

LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

January 2019

3 Ways to Boost Credibility with Your Customers

**Social Media: Four
Tips to Master Twitter**

Responding
Effectively
to Increased
Competition in Your
Business Niche

Infographic:

Today's Mobile
Environment

Five SEO Trends That Don't Have a Shelf Life

**4 Tips for
Growing Your
Audience
Using
YouTube**

**7 Key Reasons
Why a Local
Business Needs
a Website**

**How to
Boost Online
Sales with
Website
Pop-Ups**

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Greetings!

Welcome 2019! 2018 is now behind us. Hopefully it was a good year for you and your business. Time to focus on making 2019 an even better year.

This month's articles and infographic cover many topics that we hope will be relevant to your business, including SEO Trends, Dealing with Competition, Boosting your Credibility, Social Media and more. Our hope is that the information provided in this month's issue can help you improve your marketing approaches and that you'll find a few tidbits that you can implement easily.

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.

Here's to a successful and happy 2019!

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.

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.

January

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

January 1 - New Year's Day
January 21 - Martin Luther King Jr. Day

1st - Polar Bear Plunge Day
1st - World Day of Peace
2nd - Science Fiction Day
4th - Spaghetti Day
9th - Law Enforcement Appreciation Day

9th - National Take the Stairs Day
14th - Dress Up Your Pet Day
14th - Clean Off Your Desk Day
15th - Hat Day
15th - Humanitarian Day
17th - Ben Franklin's Birthday
18th - Winnie the Pooh Day
19th - Popcorn Day
21st - National Hugging Day
23rd - Pie Day
24th - Compliment Day
24th - Peanut Butter Day
25th - Have Fun at Work Day
26th - Spouse's Day
26th - Australia Day
27th - Chocolate Cake Day
27th - Thomas Crapper Day
28th - Blueberry Pancake Day
29th - National Puzzle Day
31st - Backward Day

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



Social Media: Four Tips to Master Twitter

It's clear that brands find success on some social media platforms easier than others. Twitter can be a challenging site to crack, and there are a variety of reasons behind that. Here are some practical tips and advice on how your company can master Twitter.

1. Don't be afraid to follow to grow your account.

For the most part, brand accounts often think differently to how they approach Twitter for the business instead of using it for a personal account. Obviously, part of that is necessary, but brands that are obsessed with sales or promotions are making a mistake. The reality here is that social media is about connections, communications and interactions at its core.

Traditional marketing techniques would suggest

that to be successful, customers need to know about you. The first stage to that process on social media is to grow your account. One of the ways you can do that is through a process known as targeted following. In simple terms, this involves targeting the right users that are most relevant to you to grow your account and connect with them. Unfortunately, most brands don't follow a lot of users, and this can be one reason they struggle to grow.

2. Successful Twitter accounts are visual.

Certain social media sites are visual platforms, like Pinterest and Instagram. It's certainly true to say that it's not a requirement for every Twitter update to be visual. In fact, the site has its origins as a micro-blogging site where users would share their thoughts and ideas. In some ways, it's still true

to those values because providing tips and communication is vital to find success on Twitter. However, visual content is the most engaging and will make your profile look attractive and varied. To be successful, you will need to focus on visual content. Brands that don't do this are unlikely to grow a following or see much engagement.

3. Planning and scheduling is critical.

Another one of the reasons that brands struggle with social media is because they don't have a clear plan. This means they are struggling to come up with ideas for content.

The companies that do achieve success will have a general plan for the type of content they want to share as well as a range of templates to make that process easier.

Scheduling is another essential part of the process. When you have a lot of different social media platforms, it's hard to manage that in real time. Another important consideration is posting your updates at the right times for your audience. Of course, this will depend on the size and scope of your brand. For some though, it will involve posting content outside of regular working hours, making scheduling tweets crucial.

4. Remember to listen to your customers.

You only have to spend a few minutes on Twitter to realize that it's one of

the core social media platforms that users love to use to communicate with brands. Of course, that communication can be both positive and negative, but either way your brand needs to be aware of it. It's clear to see how a lot of brands fall down here by not having an active Twitter account.

This means that managing a successful Twitter brand account has various stages to it. The first thing is to ensure you are producing high-quality, engaging content, and then be ready to respond to fans as they engage with it. Additionally, users will assume all brands are on Twitter so that means an inactive brand

account can be a significant problem. You should ensure you are monitoring what people are saying about you on Twitter.

