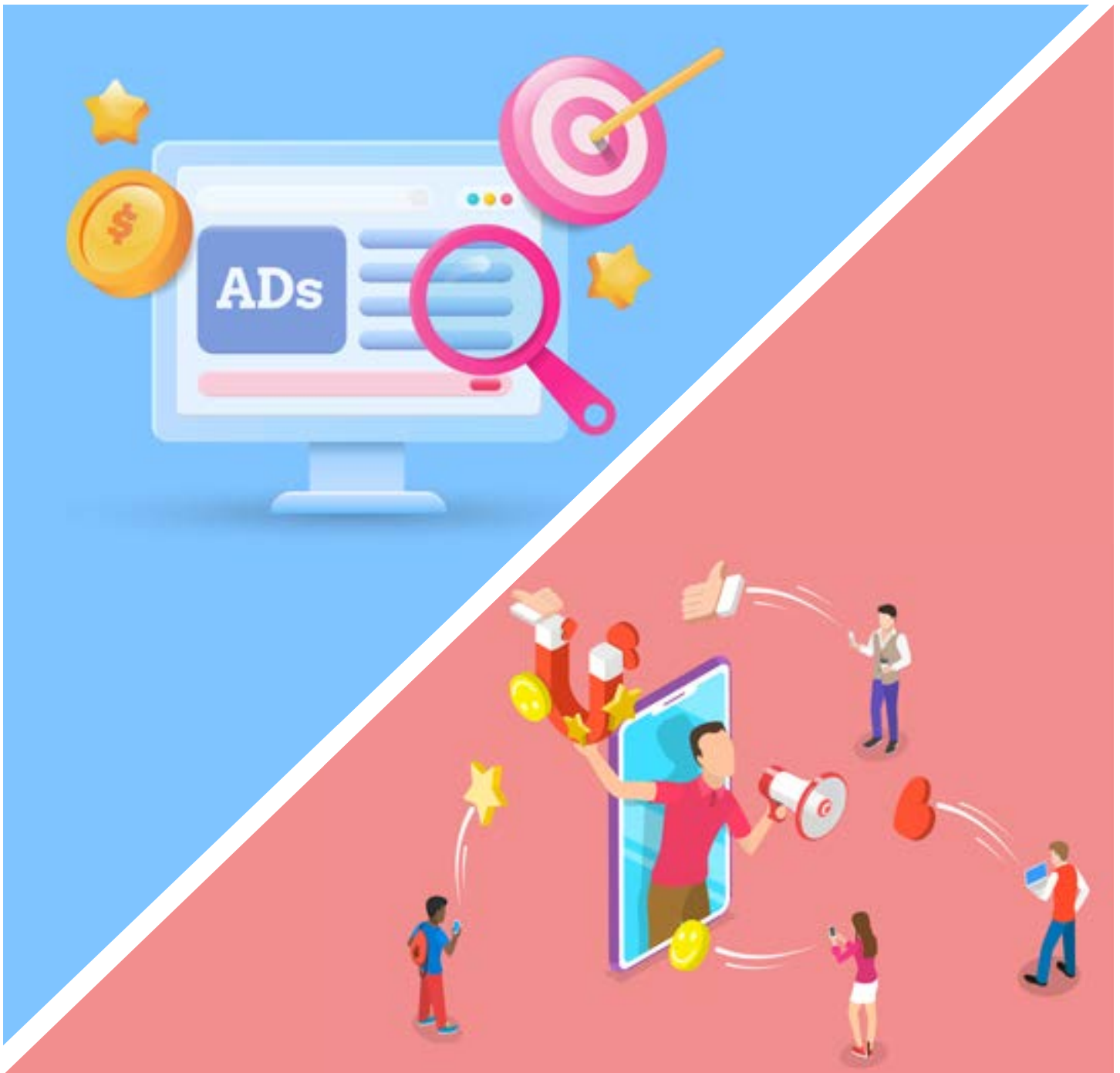
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The 4 Best Ways You Can Use Social Media to Promote Your Business

In this day and age, social media is a powerful tool for businesses of any size. As an online store owner, tapping into the power of social media can be a great way to increase visibility for your business and drive more purchases from customers. Leveraging different social media platforms can help you reach new audiences with targeted messaging, build relationships with potential customers, stay top-of-mind when users are ready to make their purchase decisions, and even boost referrals

from existing customers. In this post, we will discuss the three best ways to utilize social media to help promote your business, the different ways you can go about them, and some advice for each one. Let's get started!

