

M **LOCAL BUSINESS** **MARKETING**

The Marketing Guide for Local Business Owners

June 2022

5 Post-COVID Ways to Attract New Customers for Your Business

*Social Media
Marketing for Small
Businesses 101*

*7 Ways to Prepare
Your Business for
Inflation*

*6 Fatal Mistakes 9 out
of 10 Startups Make in
the First Year*

*10 Tips to Write
Compelling
Marketing Emails*

Infographic:
Digital Marketing
Trends to Get
Ahead of in 2022

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LOCAL BUSINESS MARKETING

Greetings!

Here it is June; meaning we're basically half way through 2022! We sincerely hope that you, your family, your business and your employees are all well.

Our magazine is focused on providing informative articles that can help the local business owner. We've included in this month's issue several interesting articles and tips that you can apply immediately to help you grow your business.

We hope you enjoy the subjects of this month's articles, including Customer Acquisition post COVID, Social Media Marketing, Fatal Mistakes Startups Make, and more.

You'll also 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.

Darcy Guello
Principal
Guello Marketing

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Inside This Month's Issue

- 4 Marketing Calendar
- 5 5 Post-COVID Ways to Attract New Customers for Your Business
- 10 Social Media Marketing for Small Businesses 101
- 15 7 Ways to Prepare Your Business for Inflation
- 19 6 Fatal Mistakes 9 out of 10 Startups Make in the First Year
- 23 10 Tips to Write Compelling Marketing Emails
- 26 Fun Facts
- 27 Infographic: Digital Marketing Trends to Get Ahead of in 2022

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.

June

Great Outdoors Month
Men's Health Month
Pride Month
Oral Health Month
Safety Month

June 14 - Flag Day (US)
June 19 - Father's Day
June 21 - First Day of Summer (US)

1st - Go Barefoot Day
1st - Global Running Day
1st - Say Something Nice Day
2nd - Leave The Office Early Day
3rd - Donut Day
4th - Cheese Day
4th - Trails Day
5th - World Environment Day
5th - Cancer Survivor's Day
7th - Animal Rights Day

8th - World Oceans Day
8th - Best Friends Day
9th - Donald Duck Day
11th - Corn on the Cob Day
12th - Loving Day
14th - World Blood Donor Day
14th - Bourbon Day
15th - Nature Photography Day
15th - Worldwide Day of Giving
16th - Fudge Day
16th - Career Nursing Assistants' Day
19th - Martini Day
19th - Juneteenth
21st - World Day of Music
24th - Take Your Dog to Work Day
26th - Food Truck Day
27th - PTSD Awareness Day
27th - Sunglasses Day
28th - Insurance Awareness Day
30th - Meteor Watch Day
30th - Social Media Day

July

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

July 4 - Independence Day (U.S.)

1st - American Zoo Day
1st - Postal Worker Day
1st - International Joke Day
5th - Apple Turnover Day
6th - International Kissing Day
6th - Fried Chicken Day
7th - World Chocolate Day
7th - Father Daughter Take a Walk Day
9th - Collector Car Appreciation Day
10th - Pina Colada 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
17th - Ice Cream Day
18th - Amazon Prime Day
18th - World Listening Day
19th - Daiquiri Day
20th - Lollipop Day
21st - Junk Food Day
24th - Drive-Thru Day
24th - Parents Day
24th - Tequila Day
25th - Hot Fudge Sundae Day
26th - Bagelfest Day
28th - Milk Chocolate Day
29th - Chicken Wing Day
30th - International Day of Friendship
30th - Cheesecake Day
31st - Mutt Day
31st - Avocado Day



5 Post-COVID Ways to Attract New Customers for Your Business

There's no doubt that the COVID-19 pandemic has changed the rules of business. With the average consumer tightening their budget, it is essential to refine your company's marketing strategies as soon as possible. Here are five ways to help you attract customers and adapt to the new commercial environment.

Establish Your Business as an Essential Service

Most households around the world have become financially cautious since the start of COVID-19 regulations. Even after easing restrictions, many consumers are careful about their spending. This is why it is important to position your business as essential.

