

M LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

July 2021

*10 Tips for Writing
Better Business Emails*

*10 Ways to
Reduce Customer
Acquisition Cost*

*Should Pinterest Be
Part of Your Social
Media Marketing
Strategy?*

**6 Proven Ways to
Improve Your SEO
Rankings**

*5 Tips for Successful
Content Marketing*

*The Best Types of
Content to Post on
Pinterest*

Infographic:
Email Marketing
Trends to Follow in
2021

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Hard to believe that 2021 is more than halfway complete! We're encouraged by the positivity of business owners we speak to; their optimism for the rest of this year is inspiring.

We're here to help you complete the year strong and prepare your business for 2022. In this month's issue, we've included several interesting articles and tips that you can apply immediately to help you grow your business.

Reading through this issue, you'll find articles on a variety of subjects, including Email, Content Marketing, Pinterest, Reducing Customer Acquisition costs, SEO and more.

As always, You'll find new versions of our popular Marketing Calendar and Infographic.

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

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

Be Well!

Darcy Guello
Principal
Guello Marketing

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A Little About Us

Local Business Marketing Magazine is proudly provided by **Guello Marketing.**



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

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

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

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Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

July

National Grilling Month
National Ice Cream Month
National Picnic Month
Independent Retailer Month

July 4 - Independence Day (U.S.)

1st - Postal Worker Day
5th - Apple Turnover Day
6th - Fried Chicken Day
7th - Father Daughter Take a Walk Day
9th - Collector Car Appreciation Day
10th - Pina Colada Day
10th - Pet Photo Day
11th - Cheer up the Lonely Day
11th - 7-Eleven Day
13th - French Fry Day
14th - Mac and Cheese Day
15th - Pet Fire Safety Day
15th - Give Something Away Day

15th - I Love Horses Day
17th - Lottery Day
17th - Emoji Day
18th - Ice Cream Day
19th - Daiquiri Day
20th - Lollipop Day
21st - Junk Food Day
21st - Hot Dog Day
24th - Drive-Thru Day
24th - Cousins Day
25th - Hot Fudge Sundae Day
25th - Parents Day
26th - Bagelfest Day
28th - Hamburger Day
28th - Milk Chocolate Day
29th - Chicken Wing Day
30th - International Day of Friendship
30th - Cheesecake Day
31st - Mutt Day

August

Children's Eye Health and Safety Month
Foot Health Month
Happiness Happens Month
Medic Alert Month
Motorsports Awareness Month
National Golf Month
National Immunization Awareness Month
National Eye Exam Month

1st - Friendship Day
1st - Girlfriend's Day
1st - Spider-Man Day
3rd - Watermelon Day
4th - Chocolate Chip Cookie Day
5th - Oyster Day
6th - International Beer Day
8th - International Cat Day
9th - National Book Lovers Day
10th - S'mores Day
10th - Spoil Your Dog Day
11th - National Son and Daughter Day

11th - Mountain Day
12th - Vinyl Record Day
13th - International Lefthander's Day
14th - Bowling Day
14th - Financial Awareness Day
15th - Relaxation Day
16th - Roller Coaster Day
18th - Serendipity Day
19th - World Photo Day
20th - Radio Day
21st - Senior Citizen's Day
21st - International Homeless Animals Day
21st - World Honey Bee Day
24th - Kobe Bryant Day
24th - Waffle Day
26th - Dog Day
26th - Women's Equality Day
28th - National Bow Tie Day
30th - Beach Day
30th - Frankenstein Day
31st - Eat Outside Day

10 Tips for Writing Better Business Emails



The email revolution has changed the way people communicate in business. It has virtually eliminated the need for writing letters and replaced many of the phone calls that used to be made.

Undoubtedly, email has improved efficiency

in business. But it is easy to give the wrong impression in an email. And the ease and speed of delivery mean that you have little or no opportunity to reconsider the content of an email.

You have probably criticized other people's

business emails. Perhaps some were too wordy, some sounded rude, and others were undecipherable. But have you ever considered how people react to your emails when they open them? Read these ten tips to ensure that you aren't making any of the typical business email mistakes.

1. Use the Subject Line

The subject line should indicate the email topic and express the need for urgency, if there is any. Most business users get many emails every day, so use the subject line to get the recipient's attention. Keep the subject line brief and to the point, and never leave it blank. It is also best to avoid any terminology that might suggest that the email is unsolicited spam. Including keywords in the subject will also help people locate your email in their inbox.