Paid Advertising

The first and most obvious way you can use social media to help promote your business is paid advertising. This can be a daunting method to utilize, especially for smaller business owners. So let's explain why it is such an important and useful feature, how it can help you and your business, and how to create effective ads.

This type of marketing allows brands to reach potential customers by leveraging the popularity, engaged user base, and expansive reach of social media sites such as Facebook, Instagram, Twitter, or TikTok. To maximize the impact of their campaigns, businesses should identify where their target audience spends most of its time online; this will ensure that they are focusing efforts in the right place.

Furthermore, research has shown that paid ads with specific targeting options can drive more qualified leads at a lower cost than traditional methods such as print or television advertisements (Digital Marketing Institute). According to recent data gathered by AdEspresso, "47% percent of people who click on an ad go directly onto a website" (AdEspresso), demonstrating just how powerful these campaigns can be when it comes to directing web traffic towards your site and boosting sales opportunities.

Therefore, if you want your business to stand out from the competition while enjoying increased visibility across multiple channels, then investing in social media paid ads is certainly worth doing.

Post Content That Directly Appeals to Your Audience

The second way you can use social media to boost yourself is to figure out who your audience is and post content that is directly appealing to them and will draw their attention. Creating valuable content has

been proven to be an effective way to capture a customer's attention and encourage them to visit your store again or purchase a product.

Quality content is essential for businesses as it allows customers to find out more about the company, its products, or its services in detail before they decide whether they will make a purchase. Providing educational and informative information, such as articles, videos, podcasts, or blogs, helps to keep customers engaged and up-to-date with new developments within the company. By delivering relevant insights on their industry of interest through this type of content marketing strategy, companies are ultimately helping potential customers build trust in their brand, which encourages repeat visits and purchases.

Well-thought-out digital content is one of the most successful ways brands have been able to stay connected with current audiences while making meaningful connections with new ones; thus creating opportunities for customer loyalty over time due to its ability to create

relationships between consumers and businesses beyond just traditional ads.

Use Videos, Polls, Or Stories as A Hook

Another method of creating captivating content is using videos, polls, or stories as a hook. Videos are particularly useful because they allow individuals to share visual stories in a creative way that grabs attention quickly; this can be done through live-streaming or prerecorded videos with social media platforms such as YouTube and TikTok.

Polls give customers the opportunity to interact with your message by providing feedback on what topics interest them the most, which allows you to tweak your content accordingly.

Lastly, telling stories provides context and emotion that helps readers connect emotionally with the material presented; it gives them something relatable from which they can learn valuable lessons while also having fun along the way. All three of these techniques provide great ways of generating engaging content when used effectively!

Pay Influencers to Promote Your Brand

The final, and probably the most expensive way you can use social media to promote your brand is by using influencers to do so. This can be intimidating, especially to smaller brands, but it can be extremely successful. Influencer marketing is used to promote a brand or product through people who have strong relationships with their followers.

In order for influencer campaigns to be successful, however, it is important that the influencer chosen by the company is trustworthy. To ensure this trustworthiness, companies should look for influencers who are transparent about endorsements and partnerships; conversely, those without full disclosure should not be considered credible options.

Companies should also consider exploring the history of each potential partner's interactions on social media--making certain there are no concerning posts that could potentially damage

your own brand image if associated with yours--and do research into their past public appearances or other forms of promotion they have done through sponsorships in order to develop an accurate understanding of them as a person and where they stand on various topics (social/political/etc.).

Additionally, you want to make sure that they appeal directly to your intended demographic, so you aren't wasting time and money on someone whose fan base doesn't align properly with what you hope to achieve from such a partnership.

To briefly summarize what we've covered today, there are several effective ways to advertise your brand using social media, including paid advertising, creating content that appeals to your target audience, and working with influencers.

Each of these methods has the potential to increase visibility for your business and gain new customers. Consider which of these strategies best fits in with your overall marketing plan, and start implementing them.