An essential product or service can be described as one that people cannot do without. "Essential" does not necessarily mean that people are physically dependent on your goods. Your product or service could provide emotional or mental support, provide important information, or simply make everyday tasks easier.

If, for instance, your company sells furniture, you can tailor offerings to employees who now work from home and need more organization. You could offer a product that supports mental health or even market a toy to help keep kids distracted.

You can also market your product or service as an essential part of your customer's daily routine. Some websites receive

more traffic just by being the first to post winning lottery numbers or the week's weather forecast. If you can pair your goods with an app that helps with activities like cooking or exercising, you can generate daily traffic to your site.

The bottom line: Revisit your product or service and find a new, valuable, and relevant use for it. Adapting to change is crucial for any business's survival and if you haven't yet found ways to make your goods relevant to post-COVID reality, now is the time to do so.

Create a Cheaper Option

During an economic crisis, it's common to see businesses creating smaller, more affordable versions of their products. Some companies offer limited versions of their full service. Creating a cheaper option for customers should attract new clients as well as retain existing ones.

Do you sell food items? Sell them in sachets. If your products are usually sold in sets, consider selling them individually. If you are a professional service, break down your

packages, price each service, and let the client choose and pay for the one they need most.

Bottom line: Focus on doing everything you can to help your customer afford your goods.

Improve Your Relevance on Social Media

Regardless of how glossy and well-spaced graphics are on your social media ad, if it's not relevant, people are likely to ignore it. Posting a dispassionate ad for your products and services on a trending topic page is not going to cut it either.

This new environment requires social media accounts to be actively handled. In other words, you need a dedicated employee who will scour digital spaces, find out what people are saying about your business and interact with potential customers in a way that matters.

Responding to Customers

The job of your social media manager is to not only respond to customers but to also interact with unhappy clients,

“trolls,” and your business’ competition. This means interacting with people on all popular platforms -- from Twitter to Reddit.

Your social media manager, therefore, has to have a deep understanding of online tracking tools. He/she/they also have to be discerning, responding to people and posts with large audiences and interacting in a way that is not offensive to people or damaging to the company.

Forming Content Around Trending Topics

This strategy requires you to be both patient and quick. Patient because you might have to wait for the right topic to trend. And as soon as it does, you should have a way to create relevant content quickly.

There are several ways to use a topic as a marketing opportunity. It could be a chance to provide people with clarity on a complex subject. You could create a thread, reply with factual information to correct a misinformed opinion, or create lighter content like a Tik Tok video or short infographic.

If you do, avoid providing

external links. Users generally prefer to stay within the social media platform they are logged into unless the information is extremely important.

You can get noticed and cash in if a competing business is in trouble. Weigh in on the controversy with a joke or feisty ad. Your business can also take a stance on a controversial matter but this needs to be done carefully and tastefully as it has a high potential to backfire.

Support Ordinary Heroes

Yes, using influencers to push your products can be effective but backing ordinary people who do extraordinary things can be lucrative, too. When appropriate, you can piggyback on stories about local heroes and events to contribute financially or in some other meaningful way.

For example, Airbnb often donates accommodations for people in distress, such as Ukrainian refugees. Likewise, you can follow a popular hashtag (preferably an ongoing one) and make a public donation. And it can be

even more effective if you have the pictures to prove it.

Bottom line: When it comes to navigating digital spaces like social media platforms, it’s best to see your company as a person. Engaging users with relevant content can get your business noticed. However, be careful of the content you create because, as they say, “The internet never forgets.”

Restructure Referral Programs

If you don’t yet have a referral program, you might want to consider it. Referral programs are not new, but their value is often overlooked. No matter the product or service your business provides, big or small, launch a referral program.

A referral program gives you an army of salespeople who are willing to push your business for a reward. But how much should you give for referrals? And are people willing to promote your company for something else other than cold, hard cash?

Giving generous rewards or payment for referrals is a

bit of a paradox. If you pay people more for bringing in business, you will make less money... unless you increase the price of your offering... which might be less attractive to budget-conscious customers.