There are indeed a lot of different social media sites to manage as a brand. Twitter is an important platform but not one that many brands can master. Keep the faith though because it can be done if you have a solid strategy.

The crucial things to remember: be prepared to follow to grow your account, include visual content, scheduling and planning are critical, and be ready to listen and respond to your customers.



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Responding Effectively to Increased Competition in Your Business Niche



Are you a small business struggling to keep your market share as the competition in your niche increases? In this scenario, you are not alone. Every business comes across increased pressure from the competition. After all, you and your competitors are fighting for the same share of the market. It is essential to respond effectively when competitors start entering your niche. Here are ways to help you in this endeavor.

Research Your Rivals

The first thing you must do is effectively research the business of your rivals. This includes studying their marketing strategy, product offering, target audience, and communications. Researching your competitors allows you to know what threats to prepare for. How do you research your rivals? Two tools that can greatly help include Google Analytics and Google Alerts. These technologies provide you with data on how many customers you are

receiving, how customers are interacting with your brand, and which areas on which your competitors are making the most gains.

Analyze Your Findings

Merely collecting data is not enough to give you an edge. Instead, you must gain insights from it as well. You can use the data gathered to see how you can learn from the strategies and policies of your competitors. On the other hand, you can also see what areas they are struggling with and can target those weak points to gain a higher market share.

Create A Strong Competitive Advantage

To create an advantage that cannot be replicated by competitors, you must position your brand uniquely in the minds of consumers. After doing a SWOT analysis of your company and your rivals, you must then pinpoint your strengths and build your competitive

advantage. For instance, you can choose to focus on delivering quality customer service or introduce a special program that rewards long-term customers. You can also maximize your efforts in product innovation, developing unique solutions that cannot be offered anywhere else. Your competitive advantage is going to be your main distinctive selling factor, so center it on your best strengths.

In business and marketing, competitors exist at any time. In some cases, they can even encroach upon a niche that your business may have been dominating. In these cases, it is important to have a plan in place to respond to them and ensure your business remains the market leader. With the practices mentioned you can take the appropriate steps to not only retain your market share, but gain more from these competitors. As you review your strategy with your team, incorporate these practices into your approach.

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Five SEO Trends That Don't Have a Shelf Life

Each year comes with a new list of trends and predictions for search engine optimization (SEO) that marketers, web designers, and business professionals are advised to apply to their online real estate. In most cases, these lists are a creative retelling of old information or a modified recital of someone's top ten, twenty, or even 100 trends. They make bold claims of easy and time-saving strategies that will push you to the top of search results, drive untold amounts of traffic to your web pages, and dramatically boost rates

for conversions, leads, sales, ROI, and profits.

Some of each year's set of "new" trends for SEO even include a mouthful of tech jargon that actually means nothing at all. For example, the trend to "implement off-page link structuring with symbiotic navigation to minimize abandonment of micro-interactions during user experience optimization." What does that even mean? It gets attention because it sounds authoritative and official, so it must be an action that has to be taken to improve SEO, right? Wrong!

When it comes to SEO that works, there are five core components of optimizing your digital content that no longer need to be included in a "top trends for (insert year here)" list - because they always work, all the time.

1 - User experience optimization. Who are you trying to reach with your digital content? If you treat that as anything other than a ridiculously rhetorical question, you are already losing the SEO game. Whether you are selling something, answering a question, solving a

problem, or just writing about something because you have a point to make, the point of any of those activities is that you have a specific audience in mind.

Your website, landing page, or content needs to be created or designed for that particular audience. Aside from creating with your audience foremost in your mind, you also need to use a format or mode of delivery that heightens the user experience. When people can access your content easily, obtain what they want from it with no frustration, and go away happy - you are winning at UXO (user experience optimization). Know your audience and know what they want from you, then give it to them!

2 - Mobile-friendly site and page design. At this point in the SEO game, creating an online presence that is optimized for mobile access across a variety of devices and screen sizes is no longer a suggestion. Search engines show clear preference toward mobile-friendly content, and some will even downgrade or refuse to list websites and web pages in search results if the content has not been designed for access on mobile devices.

Laptops, tablets, and smartphones give users the convenience of searching, shopping, and surfing the internet while they are on the go, and these devices have screen sizes that range from an inch or two to nearly two feet. If you want people to spend time engaging with your digital data, you have to give it to them in a format that is fully functional regardless of what method they use to retrieve it. Mobile-friendly content is a basic staple of SEO and should be a standard part of your content creation and site design processes.