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How to Optimize Your Website for Google Ranking



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When you're running a business, every penny counts. You want to ensure that your website is doing as well as it can in Google ranking, so you're not wasting money on advertising that no one sees. But what does optimization entail, and how do you go about it? Here's what you need to know.

The Basics of SEO and How it Works

You may have heard the term SEO before, but maybe you're not quite sure what it is or how it works. SEO stands for search engine optimization. In short, it's ensuring your website and content are easy for search engines to find and index.

Several factors go into SEO: keyword strategies, valuable content, image alt tags, meta descriptions, internal links, and backlinks.

Optimizing your website for SEO can help ensure your site appears higher in search engine results pages (SERPs), which can, in turn, lead to more traffic and customers.

While SEO may seem complex at first, once you understand the basics, it can be a powerful tool for growing your business.

What is a Keyword Strategy?

Choosing the right keywords is one of the most important aspects of any digital marketing campaign. Keywords are the terms and phrases users enter into search engines when looking for

information. They can be very general, like "laptops," or very specific, like "best laptops for under \$500."

Longer keyword phrases are called longtail keywords and typically produce higher results than short, one- or two-word generic terms.

The key to choosing the right keywords is understanding your audience and what they are looking for. Once you have a good understanding of your audience, you can start developing keyword strategies.

There are a few different ways to do this, but one common approach is to use keyword research tools like Google AdWords Keyword Planner or SEMrush. These tools allow you to enter different criteria, like location and devices, and see which keywords are used most often.

You can then use these keywords in your marketing campaigns to ensure you're reaching your

target audience.

The Importance of Quality Content

Your website's content is one of the most critical elements regarding SEO and user experience. Good content helps your site rank higher in SERPs, providing valuable information for users looking for what you have to offer.

In addition to helping with SEO, quality content also creates a better user experience (UX), fostering trust and confidence in your brand.

When users know they can rely on your site for helpful and accurate information, they're more likely to return. Repeat visits are great for boosting your SEO; the more often users visit your site, the higher it will rank.

What Are Image Alt Tags?

Image alt tags are a bit of HTML code used to describe an image's contents. They are vital for SEO because they help



search engines understand what an image is about and index it properly.

Using your keywords in your image alt tags is generally a good idea. However, you should also ensure that the tags are accurate and descriptive, as using keywords excessively can result in penalties from search engines. Ultimately, the goal is to use image alt tags that will help improve your website's visibility and organic traffic.

Furthermore, image alt tags help people with visual impairments understand what an image is. If you're using images on your website, include accurate and descriptive alt tags to help improve your site's accessibility.

What Are Internal Links?

Internal links are hyperlinks connecting one page on your website to another.

Internal links help search engine crawlers find and index your pages. When a crawler finds a new page, it looks at the other pages that link to it. This internal linking provides clues about what the new page is about and how it fits into the overall website.

Internal links can help to improve your website's PageRank. PageRank is a Google algorithm that measures how important a page is and is one of the factors determining where your pages will appear in search results.

Internal links can help visitors navigate your website. By providing links to other pages on your site, you can help visitors find the information they are looking for more easily.

Additionally, internal links will encourage visitors to view more of your content and keep them on your website for more extended periods of time, which also helps boost your SEO.

What are Backlinks?

Backlinks are links that point from one another relevant website to yours. Backlinks are an important part of SEO because they help search engines understand how well your site is connected to other sites on the web. Backlinks are also a critical factor in determining a website's PageRank.



The more backlinks your site has, the higher its PageRank will be.

There are several ways to get backlinks, but the most effective method is creating high-quality content that other websites want to link to. You can also encourage other websites to link to your site by guest blogging or writing articles for popular blogs and websites.

Creating great content and building relationships with other webmasters is the best way to get high-quality backlinks.

What are Meta Descriptions?

A meta description is a short description of a webpage that appears in the search results. Meta descriptions are not visible on the page itself, but they can be seen by anyone who searches for that particular topic.

Google will show your meta description as a

snippet, or short text preview they display for each web result.

Meta descriptions are important because they help to persuade people to click on your link. A good meta description should be clear and concise, giving the reader a sense of what they can expect to find on your website.

The optimal meta description will be between 160 and 300 characters and will contain your best keywords.