A possible solution is to limit your referral programs to your employees or create one specifically for your staff. Sourcing referrals from employees can give you more range of control over the rewards they receive. Some might be willing to forfeit cash payments for days off, a short vacation, or a free supply of your business's products.

Bottom line: Consider creating special referral programs specifically for your staff members. That way, you will have more control over the rewards, and your employees will be motivated to bring in new customers. Ask around to find out what they would be willing to receive as payment other than cash.

Keep (Some) Old Habits

While it's true that the world has evolved, some classic rules of marketing should still be adhered

to. Make sure all points of communication with your business -- such as websites, business social media pages, and blogs -- are up to standard. Keep creating keyword-rich content and uphold other SEO strategies that are tried and true.

Brand your merchandise, keep advertising offline, and provide top-notch customer service for good reviews. If you still have a brick-and-mortar business, make sure it is professional and easy to locate.

Bottom line: The world might have changed significantly but maintaining standard business practices is still necessary for credibility.

For your business to survive, you have to rediscover why it's essential and offer cheaper options better suited to your customers' budgets. Take advantage of digital spaces, as well as referral programs, because making small changes in the way you do business can help you keep up with significant changes caused by the pandemic.

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Social Media Marketing for Small Businesses 101

Social media is a great marketing tool, and with the right approach, your business can gain a lot of great exposure. But it will be hard to get all of the advantages when you first start off because you probably won't have the following that those bigger businesses already do. That's why social media marketing (SMM) is so important for small businesses because there are still ways to get more market share.

This article will teach you social media marketing 101 and explain how small business owners can succeed with social media marketing in 2022 and beyond.

What Is Social Media Marketing?

SMM is the process of using social media platforms to promote and sell your products, services, and brand as a whole. It's a form of digital marketing that uses social media channels for advertising your business in order to increase brand awareness, drive traffic to your website, generate leads for your sales team, and build customer loyalty.

In the simplest terms, it's all about connecting with people by sharing valuable content that helps them feel like they know you better. With so many dynamic ways to reach out and engage with customers on social media today, it's essential for businesses, both new and old, to have an active presence on these platforms if they want to stay competitive and grow their following with each passing year.

Start with a Plan

A clear SMM plan will help you achieve your business goals and act as a guide on how to execute your strategy. Having a documented strategy is essential because you can

refer to it at all times to ensure that everything is going smoothly.

To start with your social media marketing plan, think about why you are doing it and what your goals are. You should think about the real reason why you are using social media and how these platforms can help you achieve your business goals.

The next step would be defining your target audience, researching your competitors, defining your USP (unique selling point), setting objectives, thinking about which platforms will be best for your business, creating a content calendar, and creating a budget.

Take Advantage of Social Media Insights

So, you've started a social media account for your business, and now it's time to get the word out. But what if you don't know who to target? Not to worry! Social media insights are there to help. This is data generated by social media sites that provides information on how users interact with content posted on their sites. You can use this data to optimize your

content and make sure it's reaching the right audience.

To get started analyzing your social media insights, first take a look at where most of your followers are located and find out which age group they fall under. Next, look at what kind of content they respond best to, if they like videos or photos more, and if they prefer long-form content over short posts.

Once you have an idea of the kind of audience you're targeting, figure out when the best time for you to post new content is (is it during work hours? On weekends?) so that you have maximum engagement with your audience when you do post something new.

Build a Community Around Your Brand

Your social media accounts are powerful tools for building a community around your brand. As you start out, it's important to be strategic in how you approach this community. Remember that the goal is not just to secure followers. Those followers will quickly "unfollow" your brand if they feel like they are

being treated as a means of generating profit instead of being valued as individuals with unique needs and desires.

It's important to build up trust, so think about how you can create a connection between your brand and the people who follow you. Ideally, your audience should feel like they're engaging with a person rather than an impersonal entity that only cares about making money.

Communicate with your audience

Be sure to make yourself available through direct messages or other means of contacting you privately (like an email address or phone number). Encourage customers to interact with each other by holding discussions on Facebook or Twitter, where different members of the community can easily contribute their thoughts and opinions or ask questions about the products or services provided by your business.