2. Get to the Point in the First Paragraph

People often skim-read their emails to prioritize which ones get read in full first. So, it would be advisable to summarize the reason for your communication in the first sentence or paragraph. This opening paragraph may repeat some of what you included in the subject line. Still, your emails will get read sooner if you get the point quickly. Plus, a long-winded introduction will likely only irritate a busy

businessperson.

3. Keep It Professional

It is best to keep the tone of business emails professional. A business email is not a personal message; it is on behalf of the company you represent. So, avoid talking too much about personal matters, and don't use things like smiley faces, exclamation marks, or excessive capitalization. Even if you know the recipient personally, they may need to forward your email to other people in their company. It would also be advisable not to send anything that could cause embarrassment to or from a business email address. Business emails may be read by other people, such as an IT (information technology) administrator.

4. Be Personable

Although it is best to keep business emails relatively formal, they don't need to be written in a legal document tone. You will probably build better business relationships if you try to connect with the people you deal with

at work. It would be best not to get too personal in a business email, but opening with a phrase like, "I hope you had a good weekend," will make you appear more personable.

5. Keep Business Emails Brief

The people you are emailing are probably as busy as you are, so try not to waste people's time with lots of preambles and too much unnecessary detail. Breaking up emails into paragraphs will also help the recipient find the information they need. Any detailed explanation of points, or supporting figures and documentation, can be included in an attachment.

6. Be Specific

Try to avoid sending emails that require further clarification. Instead, be specific about the points you are raising or the request you are making. Business emails are best kept brief. However, you want to avoid the need for someone to respond to an email asking for further clarification. Suppose

you were requesting an employee to complete a task, for example. In that case, you would include when the job needs to be completed and any other background information they would need. Long chains of emails going back and forth waste time and are annoying.

7. Refer to Attachments

Don't rely on the recipient noticing that there is an attachment to an email. Explain what the attachments contain in the body of the message. Describing the attachments' contents will tell the recipient if they need to open and read the contents now or if it is something for later reference. Not mentioning an attachment in an email might lead to something crucial in the message getting missed.

8. Include a Call to Action

Use a call to action (CTA) to clarify what you expect the recipient to do next. Your CTA might be something like, "I look forward to hearing from

you soon." Or, in a sales message, the CTA might be more specific, like "Click here to save 50%". The crucial thing is to avoid the recipient being left wondering what your email's point was and what they should do next. If the email was for information only, then this too should be clearly stated.

9. Sign Off with a Thank You

Business communications tend to be more formal than personal messages, but it is best to remain courteous. So, remember to say thank you at the end of your emails. That might be thanking the person in advance for their cooperation or thanking them for what they have sent you. Ensure that your contact information is included in all your business emails, too. Sometimes an email may elicit further communication via another channel. Making it easy for the recipient to find all your contact details will improve the likelihood of getting a speedy response.

10. Proofread Business Emails

It is all too easy to type and send an email and later discover that you made an embarrassing mistake. It's also not a great idea to send a business email when you are angry with the recipient. It is advisable to proofread even the shortest business emails before you send them. If the message is crucial, it can help to save an email as a draft and read again an hour or two later before sending it. Typos can be embarrassing when you are trying to be professional, and messages sent in haste or anger can backfire on you.

To sum up, the perfect business email is concise, gets to the point fast, and contains a clear call to action. Simultaneously, the email will be courteous and contain sufficient pleasantries to avoid being too formal. There are no hard and fast rules about writing business emails. But hopefully, the above tips will help you compose professional emails that achieve the desired results.



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6 Proven Ways to Improve Your SEO Rankings



Search engine optimization is more than just a set of skills and tactics; it is also an ever-evolving science. What worked five, ten, or even twenty years ago may not work today. Changes are made by search engines all the time, and every so often those changes can throw your site into a tizzy.

SEO has a lot of moving pieces, but there are some tweaks and optimizations that you can do today that will improve your rankings very quickly. Here are six time-tested techniques that will help you gain more natural traffic.

Make Your Web Content Mobile-Friendly

Mobile use is growing globally, and this trend is set to continue. With this in mind, it is essential to make sure that people can access your website from any possible device.

It is not surprising that Google has recently announced that it will be taking the mobile-first approach in its algorithm rankings - meaning websites that are not optimized for mobile devices will get pushed down in search rankings. So, it is crucial for your website to have a mobile-friendly version. You should be aware of the different breakpoints and make sure that your website is responsive at any point.