It's important to remember that your meta descriptions

should be different for each page, as each page has different content. You also want to ensure that your meta descriptions are keyword-rich, which will help your website increase search result rankings.

Image alt tags, internal links, backlinks, and meta descriptions are all crucial elements of SEO. Including these elements on your website can help improve your site's visibility and organic traffic. Additionally, you can help improve your website's accessibility and navigation, which contribute to a higher Google ranking.

Your website management company should be able to update your site to align with today's search engine algorithms and optimize your on-site SEO elements.

This includes the content optimization, Alt Tags, Internal Links and Meta Descriptions. Building backlinks is the more traditional SEO work. A strategy should be built out for this to identify the best relevant sites to target. Having your business listed on all online directories is another great way of creating backlinks to your website.

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The Power of Positive Reinforcement: 8 Effective Ways to Motivate Your Employees

As a motivational leader, your job is to motivate and inspire your team and make them feel good about working for your company. It's not always easy, but it's an important part of being a leader. Here are some tips to help you motivate and inspire your team.

1. Encourage your team to take initiative.

Taking the initiative is an important part of motivating a team. The benefits of encouraging initiative are twofold: it helps boost morale and productivity and fosters better relationships between everyone on the team. Encouraging this type of behavior should be an essential part of any manager's job description since it will help ensure their success in moving forward with their career goals within your company.

2. Provide regular feedback.

Regular feedback is one of the most important ways to motivate your employees. To be productive, feedback should be specific and timely. It should be positive more often than

not, focusing on what went well instead of what didn't. Finally, it's better if you deliver the feedback in private. That way, there's no risk of embarrassing or demotivating the person you're talking with by letting them know they've done something wrong or performed poorly.

3. Create a positive work environment.

Creating a positive work environment is one of the most powerful things you can do to motivate your employees.

Studies show that employees who feel valued and appreciated are more likely to feel motivated, perform well, and stay with their organization. This means that a positive work environment will not only boost employee productivity but also higher employee satisfaction and lower turnover rates.

Here are a few things that you can do to help create a positive work environment:

- Encourage open communication
- Encourage

employees to communicate openly and with you. This will help create a more open and understanding workplace.

- Promote positivity - Try to promote a positive attitude in the workplace. This can be done by acknowledging good work and by encouraging employees to support each other.
- Be flexible - Be flexible with your employees and try to accommodate their needs. This will show them that you care about their well-being and help create a more positive work environment.

4. Encourage and reward creativity.

As a motivational leader, encourage and reward employees who display creative thinking. Do this



by providing employees with opportunities to think outside the box and reward that creativity somehow. For example, you might provide incentives like cash prizes or bonuses for submitting a winning idea or project.

5. Encourage your team to stay rested.

You'll be a better leader if you ensure your team gets enough rest and sleep. Sleep is important because it allows the brain to recharge and function optimally. Most adults need seven to nine hours of sleep per night -- and that's not just for productivity. Research shows that people who get enough sleep are more creative and solve problems better than their well-rested counterparts.

Emphasize the importance

of sleep, but also be receptive to allowing employees to take a short nap at their desk or a brief meditation break to rest their minds. The key here is to ensure these naps are quick. If they linger too long into REM (rapid eye movement) sleep cycles where dreams occur, people may wake up groggy instead of energized.

6. Set clear expectations with your team.

One of the most important things you can do to support your team is to set clear expectations. This will help you manage them better and offer them a sense of purpose and direction. When you don't have clear expectations, it's difficult for people to know what they should do or how they should do it. It also makes it hard to

delegate tasks because no one knows what needs to be done.

7. Support employees struggling emotionally.

Mental health is just as important as physical health. The most effective leaders are the ones who support their employees when they are struggling emotionally. Your employees' mental health affects their job performance and productivity on the job. If they're suffering from anxiety or depression at work, it can affect their productivity because they don't feel like working.

An emotionally distressed person is someone who feels overwhelmed by problems at work or in their personal lives. These problems may be caused by something that happened recently (like a bad review), or they may be longstanding issues (like an abusive relationship). The person may know what they need to do to solve these problems but not have the resources or ability to do it immediately.