If a member has a problem, respond promptly, and let them know that their voice matters; offer them

solutions if necessary. You can also use polls or surveys to directly ask what followers would be interested in seeing from your company moving forward: New products? Special offers? Perhaps some sort of subscription service?

Build Relationships with Brand Influencers

As a small-business owner, you should be building relationships with brand influencers. Influencers have immense power to make or break a small business's reputation on social media. For example, if you are running a cafe and an influencer who is known for their coffee posts about your cafe online, your potential customers will see it as an endorsement of your product.

The first step is to find influencers that are relevant to your brand and follow them on social media. Then engage with them, comment on their posts, and share their content. Next, create branded content that will appeal to the influencer and include them in your social media strategies by tagging or mentioning them in posts. Lastly, reach

out directly and develop relationships with relevant influencers so they will want to work with you in the future.

Create Unique Content for Each Platform

As the saying goes, content is king. To create content that engages your audience, you'll need to make sure it's relevant, shareable, and consistent. You'll also want to ensure that your content is optimized for each platform.

This means that each post should be tailored to the audience and voice of each platform individually. For instance, a tweet with a link to one of your blog posts will not perform as well as a Facebook post with a link because Twitter users are more likely to skim through posts than Facebook users.

Publish Regularly and Consistently

When it comes to social media marketing, there's one thing that everyone should know: post regularly and consistently. The best social media marketers are the ones who follow this mantra. Posting regularly simply

means that you post a certain number of times per week or per day. In addition to posting regularly, you also want to make sure that you're publishing your posts at a consistent time every day or every week.

For example, if you have a company blog that you

information needs!

Regularity is important in part because it helps establish yourself as an authority within your industry; people will come to trust that they can rely on you as a source of information because they can count on seeing new content from you

either!

Your goal should always be quality over quantity when creating content for your business blog or social media pages since quality pieces are much more likely than fluff pieces to attract customers who will bring value for years down the road rather than just bringing traffic once.

Create Shareable Content

One of the best ways to get people to share your content is to make it shareable. This might seem obvious, but many brands forget that people have very little interest in sharing content that is uninteresting or irrelevant.

By creating content your audience will want to share, you increase the likelihood that they'll spread your message for you. Your audience might not always be in the mood for a blatant advertisement, but if you create something interesting or entertaining, they may still be inclined to share it with their friends and followers.

Remember: your company page isn't the only place



post on every Monday, Wednesday, and Friday at noon, then readers will be able to count on seeing new content from you on those days and at that time. On the other hand, if some weeks your blog posts go live at 11 a.m., other weeks it's 1 p.m., and other weeks it's 3 p.m., then your readers won't know what to expect from you and they might start looking elsewhere for their

when they expect to see it. However, regularity is not the only thing that matters when it comes to posting frequency, quality matters just as much (if not more).

Sure, posting 10 fluff pieces in one week might seem like a good idea in the short term, but chances are those articles won't be very helpful or informative; they probably won't help increase traffic

where people can find and interact with your marketing messages. You can also capture fans and customers by publishing content on Facebook and Twitter that users want to share with their networks.

Leverage User-Generated Content

User-generated content (UGC) is a great way to boost your SMM. UGC is content created by your fans and followers. It can showcase the features of your product or service in a relatable, authentic way that elicits trust from potential customers.

Make Your Posts Interactive

Social media is a great way to interact with your audience and get new followers, but it's important to make sure you engage people. Some ways you can increase engagement on social media are:

- Share polls, ask questions, and create call-to-action buttons.
- Host contests and giveaways.
- Instagram Stories and the Live feature on Facebook and

Instagram.

- Use hashtags, titles, emojis, gifs, videos, images, quotes, etc.

Analyze and Review Your Results

The final step of your social media marketing strategy is to analyze and review your results. Now that you've launched your campaign on social media, it's important to measure its results and understand how the campaign performed.

This will help you know if you need to adjust anything or whether your SMM strategy is working successfully. If so, you can use the data from this campaign to inform future strategies as well. It's also a great way for you to show others in your organization just how effective social media can be for your business!

Stay current with your social media presence, embrace analytics, and continue to improve

The work is never really done.

