

# M LOCAL BUSINESS MARKETING

*The Marketing Guide for Local Business Owners*

March 2019

## **The Most Critical Business Marketing Tactics**

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**Blogging: Four  
Rules to Create  
Quality Content**

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Why Your  
Marketing  
Investment  
Isn't Paying  
Off

**Infographic:  
Top Social Media  
Networks 2019**



## **The Keys to Facebook Marketing Success**

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*The Most  
Effective Ways  
to Create  
Long-Term  
Customer  
Loyalty*

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*Twitter:  
5 Things to  
Do to Gain  
Followers*

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Greetings!

Thank you for taking a few minutes to read through this month's issue. We develop this magazine each month with the hope that the information we feature will help you achieve (and exceed) all of your goals.

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

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

If you're not already receiving this magazine regularly, we suggest you add your email to our subscriber list. We have some exciting articles already in the works for the upcoming issues. Don't miss out!

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

As always, we welcome any comments or questions you might have, as well as the opportunity to explain how we've been able to help businesses just like yours.

Darcy Guello  
Principal  
Guello Marketing

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## 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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If you have any questions, or would like to know how we can help you meet and exceed your marketing goals, please contact us.



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# Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

## March

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

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

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

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

## April

Autism Awareness Month  
National Humor Month  
International Guitar Month  
International Customer Loyalty Month  
Lawn and Garden Month  
Stress Awareness Month  
Physical Wellness Month

April 1st - April Fool's Day  
April 21st - Easter Sunday  
April 24th - Administrative Professionals Day (US)  
April 27th - Passover Ends

2nd - Peanut Butter & Jelly Day  
3rd - Walking Day  
4th - Burrito Day  
5th - Caramel Day  
6th - Sorry Charlie Day  
7th - No Housework Day  
7th - National Beer Day  
9th - Winston Churchill Day

9th - Be Kind to Lawyers Day  
10th - ASPCA Day  
10th - Golfer's Day  
10th - National Siblings Day  
11th - Barber Shop Quartet Day  
11th - National Pet Day  
12th - Grilled Cheese Sandwich Day  
13th - National Scrabble Day  
15th - Tax Day  
15th - Titanic Remembrance Day  
16th - Wear Your Pajamas to Work Day  
18th - Get to Know Your Customers Day  
19th - Pet Owners Day  
20th - Look Alike Day  
22nd - Earth Day  
22nd - Jelly Bean Day  
23rd - Picnic Day  
25th - Take Our Daughters and Sons to Work Day  
26th - Hug a Friend Day  
30th - Adopt a Shelter Pet Day  
30th - Bugs Bunny Day



## Twitter: 5 Things to Do to Gain Followers

Twitter is one of the most popular social media platforms, and it is ideal for most businesses. However, it's also not an easy site to master, and there is a specific art to gaining followers. This article will tackle the subject in further detail by looking at some strategies you can use to grow your account.

### 1. Targeted following

Making the distinction between aggressive and targeted following is important. Twitter is clear that aggressive following is against its rules. Therefore, don't attempt to follow hundreds of users per day. However, keep in mind the social media site encourages following.

The critical thing is to follow those most relevant to you,

and don't overdo it, per day. One of the fundamental principles in marketing is the concept of making yourself known. Targeted following is one way you can do this in the modern age. As a new brand on social media, it is indeed something you should engage in.

### 2. Regular and consistent activity

It's a fundamental principle across social media to update your profiles regularly. Even if you are good at gaining engagement every time you tweet, it won't help you much if you only do so rarely. Consistent activity is important on Twitter because the site moves quickly.

Also, you should be

consistent with the type of content you post. It's far easier to establish your expertise by sticking to a consistent message rather than a more haphazard approach. Furthermore, your engagement is more valuable if it is connected to your industry. It should be clear by looking at your profile who you are, and the values you represent.

### 3. Share and like content from others

One of the critical things about Twitter is to ensure you don't come across as too promotional. Therefore, you shouldn't only be interested in your content. It should be a regular part of your process to like and share other tweets you agree with. Also, sharing content counts as a tweet. Therefore, this is an easy

way to increase your activity, but keep a healthy balance between your content and sharing the content of others.

You may think doing simple things such as this won't help you gain followers. However, the opposite is true. These are simple and easy actions for you, but this endorsement will lead to gaining new followers. It may also mean others will be keen to return the favor in the future, which will increase your exposure.