Whether you're helping someone who's emotionally distressed



because of work-related circumstances or something else, being supportive is a key step. As a manager or team leader at any level within your organization (or even if you're simply trying out these ideas in another capacity), one way to improve employee performance is by promoting good mental health practices among all employees.

8. Encourage regular stretching breaks if employees sit at their desks all day.

Stretching is important

because it helps the body maintain its flexibility and range of motion. It also increases blood flow, which improves circulation and helps decrease muscle fatigue and soreness.

Encourage employees to take five minutes total-body stretch breaks focusing on major muscle groups such as those in the hips, chest, and back. This can boost productivity by keeping your employees from developing neck or back pain, which makes their job more challenging.

Hopefully, this article

gives you a better understanding of how to motivate your employees. Remember, your team comprises people with individual needs and personalities, so it's important to approach each person individually rather than treating them all the same way. By considering their personality type (or even just recognizing what makes each person happy) and giving them what they need to be effective workers, whether it's praise or regular feedback, you'll have happier employees who are more motivated by their work.

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10 Quality Podcasts to Help You Reach Your Email Marketing Goals

Staying on top of the latest email marketing trends and strategies can be difficult, but it's a necessary part of remaining competitive in today's business world. One of the best ways to do this is to listen to podcasts specifically aimed at email marketers. They're an excellent way to learn new skills, hear industry insights, and get inspired. But with so many podcasts out there, where do you begin? To give you a head start, here are 10 of the best email marketing podcasts you can listen to right now.

1. The Email Marketing Show: Email Marketing Heroes

With backgrounds in psychology and show business, hosts Rob and Kennedy use their unique perspectives to help business owners build deeper relationships with email subscribers and maximize sales. As well as looking at the latest industry trends and new technologies, they also welcome experts to share their insights on a range of email marketing topics and cut through the jargon and myths

to deliver practical, actionable advice.

2. Email Einstein: Ingenious Ecommerce Email Marketing by Flowium

This is an ideal choice for ecommerce companies looking to improve their email marketing campaigns. The episodes are typically around 30 minutes long, with ecommerce experts sharing their biggest successes, lessons learned, and best practices for email marketing. You'll hear about content

creation, sales strategies, seasonal campaign planning, customer segmentation, and so much more.

3. Inbox Besties with Kate Doster

Hosted by content producer and course creator Kate Doster, Inbox Besties focuses on helping new and emerging businesses navigate email marketing. With tips on growing email lists, sending the right content to subscribers, and more, Kate aims to offer “dangerously practical advice” to help business owners gain confidence in their email marketing efforts. While the main focus is on email marketing, she also looks at other digital marketing strategies - such as blogging and social media - to help any business owner grow their brand online.

4. Email’s Not Dead from Mailgun by Sinch

Change the way you think about email with hosts Eric Trinidad and Jonathan Torres, two technical account managers at Mailgun by Sinch. Episodes are only around 30 minutes long, and

even though the show is aimed at experienced email marketers, the light-hearted and conversational approach makes it accessible to any marketer. If you want to maximize email deliverability, maintain a good sender reputation, fight spam, and create engaging content, this podcast is worth a listen.

5. The FWD: Thinking Show from AWeber

With a variety of guests from the email marketing world, this podcast offers practical tips on copywriting, email design, conversion optimization, building audience trust, and more. But it’s not just a show about email marketing. You’ll also find episodes about podcasting and using social media to build brand awareness. If you’re looking for ways to grow your business online, this podcast is a great resource.

6. Conversations with an Email Guru - Amy Manguera

This informative podcast hosted by Amy Manguera from the Email Growth Society is perfect for startups and small businesses, but anyone

looking to improve their email marketing strategy should check it out. Whether it’s communication best practices, landing page optimization, conversion strategies, or list building, the advice is clear and to the point. Amy speaks in a straightforward, no-nonsense way that will give you the answers you need to optimize your email marketing strategy.

7. Inboxing with Hillel Berg

In this podcast, renowned email marketing consultant Hillel Berg talks to guests from all over the world, uncovering their email marketing successes and also their biggest mistakes. With episodes ranging from 30 minutes to an hour, you’ll get plenty of tips and advice to help you become a better email marketer. Learn how to write compelling emails, create great customer experiences, improve delivery rates, and more.