Just remember, once you get into it, social

media marketing for small businesses is an ongoing process. You're never finished; the most successful companies continue to set goals for themselves and keep growing. So don't think of this as some project where you finally reach a finish line; think of it as part of your overall business plan that will take time and effort but will also have countless benefits.

So, now that you understand it takes time to gain traction on social media, how do you know what's worth your time? How do you know if something isn't working or if something needs improvement? And when do you know when to stop working on a failing channel?

Fortunately, all these platforms come with analytics. Embrace them!

Social media marketing is a must for businesses that want to grow online. By creating an SMM plan, working with influencers, and taking advantage of the analytics tools available, businesses can build an engaged community and reach new heights.

7 Ways to Prepare Your Business for Inflation



Inflation is a big deal. It's a stealth tax that eats away at your profits and savings and can even cause you to lose customers. Inflation is a general rise in the price of goods and services over time. In other words, the same basket of groceries that cost \$50 last year will cost you more this year than last year.

The CPI, or Consumer Price Index, measures inflation. You calculate it by subtracting the price of a basket of goods from one year to the next and measuring the change in cost percentage-wise. For example, if your \$50

basket of groceries costs \$55 this year, there's been a 10% increase in inflation ($5/50=0.10$; $0.10+1=1.10$).

Because markets are not homogeneous entities, consisting of identical buyers and sellers with equal information about price changes, inflation rates can vary across different regions and industries -- sometimes significantly so.

Inflation is usually caused by an increase in the money supply without corresponding economic activity growth to justify it, as well as government

intervention through fiscal policy (lower taxes) or monetary policy (lowering interest rates).

Inflation is when prices rise, which means you have to pay more for the same products and services. You can't just sit back and wait for inflation to happen. Act now to prepare your business for whatever happens next year. Let's look at some ways to prepare your business for inflation.

Know how much your business will be affected

Think about your business's needs. Inflation

can be scary, but that doesn't mean you should lose sleep over it. For some businesses, inflation will have only minor effects. Production costs are likely to increase if you manufacture goods domestically as you purchase raw materials and pay wages at higher rates. However, if you import most of your products from overseas or sell a service (rather than an actual good), inflation won't impact your business model and growth as much.

Don't make any major purchases right now

Luxuries like purchasing a new vehicle, pieces of commercial property or office equipment, inventory, software, or starting a new project aren't the best idea when the economy is heating up. Likewise, hiring more staff or changing your pricing strategy probably won't pay off right now. Hold off on making major purchases while inflation is rising.

Make sure you have enough inventory

Inflation makes it harder for companies to sell products because people

don't have as much money as they did before. However, it also makes it harder for companies to buy inventory because they don't have as much money either. One way to avoid having to raise prices is to have plenty of inventory on hand, so you don't get caught short by sudden spikes in demand or supply disruptions. The more inventory you have, the less likely that price increases will negatively affect sales, especially if they're minimal.

Make sure your customers are protected

Obviously, you and your business need protection, but it's important not to forget about the people who support your business. If you offer products or services necessary for life and livelihood, people will continue to buy from you even if they have to spend more money. If they don't have the money, they might turn to lenders.

One way to help protect them is by offering financing options through your company so that you can keep track of their spending and ensure they aren't racking up too much debt through

another source. Another way to protect them is by lowering prices or offering discounts. This may take a toll on profits for a short period but will help build relationships with customers who will return the favor when inflation slows or stops completely.

In addition, these practices also work toward building loyalty among patrons who might otherwise find cheaper alternatives elsewhere, because those alternatives do not provide benefits like financing options and discounts (or at least not as many).

Cut your expenses

Inflation is difficult to predict with accuracy, but it's still important to prepare your small business for the possibility of increasing costs in the future. The best way to do this on a budget is to cut your ongoing expenses as much as possible. This can include negotiating lower prices from vendors or suppliers, making sure all employees are working at maximum efficiency (or, in some cases reducing staff), or renting office space with less overhead.

Preparing for inflation doesn't have to be



expensive, but you should have a plan.