A responsive site will

arrange page elements differently based on the size of screen the user is using to view your site. Check with your website developer to find out if your site is built on a responsive platform. If so, your site should pass Google's test of your site to make sure it is mobile friendly. If your site is not responsive, check to ensure you have a mobile version of your site setup for any visitors that are on a mobile device.

While most browsers offer a "mobile view" option, it is not always accurate in terms of the layout, so it is best to make sure that your site is designed specifically for smaller screens.

Technology is changing at an incredible rate. Today, it is essential to keep up with the times. Mobile-friendly websites are one way to do that.

Improve Your Website's Load Speed

In today's online world, high speeds are a must-have for any website. The ability to load a page quickly is crucial for the

success of any website or application.

It is no secret that faster websites are perceived as more professional. There are many factors that affect a user's experience when they load a website, but one factor that can have a huge impact is how quickly websites load. The more quickly a user sees your content, the quicker they will be able to act on it. That means you have an opportunity to grab users and convert them into customers before they have even had a chance to see everything on your site.

Let's face it, people are getting less and less patient as the speed of modern life continues to increase. No one wants to wait. So, in order to capture customers and convert them into your loyal followers, you must have a fast website.

Often times site that have a large amount of functionality can have slower load times. An experienced web designer can identify elements that are causing

a delay in your site's load time and provide recommendations. If your site is built on the WordPress platform, there are third-party software plugins that can dramatically improve the speed of your site load times. Check with your webmaster to see how your site can be improved.

Create an XML Sitemap for Better Indexing

In order to make sure that your website is going to rank in the search engines, you need to create an XML sitemap. It is a necessary step for search engine optimization, and it will guarantee that your website will rank higher in the search.

So what exactly does an XML sitemap do? Basically, it includes all of the pages on your site so that crawlers can index them better. XML Sitemaps should be submitted to each major search engine individually, and they should be updated regularly, so make sure you have Google Search

Console installed if you want to use them effectively.

A well-designed XML sitemap with accurate page information will only take a few minutes and will help your website's ranking tremendously!

Optimize Title Tags to Boost Rankings

Every experienced webmaster knows that it is crucial to optimize the title tag for their website as it can affect how high they rank in search engines.

In a nutshell, a title tag is what appears at the top of the browser window. It is one of the most important metadata tags for SEO as it builds up your site's credibility with the search engine.

To write a suitable title tag you need to think like your target audience and include keywords that they are likely to use when finding your page. For example, if you are a store selling footwear think about what people might search for when looking for shoes and

include some keywords from that list in your title tags.

Title tags are best when they offer a user-friendly summary of the page's content so that people can decide whether they want to delve into your page or not based on their titles alone. This can also affect rankings in Google's search algorithm, because Google may give preference to pages whose titles promise more relevant results.

Use Keywords

The importance of keywords in search engine optimization is hard to ignore. They can help you target the right audience so that your content is relevant to their needs.

You can use tools such as Moz or Google Keyword Planner to find the top ranking terms related to your site's topic and keyword research tools for finding related long-tail keyword phrases. The more related keywords you have, the better chance you have of

increasing conversions and getting higher rankings on search engines such as Google or Bing.

However, make sure to refrain from using oversaturated keywords that may have already been taken by other more popular websites so you can avoid serious competition.

The most important thing about keywords is to use them correctly and not stuffing keywords everywhere. Keep in mind that this can result in your website's ranking being

affected, and it may even lead to lower traffic.

Produce High-Quality Content

Content is still the king, and it is necessary for your business and brand to stand out from the crowd.

The internet has changed the way people find, consume, and share information. Today, your website has to offer something more than just a mediocre product or service. If you want visitors to stay with you for a long time, you need

to think about how you can add value for them. Write more, write better, and produce more top-notch content, and eventually, people will notice you.

SEO optimization can seem a tricky and time-consuming task. However, it is a crucial part of any online marketing campaign, whether it is for your blog, business, or personal website. At the end of the day, if you can take the right actions, you can reap the rewards of your success in the long run.

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5 Tips for Successful Content Marketing

Content marketing is a great method for gaining more brand exposure, organic traffic, and conversions using search engine optimization. When done incorrectly, however, these benefits may never materialize.

This is not only a waste of

time but also a significant waste of opportunity because the content produced for this kind of marketing strategy has flow-on benefits beyond itself.

Quality content can serve to gain more traffic from many channels beyond

only organic traffic from search engines if leveraged correctly.

So how do you use content marketing effectively? Read on to discover five tips to improve your strategy and reap the rewards.