8. Easy Email Marketing with Yael Keon

Yael Keon uses this podcast to share her two decades of email marketing experience

with listeners. The host covers a broad range of topics that will help you improve your email marketing skills. Among other things, Yael explores the basics of email marketing for service-based, ecommerce, and digital product businesses and takes a closer look at popular email service providers like MailChimp, ConvertKit, and MailerLite. Most episodes are only about 15 minutes long, so they're easy to fit into your schedule.

9. For the Love of Emails Podcast, Powered by Netcore

This podcast comes from Netcore Solutions, a global customer engagement and digital marketing solutions company. Focused on helping business-to-business (B2B) marketers optimize the customer experience, the episodes cover a broad range of topics, including email deliverability, segmentation best practices, optimizing email automation, and much more. Learn from some of the best in the business on how to build better



designing emails for accessibility, understanding the customer lifecycle, understanding data, and optimizing automated campaigns.

Become a Better Email Marketer by Learning from the Best

campaigns and increase your return on investment in a highly competitive market.

10. E-telligence with Kate Barrett

Kate Barrett is the founder of eFocus Marketing, an email marketing agency based in London that provides consulting, management, and training services to companies around the globe. Kate started this podcast in 2019 to help business owners and marketers use email marketing more efficiently to improve results.

The podcast features interviews with marketers, exploring their current and future plans, as well as masterclasses that focus on specific areas of email marketing. Episodes cover topics such as

If you want to improve your email marketing campaigns and give your business a competitive advantage, there are many podcasts that can help. Whether you're an experienced email marketer or just getting started, the podcasts featured here are an excellent resource for improving your marketing skills and expanding your knowledge.

Take the time to explore these podcasts and find the episodes that are most relevant to you and your business. Hopefully, with the insights and tips you learn, you can take your email marketing to the next level and achieve more of your business goals. You can find all the podcasts mentioned above on Apple Podcasts, Spotify, and other podcasting platforms.



FUN FACTS

Originally, February was made the last month of the calendar year. Eventually, in 450 BC, February was moved to its place as the second month. February was named after a purification ritual which was like an early Roman spring cleaning festival.

On average, February is the United States' snowiest month, according to data from the National Weather Service.

February Milestones:

- Feb 4, 2004 - Facebook launched as "TheFacebook.com".
- Feb 6, 1952 - Queen Elizabeth II succeeded to the British throne.
- Feb 7, 1964 - The Beatles first arrive in the United States.
- Feb 8, 1998 - The first female hockey game in Olympic history took place. Finland defeated Sweden 6-0.
- Feb 11, 1928 - The La-Z-Boy reclining chair was invented by Ed Shoemaker.
- Feb 18, 2001 - Race car legend Dale Earnhardt was killed in a crash in the last lap of the Daytona 500.
- Feb 22, 1956 - Elvis Presley debuted on the music charts with Heartbreak Hotel.

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The Psychology of Colors in Marketing



Red

Red creates a sense of urgency and is associated with movement, excitement, and passion. It physically stimulates the human body, affecting nerve pulses, raising blood pressure and heart rate.



Orange

Orange represents creativity, confidence, adventure, energy, and warmth. It stimulates the logic center of the brain and promotes enthusiasm.



Yellow

Yellow evokes feelings of happiness, positivity, curiosity, innovation, and optimism but can also evoke anxiety, frustration, caution, and fear.



Green

Green is associated with health, growth, hope, tranquility, and nature. It stimulates harmony in the brain and encourages balance between the body and emotions.



Blue

Blue represents trust, loyalty, security, health, and reliability. It calms the mind, and young people associate it with maturity. The color blue also suppresses your appetite and stimulates productivity.



Purple

Purple symbolizes royalty, superiority, wisdom, wealth, spirituality, and imagination. The color stimulates the problem-solving area of the brain, as well as creativity.



Pink

Pink is the most popular color to represent femininity, symbolizing passion, creativity, innovation, and even rebelliousness! This color works for any brand looking for a more youthful, imaginative, and quirky feel.



Black

Black is associated with authority, power, stability, intelligence, elegance, and strength. However, black also represents oppression, coldness, and mourning. It can often overwhelm people if used too frequently.



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