Negotiate with suppliers

The first step to preparing your business for inflation is negotiating with suppliers and vendors. If your vendor has a contract with a fixed price, it may not be possible to negotiate changes to the terms of the contract without giving up other benefits or services. However, you should still try to negotiate a better deal than what's in their current contract. If you're buying from multiple suppliers, try negotiating with them all at once. This will allow them to compete for your business and lower costs for everyone involved.

Set up an emergency fund

Set up an emergency fund: Inflation can be

unpredictable; it might not just happen tomorrow, but several years from now, too. Having an emergency fund will allow you to weather unexpected increases in costs without going into debt or compromising on the quality of service or product offerings.

An emergency fund is an account set aside for unexpected expenses that can't be paid with other funds. It's best to keep this money in cash or in a high-yield savings account so that you can access it quickly without incurring large fees or interest charges.

How large should your emergency fund be? Well, that depends on your business, but experts recommend having at least six months' worth of operating expenses set aside as part of your overall financial plan.

This way, if something unforeseen happens, like a natural disaster or equipment failure, you'll have enough money to cover costs until you receive payment from clients or customers.

You'll safeguard yourself against losses and unexpected expenses by preparing your business for inflation. Keep these concerns in mind as you grow your business -- make sure you're using the right budgeting methods, developing contingencies for unexpected costs, and don't be afraid to consult a financial expert if you're unhappy with your current setup. There's no guarantee that every business can successfully prepare itself for inflation, but by being smart, proactive, and learning from past mistakes, you'll be more than ready to tackle inflation.



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6 Fatal Mistakes 9 out of 10 Startups Make in the First Year



Every year thousands of startup businesses launch, with hopeful entrepreneurs taking a risk to try and cement their new company within the industry of their choice.

Just 10% of those businesses will succeed. In fact, two out of ten startups will fail in the very first year.

Why do so many startups fail?

Global funding for startups grew by \$8 billion in the first month of 2021 alone. In 2022, the United States was home to over 71,000 startups, with over 430,000 applications for new businesses being filed in January 2022 alone. Despite the sheer number of new businesses that launch each year, common mistakes continue to doom nine out of 10 to failure.

1: No Demand

According to Failory, the most common reason startups fail is targeting the wrong market. In fact, 34% of new businesses cite "lack of product-market fit" as the straw that broke the camel's back. Business founders and owners overestimate the value of their product or service by an incredible 255%, leading

to a fatal lack of leads and sales.

Startup owners often make the mistake of assuming that because an idea or a product is new, it will automatically sell - forgetting that sometimes products do not yet exist because there is no demand for them. Before investing time and money into your idea, check that there is a real demand for it.

2: A Lack of Experience

For many startup owners, the launch of their new business marks the first time they have ever run a company. When it comes to startup success, experience pays off: founders of a previously successful business have a 30% chance of their next business also being successful. Meanwhile, first-time founders have an 18% chance of success - almost half that of their more experienced counterparts.

While an owner with past experience running a business is a valuable asset to any startup, gaps in experience can be made up for by choosing the right team members to round out your knowledge and skill set.



3: Running Out of Money

Money makes the world go round, and the world of startups is no exception. In fact, 29% of startups fail after running out of money. Investing in a startup is a risky venture: according to Harvard Business School, in just under half of cases investors in startups lose their entire initial investment.

With investors reluctant to take risks, some startups fail to raise vital new capital, while others are unable to make the sales they need to break even. Whatever the reason, the end result is the same: no money equals no business.

4: The Wrong Team

A business is only as good as its people. For 18% of startups, team problems lead to the failure of the business. Sometimes a startup's employees lack the necessary experience or knowledge to carry out tasks, sometimes the pressure of being responsible for the success

of a new business leads to employee burnout, and sometimes they simply are not the right people for the job.

Startups typically have a small team, with only 2.2% exceeding a team of 10, so picking the right employees is crucial.

5: Not Pivoting

A business pivot occurs when a company shifts or changes its strategy to account for changes, whether that's in industry, customer demographics, or any other factor. Many startups see pivoting as a failure, but in fact, startups that pivot have three times better user growth, and raise over twice as much money.

There is no shame in pivoting: Twitter began its life as Odeo, an online library for podcasts, while Starbucks originally sold espresso makers and coffee

beans. Sometimes the road to success only becomes clear after your business has already launched.