Research Accordingly

No matter how good your content is, it's worthless if no one is interested in it. An effective content marketing plan needs to target topics that are relevant to your business and can deliver a significant amount of search traffic.

The only way to determine whether this is the case is to research before producing any content. This ideally begins with a thorough understanding of your niche so that you can ascertain the most likely information people want to know. What kind of questions do they often ask? What problems do they need to solve?

Once you have an idea of what you can write about, the next step is to decide how to frame that information based on search volumes and competition. Each piece of content should answer what the reader wants to know, using keywords and context they will use in a search engine.

You should also aim to minimize competition

as much as possible, however. Keywords that have a higher search volume but also higher competition aren't necessarily the most effective choice if your website doesn't yet have the authority to outrank that competition. If no one is searching for your content, or they are but you can't rank it on the search pages, your strategy won't be effective.

Use Evergreen Content

Evergreen topics are the most valuable for use in content marketing because it's content that will continue to bring in organic traffic over a long period of time, or even indefinitely. This represents a much better return on the time spent creating the content but also has other benefits too.

As evergreen content ages and continues to bring traffic to your website, it also continues to accrue backlinks, social shares, and other signals that help your website as a whole to perform better in search engines.

Updating this older

content a little over time allows you to continuously improve and grow each piece in a way that it can consistently rank high but also act as a dependable source of traffic to shuttle towards newer content.

Create Content Rich in Multimedia

A picture is worth a thousand words, but a contextually relevant video is worth even more. Diverse and original multimedia serves to increase the value of your content in the eyes of search engines. It is also a great way to boost engagement in your articles by breaking up walls of text with other media that keep visitors interested and excited about the content.

Furthermore, images and videos are ideal things to share on social media and they make your content itself more likely to be shared. This serves to grow your social media following without having to create new content specifically for a social media campaign or doing much extra work.

Diversify Over Multiple Channels

While organic traffic is incredibly valuable, it's not the only kind of traffic you can gain from the effective use of content marketing. A good content plan also gives you bonus content for social media and the ability to diversify over multiple other channels using it. Posting and sharing on social media brings in traffic, but it also helps to increase the perception of value that search engines place on your content by showing that it is popular and shareable.

More importantly than that though, you can gain additional benefit from your time by expanding onto platforms like YouTube or through podcasts. Another option to squeeze out even more value is to use email subscriptions to build a more lasting relationship with the visitors to your content.

All of these things give you a greater return on the same piece of content, but also act to boost the effectiveness in search

engines and to help give you return visitors whenever you post new articles.

Always Relate to Your Business Organically

Content needs to be beneficial to visitors in some way, but it is ultimately a marketing strategy at its core. This means that you need to be able to link every article back to your business.

Whether you use a particular piece of content to gain more subscriptions to your newsletter or to directly persuade people to buy a product or service, conversion of some kind is the end goal. The increased traffic you can garner to your website through content marketing isn't worth much if you aren't doing something with it.

Linking back to your business needs to be done organically, though. Today's internet user is largely blind to advertising and will ignore obvious marketing attempts unless they are already considering your business for some purpose. If you

want to convert the traffic from your blogs and other content streams into purchases, you need to use a soft touch.

Don't try to tell your visitors how your offering can meet whatever needs they expressed when they searched for your article, but rather ensure that what your customer wants and what you're offering is a perfect match from the beginning by choosing your content areas carefully. It's better to write about a less popular topic with close specificity than to try to convert traffic that just isn't interested in what you're providing.

As with any marketing strategy, your content marketing plan needs to have actionable, achievable goals and a way to track your progress. Knowing what you want to achieve and having the means to do so through analytics is key to making the most of your time and being successful in whatever you do. These tips, combined with an analysis of your progress can help to greatly improve the results of your marketing strategy online.



10 Ways to Reduce Customer Acquisition Cost

How much does it cost you to acquire each new customer? The answer to that question is to be found in the equation 'total sales and marketing expenses / total number of customers acquired'. But the result of that equation provides much more than an interesting statistic. Your customer acquisition cost is a measure of the

effectiveness of your marketing.

If you don't monitor your customer acquisition cost, your marketing costs could get out of control, and you will be unable to track the effectiveness of your marketing campaigns. But, if you can reduce the acquisition cost without impacting new sales, your net profit

will increase.

Reducing the customer acquisition cost does not mean slashing your marketing budget. Instead, it means increasing the effectiveness of your sales and marketing efforts. So, here are ten ways that you can reduce your customer acquisition cost to improve profits.