3 - Original, useful, informative, and relevant content. Alas, poor content, we knew it well. A sad but true fact about online real estate today is that too many websites are still overly stuffed with terrible content. When you stick a billboard on the side of the information highway, it should be one that can be read and understood by a digital traveler zipping along at 100 miles per hour (or 100 megabytes per second).

Content should be focused around a single theme or subject, deliver information about that subject as detailed, but succinctly so, as possible, and provide answers or solutions that

are immediately applicable. You should also avoid publishing content that is little more than a reworded version of something that can already be found on a dozen other sites or pages. Spend some time crafting user-friendly content instead of just churning it out for the sake of making your online presence look active.

4 - Fully functional and highly efficient navigation options. Clicking a link that does not go where it claims to, or goes nowhere at all, is as frustrating as getting stuck at every red light on your way to work when you are already late. Or one of any number of other unfortunate events that evoke a range of emotions on the anger spectrum from a simple sigh of annoyance to tossing your computer out the window of your 30th floor office as you release a primal scream of rage.

Rather than become inadvertently responsible for the destruction that could ensue, it would be safer to simply make sure the links you include in your online content are pointing where they are supposed to and working the way they should. Menu and navigation panels should be easy to find, understand, and use and should contain only what is necessary for a

user to get around on the current page. While you cannot control externally linked content or inbound links from external sites, you should periodically check them to make sure they also work and that they are coming from (or pointing to) reputable and authoritative sources.

5 - Keywords oriented toward natural language and conversational queries. People don't search for how to cut their pet dog's toenails by entering "proper application of manual reduction techniques for excess claw growth on digital pads of canis lupus familiaris." Google doesn't even know what that means

(but you'll get over 290,000 results for "cash me ousside, howbow dah" - and who knows what the heck that means).

While it sounds fancy, using a sentence full of technical terms is really only useful if you are writing a boring scientific paper for an obscure academy journal that no one ever reads. When it comes to keywords, keep them simple and use natural language words and phrases that people actually use in conversation. You can also find great tools online that will let you know how people are searching for certain subjects, not just what subjects they are searching for.

Like the internet itself and the technology that fuels it, SEO and the methodology used by search engines to pick the most relevant results to display to searchers is constantly changing. If you try to keep up with what's hot and what's not in SEO on a regular basis, your online presence will be constantly changing, too. Instead of expending all that time and effort on following trends that may or may not work, build your online presence with a solid foundation of traditions, not trends, that have been proven successful time and time again.

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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3 Ways to Boost Credibility with Your Customers

According to a survey by the Concerto Marketing Group and Research Now, 82 percent of customers will regularly use a brand they trust, and 83 percent will recommend that company to others.

Trust and credibility will ultimately lead to a successful business. When you say things, it isn't instantly disregarded as sales talk. And that's a powerful thing. You won't build it overnight, but with these three methods, you can boost trust and credibility with your customers.

1. Be Transparent

The key to boosting trust is to not give customers a reason to distrust you in the first place. The fact is customers are smart and they know when you're not telling the truth or not telling them the full truth. Why? Because they shop regularly, and they have experienced both the best and the worst of companies doing business.

The key to being transparent is, naturally, don't lie and give them the full story.

Nevertheless, it goes further

than that. It goes further because you must go out of your way to allow people to look behind the curtain and see what is behind the scenes. One way of doing this is through things like videos. Some companies shoot videos of their offices and their teams.

It's more basic than this, though. Even just having a team page on your website is enough to show people who you are and that you exist.

Finally, make sure you admit when you are wrong. Don't try to cover up errors

because all it takes is one smart customer to see the truth and there goes your credibility.

To sum this section up, you must:

- Show people how you work day-to-day.
- Be natural. Do things the right way and don't lie.
- Admit when you're wrong and do your best to put things right.

2. Make the Back-End Stable

Honest companies have fallen flat not because of their principles but because of the employees working with them. They fail because while the owner may have a high level of integrity those working under them don't. It all comes down to the culture of your company.

Everything about your company should be about putting the customer relationship before anything else, including sales.

Develop integrity within your company and make it part of the fabric. It should come into everything you do.

This may require making some tough decisions. For example, it may be

necessary to let some people go if they can't conform to your needs and expectations.