6: Unexpected Curveballs

Sometimes the market simply deals you a bad hand. For example, startups that launched just before the coronavirus pandemic found themselves in a dramatically changed market. Unexpected shutdowns, capacity restrictions and disruptions to supply chains caused many businesses - startups and established companies alike - to go under.

For startups, sudden changes to the market can be deadly. Without an established customer base and a pool of resources to fall back on, a new business can suddenly find itself floundering.

New business failure rates are similar across industries - there is no industry where

your business is statistically more likely to succeed.

It's not all doom and gloom for startups though. In 2021, ByteDance - the Chinese startup responsible for developing TikTok - grew to the value of \$250 billion. Meanwhile, the number of unicorns - startups valued at over \$1 billion - rose to a collective worth of \$1.394 trillion.

According to business guru Mary Juetten, the line that ultimately separates startup success from failure is enjoyment: "All of the work you put into your business is ultimately pointless if you're miserable every day on the job. It's alright to have fun on the job so long as the work is getting done; it's certainly preferable to the notion of toiling away in a windowless room."

So don't break out the champagne just yet - but never underestimate the value of doing what you love.



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10 Tips to Write Compelling Marketing Emails

Are you unhappy with the results of your last email marketing campaign? Was the product perfect, the price spot on, and your audience the ideal target for such an offer? In that case, the most likely reason your emails didn't achieve the desired results is that the wording of your message didn't inspire subscribers to part with their money. Here are 10 tips to help you make your next batch of marketing emails more compelling.

1. Keep It Simple

Marketing emails are best kept simple. Avoid using long words, sentences, and paragraphs. And try not to use too much jargon that people might not understand. Instead, write the email as though you were talking to a friend. You will want to use powerful and persuasive language. However, your marketing emails will need to appeal to a broad audience with varying vocabularies.

2. Match the Content with the Subject Line

How to write marketing email subject lines is a



topic for another article. One crucial point to mention here is that the body of the email must deliver on the promise made in the subject line. Suppose your subject promised a significant discount on a product, for example. In that case, how to claim that discount must be immediately apparent in the body of the email. And, of course, the deal must be genuine. If the body does not match the subject line, you will lose the trust of your subscribers.

3. Personalize Marketing Emails

Subscribers know they are not the only ones on your mailing list. Nevertheless, if your emails address the individual rather than a crowd, people will be more receptive to your marketing messages. The first step to personalizing emails is to segment your mailing list. Then you can tailor your marketing message to the interests

of the individual. Addressing the individual by their name will help, too. And finally, using pronouns such as "you," "yours," and "your" will sound like you are talking only to the individual recipient.

4. Have One Objective Per Email

Your marketing emails will be confusing and less effective if you try to push too many calls to action (CTAs). It is advisable to have only one desired action per email. For example, if you were to ask recipients to "buy now," "subscribe to our newsletter," and "register for our podcast" in one email, which CTA should people be following? At best, each recipient will probably only follow one of the CTAs. At worst, people won't understand what is required of them and consequently follow none at all.

5. Make Marketing Emails Scannable

Marketing emails need to cater to those who skim-read the text. This group of recipients will take seconds to decide if the

email contains anything of interest. Consequently, it's best to highlight the crucial points of marketing email to ensure the content can be skim-read. For example, bullet-pointing vital features of a product and using bold paragraph headers will help. You can also use a bold, italic font within the body of the text to highlight crucial points.

6. Focus on Benefits

The fundamental question of every recipient of a marketing email will be what's in it for me? You need to answer that question in the subject line and body of the email. Consequently, it is best to focus on benefits rather than features.

7. Create a Sense of Urgency

Creating a sense of urgency will increase open rates and conversions. If you are offering a special price on a product, make it clear that the deal is time limited. You can create a sense of urgency even if there is no time limitation by using phrases such as "subscribe now," "don't miss out," and "start saving today." The crucial thing is to provide a reason to

act now rather than later. Otherwise, the recipient may decide to go back to the email later. Then, the email eventually drops way down the list in their inbox and is forgotten.