1. Narrow Your Target Audience

It's a bit of a cliché, but you must know who your target audience to maximize the return on investment in marketing. So, develop a profile of your typical customer, including where these people hang out, their interests, and where they will most likely see your advertising. Then, you can focus your marketing spend on campaigns most likely to reach the right people.

2. Increase Organic Acquisition

Advertising will undoubtedly generate leads. But even well-targeted advertising can be costly. So, divert some of your marketing spend to increasing the sales leads that are generated organically. Increasing your expenditure on search engine optimization (SEO), for example, could increase sales acquired via organic search. Building strategic partnerships with other businesses in your sector could generate free referrals.

3. Quality Over Quantity

The number of leads that

a marketing campaign generates is irrelevant. Instead, it would be best to focus on the indicator that matters: conversions. So, direct your marketing budget towards campaigns that yield the highest number of sales rather than those that generate an influx of leads that go nowhere, because every sales lead that does not convert is costing you money, both in terms of the initial marketing spend and the time wasted qualifying out the lead.

4. Implement Customer Relationship Management (CRM) Software

Customer relationship management (CRM) software will help you manage the sales process and guide salespeople through a predefined sales process. And a CRM package will enable you to automate some tasks and so save time. Setting up CRM can seem a bit daunting. But the software can help you reduce the cost of customer acquisition. The software can also improve relationships with existing customers, which will help increase customer retention.

5. Increase Inbound Marketing

Inbound marketing, such as social media, blog posts, eBooks, and Webinars, is a long-term strategy. But it is a strategy that can yield a high return on investment in the long run. And this type of marketing also helps to generate brand awareness and increase trust. So, consider diverting some of your marketing spend to inbound strategies to decrease the total cost of customer acquisition gradually.

6. Encourage Customer Referrals

Encouraging customer referrals will bring you pre-qualified leads already primed by your existing customer's recommendation. So, people who have been referred to you by customers will be faster and cheaper to convert. Spending time and money on building relationships with customers will increase customer retention and encourage more referrals. You can also encourage referrals by offering incentives, such as discount coupons and special offers.

7. Qualify Leads Hard

It will save you money in the long run if you qualify all your leads hard. So, be sure to ask pertinent qualifying questions early in the sales cycle. For example, you need to know when a customer is likely to come to a buying decision and how much they are willing to spend. And it will help to understand what the motives are that are driving the purchase. Asking these types of questions will enable you to filter out the time-wasters faster, and then you can focus your efforts on the leads most likely to close.

8. Don't Discard All Dead Leads

Leads that don't initially convert may buy later. After all, if someone visited your website or requested a quote, something about your offering appealed to them. So, it could help reduce your customer acquisition costs if you do not immediately write off leads that go cold. Instead, retarget them with automated online ads or follow-up mailers. Of course, you may not want to spend excessive amounts of money on

following up dead leads. Even so, closing leads that failed to convert the first time around will reduce your overall customer acquisition cost.

9. Consider Alternative Sales Models

Selling direct to customers is not the only sales model that exists. There are other ways to sell products that rely on other people bearing the marketing costs—for example, affiliate marketing, selling via distributors, and multi-level marketing push the marketing spend out to third-party resellers. That means you do not bear the cost of failed marketing campaigns. Instead, you pay a commission, which only becomes due when a sale occurs.

10. Monitor Return on Investment

It is crucial to track the costs of marketing channels and campaigns and calculate customer acquisition costs for each one. Then you can divert funds to the most cost-effective methods and drive down your total acquisition cost. Although this might involve more admin and record-

keeping, the savings on marketing will outweigh the additional admin cost

Reducing customer acquisition costs can be a means of reducing total marketing spend. Or it can enable a company to target its marketing expenditure in the most effective marketing campaigns. Either way, the cost of acquiring new customers must be managed just as tightly as you manage the cost of products and overheads.

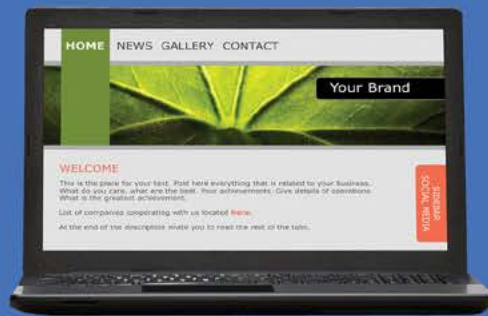
So, the first thing to do is calculate the total customer acquisition cost and analyze the acquisition cost across the various marketing channels. Then, focus marketing efforts on the most cost-effective marketing methods, channeling more resources into the most productive ones. Ensure that your sales processes, such as lead qualification, are as efficient as possible. Then, you will be able to maximize the benefit of every marketing dollar you spend.