#### **4. Communication is key on Twitter**

If you look at the history of the social media site, it's clear it started life as a communication platform. Although, social media sites have moved closer together, starting conversations still plays an integral part on Twitter.

When you want to grow your account, engaging in these conversations is a crucial part of the process. It's also true to say when you tweet in reply to an account with many followers; your comments may reach a wider audience. The same is true when others reply to your tweets; it's important to stay involved in the process. The bottom line: You can't hope to be successful on

Twitter purely by talking to yourself the whole time.

#### **5. Talk about popular topics**

Generally speaking, brands with niche interests won't do well on social media. Instead, you want subject material that has a broader interest. You need to think carefully about the subjects you tweet on. At times, this may be easier to do due to certain things trending that may be relevant to your business.

However, you can't always rely on that, and it's crucial to have a knack for knowing which subjects are popular that apply to your business. Certain topics always have a high level of interest whether or not they are trending. Going back to a previous point, combining a consistent message with popular subjects can be an incredibly powerful mixture for success.

Building a successful presence on social media takes hard work and persistence - so don't think of this as a rush to gain followers. However, the key things to do are to engage in targeted following, be active on your profile, share and like content from others, communication is key on Twitter and discuss popular topics.

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# The Keys to Facebook Marketing Success



The main difference between success and failure on Facebook is in knowing the right information. Many influential marketers have built their brands on a few key tactics which drive most of their growth.

You can learn these tactics. If you focus all your time on the work that matters, you'll get disproportionately good results for your effort.

This guide explains the fundamental concepts that make Facebook marketing possible.

## Why People Follow Facebook Pages

The reason that a person will follow a page is because they enjoy the content and want to see more of it. It doesn't matter if anything else is

going on so long as that core need is met. Your job as a Facebook marketer is therefore to create content that people want to see.

Don't get overcomplicated about it. Most of the best brands find simple and repetitive ways to share a lot of content. They boil down their brand to one or two key niches and then overload on content in those areas.

What does your audience come to your brand for? How can you turn that idea into a form of content on Facebook? Make it worth the attention and new fans will find you.

## Making Your Content Better

There are several ways to improve your content quality. Each one is good

for different reasons.

The most obvious approach is to buy better recording equipment. It's true that a great camera will result in better-looking video footage, which may get you some more attention. This is a good idea if you can afford it.

If you are stuck with cellphone footage, don't fret. Some of the most successful marketers started on cellphones. In this case, focus more on improving your own skills as an editor. Can you get better at photo editing, video editing, working with audio, and filming? If so, your content will improve.

Listen to audience feedback as much as you can. There is no better way to learn about improving your page than by hearing

real feedback from real fans. This should overrule all other considerations.

### How Long it Takes

Different brands see different rates of growth on Facebook. You may gain thousands of followers per day or it may take a whole year to see your first thousand. This depends on how good your content is and what niche you are in.

In general, it is better to assume a slow and steady growth of your page. For a new marketer, it's good to aim for 100-200 new

followers per month as a "stretch goal" and be satisfied with picking up even 10-20 per week at the very start. Over time the numbers will improve.

Eventually, you can monetize your page and hire freelancers to help you create content. This is where the more advanced tactics will become possible.

### Push Through The Dip

Most marketers experience a "dip" in their experience on social media after the first few months. You may feel tired and uninspired,

wanting to forget about the whole thing.

When you feel this way it is even more important to work hard and post a lot of content. If you stop posting, it is a self-fulfilling prophecy of failure.

Try to push through and commit to at least four full months of hard work on Facebook before you decide if you'll do it for the long-term. This way you can see the potential for your page to reach a huge audience.

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## The Most Effective Ways to Create Long-Term Customer Loyalty

Building customer relationships and developing brand loyalty is paramount to running a successful business. If you don't create the right type of customer-focused atmosphere, your customers may support your competitors instead. According to a recent survey by RightNow, 89 percent of consumers will no longer do business with a company after a poor customer service experience.

Make it a point to foster a customer-centric environment, and it will pay off. Approximately 86 percent of consumers

will pay up to 25 percent more for a better customer experience. Rivalry amongst competitors is intense, and it's imperative you not only build your customer base but also build their loyalty in order to come out on top. Take a look at the four best ways to develop and maintain a committed customer following.

### Engage with Customers

With the experience being just as important as the product or service offered, engaging the consumer is key. Communicate before a question, issue or concern comes about,

so you connect with your customer.

The support you provide in a proactive manner will speak volumes of your brand and create a sense of loyalty and trust. During the initial info gathering stage and after the sale is made, reach out to customers and offer tailored guidance based on their inquiry or purchase.