8. Don't Be Too Pushy

People don't like being shouted at or told what to do. It's best to persuade rather than command. For example, "we know you won't want to miss out on this month's special offer" is persuasive, time-limited, but polite. However, "buy now or miss out" is a command and would be aggressive if written in capital letters. It's also best to avoid the overuse of exclamation marks and emoticons.

9. Use Relevant Images

Images attract attention and sometimes convey messages better than words. However, any photos in a marketing email must serve a purpose, or there is no point in them being there. If an image adds something to the message, use high-quality but moderately sized pictures. Large pictures or too many photos may distract from the written words and make the email slow to load.

10. Proofread Emails

It should go without saying that emails should be proofread before sending. Nevertheless, everyone will have probably seen marketing emails with typos and spelling mistakes, sometimes from big brands. The best way to proofread is to put the content aside for a while once it is finished and proofread it later. When proofreading, consider how the email sounds when read aloud and correct any mistakes. If proofreading isn't your thing, consider using a grammar checker app, such as Grammarly. Alternatively, the Microsoft Editor will help you find errors.

It can be tricky getting the tone of a marketing email correct. And, of course, the sales message must be written to resonate with the target audience. The above tips will help you create emails that convert. Still, you can't beat A/B testing. So split your mailing list into test groups and try various approaches to ensure that you get the optimum results from your marketing emails.



FUN FACTS

June is the month with the longest daylight hours of the year in the Northern Hemisphere and the shortest daylight hours of the year in the Southern Hemisphere. In the Northern hemisphere, the beginning of the meteorological summer is June 1st. In the Southern hemisphere, the beginning of the meteorological winter is June 1st.

- One June 1st, 1996 - Major League Baseball debuted for the first time on FOX.
- On June 1st, 1967 - "Sgt. Pepper's Lonely Hearts Club Band" by the Beatles was released.
- On June 6th, 1964 - The Rolling Stone made their American TV debut on The Hollywood Palace.
- On June 10th, 1977 - The Apple II, one of the first personal computers, went on sale.
- On June 11th, 1986 - 'Ferris Bueller's Day Off' was released in theater. The rare Ferrari 250 GT Spyder California was not really destroyed in the film.
- On June 16th, 1963 - Cosmonaut Valentina Tereshkova becomes the first woman in space on Vostok 6.
- On June 29th, 2007 - Apple released its first mobile phone, the iPhone.

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DIGITAL MARKETING TRENDS TO GET AHEAD OF IN 2022



1. THE RISE OF AI IN DIGITAL MARKETING

Industries such as retail, banking, and healthcare are using AI in conjunction with SEO and other digital marketing strategies for marketing automation and optimizing their organic search results. According to a PwC survey from over 1,000 U.S.-based companies, 52% have accelerated their AI adoption plans.



2. CHATBOTS & VIRTUAL ASSISTANTS

All businesses, regardless of their size, will need to integrate their digital marketing with chatbots and AI-powered virtual assistants in 2022. They provide immediate response to customer inquiries from your business's social media channels, email marketing, and other online platforms.

3. CONTENT MARKETING

Even in 2022, we are destined to see a shift from traditional content to digital, engaging, and personalized content that offers an immersive and new experience for users. Interactive content like quizzes, polls, embedded calculators, 360-degree videos, and augmented reality ads are the fastest growing digital marketing tools.



4. MOBILE-FIRST MARKETING

Surprisingly, people use smartphones and tablets instead of desktops for their internet surfing. So in 2022, mobile marketing strategies and mobile-friendly content will play a very important role. Constant internet usage among adults has increased 5%.



5. MULTICHANNEL MARKETING

Also known as omnichannel marketing, this is the process of marketing across multiple platforms such as social media apps, email, and blog posts. In 2022, businesses need to focus on multichannel marketing in order to provide an enhanced customer experience and a cohesive brand message.



6. SOCIAL COMMERCE

In this day in age, it has never been easier to find and purchase a product via social media! Social shopping (or social commerce) is evolving as platforms work to enable customer payments without ever leaving the social media app their on. Social commerce is expected to reach \$1.2 trillion globally by 2025.



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