To customers, this isn't immediately noticeable. While you are not doing something drastic in full view of the public, changes behind the scenes will have a great impact in the long-term.

You can't gain someone's trust if you're not doing it for the right reasons, and that includes everyone pushing in one direction.

3. Send Customers Quality Content

There are many ways to build an email list. One way to do this is to convince them to do it via social media. You can also place lightboxes on your site, but the key is not about building the biggest email list you can, it's about sending out quality content people can relate to.

Swap is one company that has highlighted this, "Only through monitoring open and click rates could we determine what customers really wanted to see. This more than doubled the responsiveness of our email list."

Nevertheless, sending out quality content is such a generic term that has lost all meaning. Finding out what customers want is a matter of trial and error. How can you do it quickly?

- Start a focus group. Ask a select group of loyal customers what they want to see.
- Monitor the statistics, such as bounce rates, open rates, and click rates.
- Time. Over time, you will soon see what is working and what isn't. Make sure you are experimenting along the way.

It's important to make the point that this doesn't necessarily include the hard sell. The statistics say companies that state, "The customer is always right" will see a customer loyalty. Moreover, customers don't want to see the hard sell.

Give more than you expect to receive. That is how to create a good customer-company relationship.

Building customer trust always takes time. Those who try to cut corners are bound to fail because customers aren't stupid. Do things the right way and you will set the foundation for a profitable business.



YouTube popped on the scene in 2005 and since then it has been on a trajectory upward, bringing in over one billion visitors every month. And while other social media platforms have sprung up over the past few years, YouTube has kept its position as the number one video sharing channel online.

Business owners and marketers who've learned to use YouTube as a part of their online content strategy realize its unlimited potential. YouTube increases traffic and provides an influx of leads for businesses. This article will not only discuss how to use YouTube as a promotional tool, but it will also include tips that you

can use to make sure you receive the highest views and engagement with your videos.

1. Post The Right Types of Videos

Videos that show off your products and services

Use YouTube to give demonstrations, presentations, post webinars, etc. You want to show exactly how your offerings can solve issues faced by your audience. Creating explainer videos is also a great way to engage your audience and showcase your offerings.

Reaction Videos

Take it to the streets and create live videos showing everyday people providing testimonials for your products. Non-paid testimonials provide a level of social proof that will outdo paid commercials any day. People trust people who are not incentivized, and if you can build trust with your audience then you've won half of the battle.

Authoritative Videos

YouTube videos are no different than other types of content regarding its ability to help build authority in a given niche. The more videos you create highlighting your industry expertise, the more your

audience will look to you for resources. Try to create videos with information backed by proven methods and researchable data. Interview industry experts and other influencers to help solidify your name as a trusted brand in your field.

"How we work" Videos

Take a page from Lifehacker's "How I Work" column and create videos showing how your products are made, or maybe show a day in the life at your office. For example, there are tons of videos illustrating how various foods are made, with behind the scenes looks at different factories and industrial suppliers. Think of ways that you can showcase your product development processes or office environment in a way that's fun and intriguing.

2. Use metrics

Use metrics to find the ideal posting days, times, and content types for your audience. Does your audience engage more in the evening after rush hour or more during mid-day lunch hours?

Here are metrics that you should be tracking with every video:

- Number of views
- Number of likes

- Number of new same-day subscriptions after a new post
- Which type(s) of content receives the most engagement and views

Play around with different upload times, days, and frequencies to find the sweet spots for engagement. Check the analytics on your YouTube dashboard to hone in on your audience's behavior.

3. Create eye-catching thumbnails

Remember that YouTube, unlike other social media platforms such as Facebook, Twitter, and Instagram, is a search engine. Users type in keywords which can then be filtered by date, number of views, duration, etc. Typically, the videos with the most views will be displayed first, with newer, relevant and optimized videos a close second.

In order to get your new video displaying at the top of search research results you need to have these three things:

1. High-resolution, attention-grabbing images as your thumbnails.
2. Relevant video titles (SEO rules still apply).
3. Relevant video descriptions (SEO rules still apply here as well).

Use your thumbnails, titles, and descriptions to build interest and excitement about your videos. Why should users click on it? Will they get what they're searching for when they view your video?