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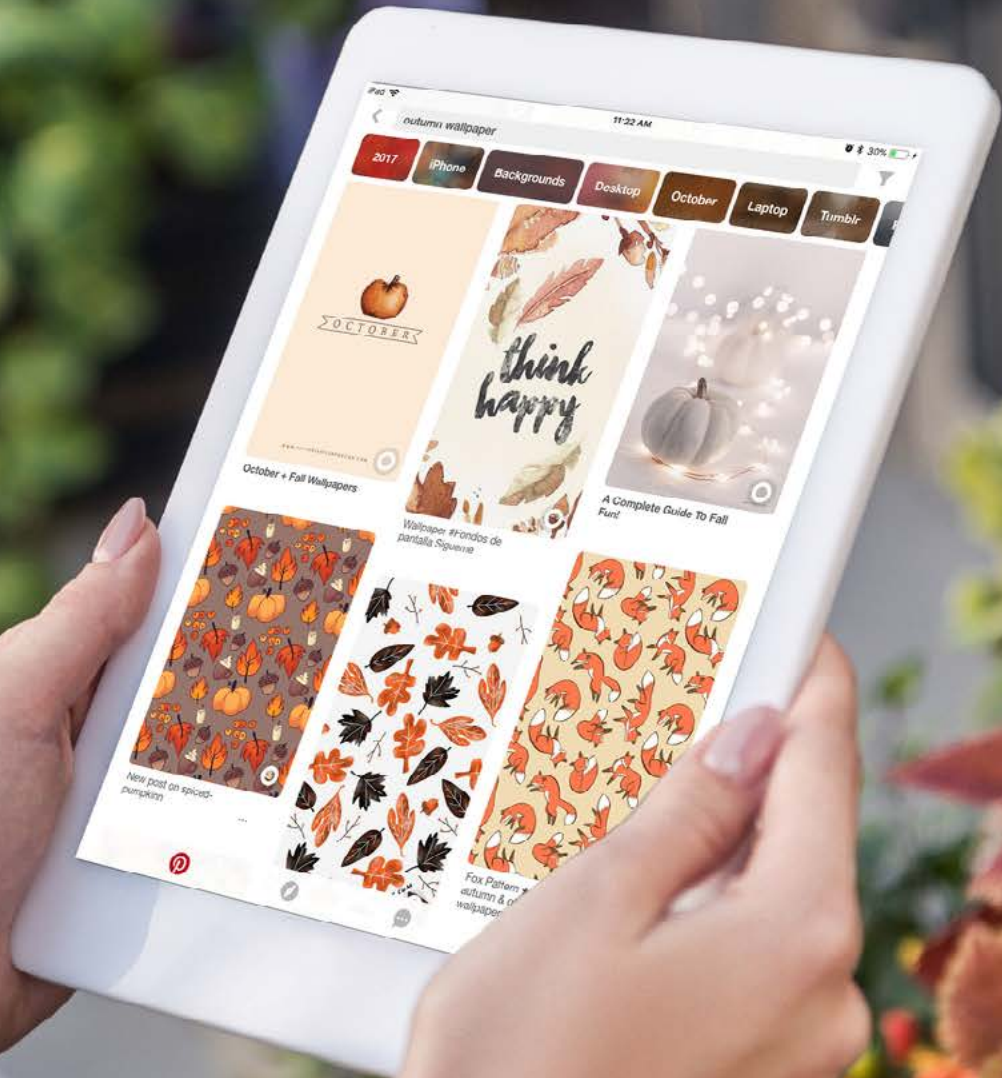
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Should Pinterest Be Part of Your Social Media Marketing Strategy?



Pinterest is a great social media network to leverage as part of your social media marketing strategy, but it's important to understand when this network is an appropriate choice and what its individual strengths are before you choose to use it. Certain niches also perform particularly well on Pinterest while others are better suited to other platforms.

Strengths of Pinterest

Pinterest is a highly visual social media platform with a predominately female audience, and this tends to reflect what content performs well on the network. It has a few unique strengths, including:

- Highly visual format
- Audience primed for making purchases
- Long-lasting content visibility
- Paid ad placements

The nature of the platform makes it well-suited for showcasing visually appealing content. For this reason, content

from niches like beauty, fashion, and decor is very successful. Showing attractive examples of your brand on Pinterest not only acts to advertise it but also inspires potential customers with ways they can use your products.