4. Be predictable

As users become more familiar with your brand, they'll come to expect consistency with certain things, including content posting frequency, branding/messaging, content style, etc. You want immediate recognition when users search for content. One of the best ways to receive it is by being consistent with what your channel offers. Does this mean that you can't offer various types of videos? Absolutely not! It just means that if you do, organize them in a way that doesn't leave viewers confused about what to expect from your channel.

YouTube allows companies to engage their audiences in tons of creative ways. Creating videos that showcase your business, services, products, knowledge or staff can be done affordably, either in-house or by a local marketing company.

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Local business websites are far more common than they once were, but plenty of small businesses still don't have a strong web presence. Some entrepreneurs may feel they are not big enough to warrant a site, while others don't think their customer base would require one. In some cases, entrepreneurs may feel they can simply use social media platforms and web directories, avoiding the need for a dedicated website. However, there are many reasons a local business should consider developing a site, with the benefits outweighing any drawbacks.

Ensure Business Information is Correct

Without a website, local businesses are leaving information in the hands of external companies.

Elements like contact information, opening hours, and product details could be incorrect or not even listed. Business details are often scraped from a few sources and syndicated widely, so misinformation can spread quickly. A website is a place to control any information a customer might need.

Control Reputation

One of the biggest reasons people conduct local searches is to scrutinize the reputation a business has acquired. The official business website will usually be the first search engine listing, so this is an opportunity to put forward the best impression. Testimonials and reviews can be placed prominently on the site, with links to third-party platforms that discuss the business favorably.

Pre-Sell Clients

Not everyone visiting a local store is ready to buy. Just as with online selling, it can be beneficial to pre-sell clients before they see an offer. When they then visit the store, a high number of these visitors should be primed for a sale. A website lets a business prepare people for the experience, ensuring they are educated and enthused about visiting the business and making a purchase.

Grow the Business

A local business may start out selling products to people in the local community. It doesn't, however, mean that is where the business needs to stay. If there is interest from one group of individuals, this may translate to different crowds that are accessible

online. In many cases, a local business could start an e-commerce store, selling their products with little extra work required.

Add Social Proof

Social proof is a powerful factor in convincing people to make purchases. Local businesses might rely on a busy store or positive word of mouth. You can, however, increase social proof substantially via a website. A website can include reviews, indicating a positive overall experience and individual product ratings. Additionally, a blog with an active comment section will highlight interest, while social media buttons, featuring likes, shares, and followers, will make an impact.

Improve Customer Service

Every business will occasionally face a customer service issue that needs resolving. For a business reliant on their physical store, it can be harder to manage customer issues. The addition of a website means customers have a number of ways to get in touch. It is also possible to add a support desk, including a knowledge base that answers most of the

common questions without needing any direct contact.

Offer Detailed Analytics

Analytics can provide businesses with information that allows them to improve every aspect of the sales process. Analytics can determine the type of people visiting the website, where they are coming from, and the factors that most interest them. This data can be taken from the website, allowing the entire marketing and sales process, both online and offline, to be streamlined.

As mobile devices continue to grow in popularity, developing a web presence becomes increasingly important. A local business may not sell products online, but potential customers will be searching to find out about its reputation. Even if a local business currently has little or no competition, a new competitor could shake things up with an enticing website and online campaign.

Websites are affordable and realistic for most businesses now, so it makes sense to develop a platform that can only do positive things for branding and growth.

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How to Boost Online Sales with Website Pop-Ups

Pop-ups are one of the most incorrectly used marketing tools on websites, so much so that browsers such as Chrome and Firefox have created pop-up blockers to help online users combat them. While pop-ups may seem like an excellent option for you to beef up your subscription lists, improve customer experience, or reduce your abandoned cart rates, they can work against you if you toss them on your website without any strategy.

Take a look at some of the best practices below when considering adding pop-ups to your site.

Do Create Visual Cues to Direct Your Visitors

Visual cues can include colors, arrows directing them to CTAs, cool animation, and attention-grabbing font styles and sizes. People will naturally skim a webpage or ad for the most relevant information. Online users want information fast

and visible; they don't want to work too hard to get to good stuff. Also, visual elements such as contrasting colors and eye-catching imagery can do wonders for increasing pop-up engagement.

Do Give Something Away

That can be free access to premium content, free trials, samples, and any other exclusive offerings that come to mind. Use pop-ups to help get initial buy-in from new prospects. Once they've opted into your marketing funnel, you can begin working your magic and guiding them down the yellow brick road to converting into buyers.

Do Cross and Up-sell

Pop-ups can be an effective way to offer additional products once purchases are complete. Try to find ways to implement pop-ups on purchase confirmation pages to introduce visitors to your other offerings. You'll be surprised by how many

ancillary items you'll sell using this method.

Do Overcome Objections with Exit Pop-Ups

If you have a high number of abandoned shopping carts or exits on product pages, chances are that your prospects are experiencing last-minute buying anxiety, and your job is to reduce their perceived risk. Create exit pop-ups that speak to product guarantees or stamps of approval from credible sources and show consumers what they stand to lose if they don't purchase your offering.

Don't Use the Same Pop-Ups Forever

Consumer tastes change, and so should your offerings. Testing out different pop-ups can help you find the ideal offerings to achieve your goals. Create different themes for your pop-ups based on current trends, seasonal changes, new products, or visitor activity. For example, if you notice

that a significant number of visitors visit a particular product's page, perhaps you can create a pop-up showcasing its features on the homepage.

Don't Bombard Visitors

Imagine walking into an apparel store, and three different salespeople approach you all at once. Well, this is how visitors feel when they go to a site that has pop-ups disrupting their viewing experience every five minutes. If you want to help lower your bounce rates, avoid using several pop-ups on the homepage or any one page. Conducting visitor tests can help you determine the right frequency and amount of pop-ups for ideal engagement.

Don't Use Entry Pop-Ups

Entry pop-ups tend to annoy visitors the most. Why? Because your visitors barely have their foot in the door and you're already asking them for something. They don't even know yet if they like your content, and you've just interrupted their viewing experience with a random pop-up. Allow them time to peruse your site first before you go in for the kill.

Don't Use Sounds

You don't know what the visitor may be engaged in while they're checking out your site. They could be listening to music or in a meeting, and the sounds of unexpected chimes and bird chirps can leave them a bit jarred. Lose the sounds; the

pop-up itself is enough to get their attention.

Don't Use Irrelevant Pop-Ups

Irrelevant pop-ups are ones that have nothing to do with the content or your services. Stick to one goal when creating pop-ups and don't try to fill it up with long blocks of text or request too much information. If you want high conversions, then it's best to focus on one primary objective with each pop-up.

Try not to go off gut instincts when implementing pop-up strategies. Instead, test out different ideas and see which ones convert the best. Always look to your analytics to see what you can improve.



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FUN FACTS

March was originally the first month in the old Roman Calendar, January assumed that position beginning in 153 BC.

Leap years exempted, January always begins on the same day as October.

In leap years, January always begins on the same day as April and July.

National Trivia Day is held on January 4th, 2018.

January is named after the Roman god Janus, who was always shown as having two heads. He looked back to the last year and forward to the new one. The Roman New Year festival was called the Calends, and people decorated their homes and gave each other gifts.

During the Middle Ages, the Church remained opposed to celebrating New Year's Day - it has only been celebrated in the western world for about 400 years.



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Today's Mobile Environment

2.5 Billion number of smartphones worldwide

Worldwide, more people own a cell phone than a toothbrush

79% of people use their smartphone to read emails

95% of active Facebook user accounts accessed the social network via a mobile device

Top 5 Countries with Smartphone Usage

1. Brazil
2. China
3. United States
4. Italy
5. Spain

47 The average smartphone user checks their device 47 times a day

85% of smartphone users will check their device while speaking with friends and family

80% of smartphone users check their phone within 1 hour of waking or going to sleep, 35% of which will do within 5 minutes

171 The average time spent on smartphones is 171 minutes a day (2hrs 51mins)

2,617 The average user will tap, swipe, click their phone 2,617 times a day



75% people use smartphones in bed

75% of people use mobile phones in the bathroom

52% In 2018, 52.2% of all worldwide online traffic was generated through mobile phones in 2018

8 Million

There are about 8 million apps in the Google Play store, 2.2 million in the Apple App Store, 669K in the Windows Store, and 600K in the Amazon Appstore

9 The average number of apps people use is 9 apps daily, and 30 apps monthly

96% Google drives 96% of mobile search traffic, followed by Yahoo at 2% and Bing at 1%



88% of consumers who search for a type of local business on a mobile device call or go to that business within 24 hours

40% of online transactions are made on a mobile device

90% of consumers use their smartphone for shopping

92% of those who searched on their phone made a related purchase



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