This is often more effective than simply explaining the benefits of a product, or how it can be used. With Pinterest, customers can get a firsthand impression of how items of clothing could be pieced together into interesting outfits, or how a beautiful piece of furniture could fit into their own home.

Other visual social media networks like Instagram can accomplish this too, but Pinterest is significantly more effective because content posted to the platform can remain relevant for much longer periods of time. Users can continue to find your pins in searches or on your boards and shared on the boards of others into perpetuity, while an Instagram post will fade from prominence and be buried by new content far sooner.

Users of Pinterest are also primed towards making purchases, as one of the key reasons people use the platform is to get ideas for products or styles they want to try. This makes it easier to gain conversions from your effort, as the people who view your content on the platform already have an intent to buy.

Finally, the ability to place ads that look quite natural and blend into other content is beneficial for any social media campaign. The modern internet user is becoming more blind to advertisements than ever before, making many kinds of ads ineffective. Ads that look less like ads alleviate this problem and offer higher value for money.

Of course, with how the platform works it's fairly easy to gain from it without spending on paid content as well, making Pinterest a good choice for low-budget campaigns.

Should You Use It?

Given the unique benefits that Pinterest holds for social media marketers, it's

definitely a consideration to keep the platform in mind, but unfortunately not all kinds of content perform well on Pinterest.

To leverage Pinterest successfully, you need to have offerings that are visual in some way. Users of the network aim to build boards that are aesthetic to look at, and content that doesn't fit these criteria won't garner much attention. This also limits the kinds of niches that will work on the platform.

It is also a platform where

you benefit greatly from content volume. If you can churn out a large number of original pins featuring beautiful-looking products, you will achieve greater success on Pinterest. This means you need to be able to create content for your brand or have a team in place who can do this for you.

If you only have access to a limited number of media you can use, visibility on Pinterest is greatly limited, making it less effective for brands with limited products. There are creative ways to get

around this by using the platform to showcase the same product in many different ways instead, and this is definitely something to consider.

Otherwise, if none of this is possible, a different platform may be a better consideration and offer a greater return potential. In any marketing campaign, it is important to plan accordingly around what is available to you and consider all opportunities before locking into any one option.

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The Best Types of Content to Post on Pinterest

Most brands now realize the importance of having a strong social media presence, but it's crucial to know which types of content to post. Pinterest is an excellent platform for visual content, but it can also be complicated. We offer the following tips on the content that performs best on the platform.

1. Inspirational quotes

Whatever sector your brand is in, quotes are a safe option. Ideally, it's best to tie them into your industry. However, if that becomes too difficult, posting the best-known quotes is a good option that should see your Pinterest profile grow.

Remember, you can share content from other Pinterest users on your

most relevant board, find quotes online and create your own. As ever, you should strike the right balance between original content and sharing posts from others. Quotes are great, but don't overdo them, because they should only be one part of the content you share.

2. Infographics

Infographics present an innovative approach to displaying information and data. However, they need to be posted somewhere for maximum exposure. The excellent news is Pinterest is the perfect site to upload your infographics.

Although putting your infographics together can be time-consuming, the

impact can be significant for your Pinterest profile. This social media site is perfect for this type of content because the image dimensions usually fit perfectly, and you can add it to your most relevant Pinterest board.

3. Blog post graphics

All websites need quality content, but it can be hard to ensure it gets read without the right promotional strategy. Therefore, blog graphics are necessary to post across various social media sites. Sometimes it's possible to create these within the content itself, which you can pin directly to Pinterest.

However, you can also create the graphic and

upload it to Pinterest, including the link back to the content. Pinterest can direct a lot of traffic back to your website in this way if you get it right. Your success will be even higher if your content covers one of Pinterest's most popular categories, such as fashion, food or fitness.

4. Product Examples

If you're selling products, sharing photos of your products are very effective. You can show your product in a variety of ways, including staged photos or photos of your product in use. If you're staging some photos of your product, make sure to take notice of the lighting. Your product should be clear and not in any shadows. Don't have strong shadows around your product either. You may need to setup several lights to avoid this.

To showcase your product in use, make sure the item is well positioned in the image. Don't use photos where it is hard to see your product. For example, if you sell custom shirts, make sure the image showcases the shirt, that the shirt is close enough in the photo to see the detail

of the design, but still incorporate some of the person wearing the shirt and the surrounding area. Don't zoom in too close so that only the design is showing. The more natural the photo looks, the more attention it will garner.

5. Fitness tips

As mentioned, Pinterest can be more relevant to some brands than it is to others. For example, health and fitness content tends to perform exceptionally well on the platform.

For this reason, fitness bloggers and wellness brands tend to be active on the site.

Therefore, if this is relevant to your brand, it's good to share health and fitness content. Remember, there is a wide range of what you can share in this area, from fitness tips to quotes to full meal and exercise plans. Decide what is most relevant to your brand and create a suitable Pinterest board to pin your updates.

6. Recipe ideas

Pinterest is a superb platform to share food and recipe ideas. Food is such a vast area that you can include everything from healthy options

to occasional treats. Remember to get the balance right between original content and sharing pins from others.

Your brand may be able to grow fast on the platform to focus on niche ideas that have a wide following, such as vegan food. If you are a fitness brand, this will combine very well with fitness tips and motivational quotes. Of course, it's a great idea to tie all of your content together if that's possible.

The majority of brands now need to be active on social media, but digital marketing success is never as straightforward as it may initially appear. Pinterest is one of those platforms that provide excellent rewards but can seem complicated when you are new to it. It's essential to post a lot of content across at least 10-15 boards to succeed. The preceding article has looked at some of the best content to share, so remember to focus on quotes, infographics, blog post graphics, product showcases, fitness tips and/or recipe ideas depending on your business type.



FUN FACTS

Contrary to popular belief, only two Founding Fathers signed the US Declaration of Independence on July 4, 1776. The majority of signers penned their signatures on August 2, 1776.

July Milestones:

- July 1st, 1770 - Lexell's comet passed closer to the Earth than any other comet in recorded history.
- July 3rd, 1826 - John Adams, second president of the U.S., died the same day as Thomas Jefferson, third president of the U.S., on the 15th anniversary of the adoption of the U.S. Declaration of Independence. The two founding fathers did not get along during their careers.
- July 11th, 1991 - The 'eclipse of the century' solar eclipse cast a shadow stretching 9,000 miles from Hawaii to South America, lasting nearly seven minutes.
- July 10th, 1962 - Telstar, the world's first communications satellite, was launched into orbit.
- July 15th, 2006 - Twitter was launched. 140 characters could say a lot.
- July 29th, 1981 - A worldwide TV audience of over 700 million people watched the wedding of Charles, Prince of Wales, and Lady Diana Spencer at St Paul's Cathedral in London.

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- AI is perfect for analyzing customer habits & open rates
- The use of AI makes it easier to assure personalization by obtaining more data about your customers
- Personalized messages have a ROI of **122%**
- Personalized subject lines generate **50%** higher open rates
- Birthday emails generate **342%** more revenue from email than regular promotional emails
- **96%** of consumers have received mistargeted information
 - **68%** automatically delete emails
 - **54%** unsubscribe
 - **45%** categorize emails as junk/spam
 - **29%** are less willing to buy from that brand

User-Generated Content

- User-generated content is any form of content created by end-users of goods or services
- You are gaining potential customers trust when you include these in your emails
- **82%** of consumers claim that user-generated reviews are extremely valuable
- **70%** base their purchasing decision on reviews & ratings



Focusing on Privacy

- Only **8%** of consumers trust brands to keep their personal information safe
- Make unsubscribing an easy process for customers to ensure your subscription list is up to date and only customers who engage with your emails are subscribed
- Use your emails to inform customers of any upcoming changes to data privacy and highlight how you are protecting their information
- Review all the legislation regarding electronic privacy and make sure to include all the elements in your email campaigns to ensure compliance

Email Marketing Automation

- Automation emails are trigger-based emails that are sent out after specific actions are taken by users
- Automated emails have **199%** higher click rate
- Retailers who send a series of welcome emails see **13%** more revenue than those who just send one



Interactive Emails: *The Holy Grail of Email Marketing*

- Interactive emails boost customer engagement and significantly increase email interaction
- Examples:
 - Animated buttons and CTAs
 - Rollover effects to showcase product offerings
 - Interactive image and product carousels that is controlled by the user
 - Accordion features designed to make long form emails more compact
 - Surveys, Polls, and user generated interactive content
 - Gamification elements (trivia, interactive tests/quizzes, interactive holiday cards, prize draws)
 - Design mode options (light or dark mode)

Email Redesign

- Web-design trends change from season to season, dictating how a successful email copy should look like
- **81%** of people across each demographic check their emails using a mobile device
- The 2021 hottest email design trends:
 - Minimalism
 - Dark Mode
 - Bright & Bold Colors





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