For example, if you have a potential customer requesting information or browsing your site, follow up with an automated email asking how you can best serve them. Try to get

a feel for what their needs are and point them in the appropriate direction. Taking the time to go a step beyond shows you care about fostering a relationship and not just making a one-time sale. When a consumer makes a purchase, follow up with communication inquiring about product performance. This type of dialogue allows for added sales opportunities in the future.

### **Read Your Customer Well**

Don't allow customer interactions to be a one-time affair. To be successful, the customer experience needs to be viewed on a continuum. Provide multiple and varied interactions to place the customer on a journey that allows them to develop loyalty to your brand.

Understand your customers, have a game plan and get the best people on your team. Through these actions, you can lead your business, similarly to Blumenfeld in his game of poker and startups, to greater success.

In order to deliver just what your customer needs, determine exactly

what their end goal is. Consider email surveys, online questionnaires and market research to pinpoint how best you can serve your clients. Assess your customers' requirements and provide targeted solutions to set the foundation for future purchases and brand loyalty.

Once you've established a faithful consumer, it will be that much easier to promote and sell a new product line or service; this clientele is already keenly familiar with your brand and exceptional customer service quality.

### **Monitor Customer Behavior**

Speaking of the customer journey, make it a point to monitor how current and potential customers are interacting with your product. Ensure that consumers are engaged with your brand by collecting data and feedback.

One way to garner collective insight is by monitoring and responding to social media involvement with your business. Social media presents a unique opportunity to both connect with people

who may not be familiar with your brand, yet also engage with current customers. By putting your business out there via conversations and interactions through social media channels, you can begin to assert your credibility and authority within your industry.

Reach your audience by flexing your social listening skills and jumping into conversations that will introduce your brand to consumers. With the number of social media platforms, it may seem tough to keep up with them all. Fortunately, there are Social Media Monitoring (SMM) tools available that will aid you in managing it all.

These tools provide real-time data concisely available for review. The goal is to effectively manage your business's social media endeavors, so you are getting the most out of your consumer interactions. Data will dictate how best to proceed and if you are reaching your intended audience successfully.

### **Prioritize Customer Concerns**

The most important thing you can do is follow-up

with your customers and provide attention to those who may not be satisfied. A recent study on social media response times found that 32 percent of people who attempted to contact a business expect a response within 30 minutes, and 42 percent expect a response within the hour. It's important to reach out as soon as possible when an issue arises so you can salvage the customer experience by providing effective solutions and showing you value their business.

In addition to communicating with consumers via social media, self-reported feedback such as automated text messages, emails or website surveys

after a purchase will also help prioritize your customers. This will allow you to address issues or concerns immediately and enables you to determine which customers are pleased and possibly in the market for additional products.

Issues are bound to arise, and you will need to handle disgruntled customers at some point, it's how you react that matters most. The level of support you provide your customers ultimately will determine if they continue to be loyal to your company or move on to a competitor.

There are steps that business owners should take to ensure an overall

positive customer experience when concerns arise. First, remain empathetic to your customer and hear them out completely. If a resolution is unable to be reached, a supervisor should be brought into the situation to take necessary action and resolve the issue immediately. Continuous monitoring of customers with unresolved concerns and prioritization of reaching a solution will ensure client retention.

Consumers are the lifeblood of your business and ultimately determine your success. Focus on the customer experience to increase satisfaction and establish brand loyalty.



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## **Blogging: Four Rules to Create Quality Content**

It seems a lot of people want to be full-time bloggers or writers these days. However, there is a certain art to creating quality content.

Although every article is different, it's important to have rules to stick to, so you can create better content and make the process a little bit easier.

### **1. Write engaging titles**

Irrespective of the type of article you are writing, an engaging title is important. It's also true that writing your titles in a similar format can make this process a little easier.

Crucially though, titles should describe your content accurately and not

mislead readers. Although, it's tempting to do that for clicks; it's crucial to remember that reputation is essential here.

When you're writing on your company blog, business reputation is important, so clickbait titles aren't the answer. Instead, you should think about keywords that accurately describe the article and look to place those words at the beginning.

It's also generally a good idea to be as concise as possible and try not to give too much away; readers may be discouraged from reading your article.

### **2. Avoid large blocks of text**

In traditional writing, large chunks of text seen in newspapers and magazines was very much commonplace. Of course, that type of writing still exists - but it's worth making the distinction between traditional media and online media. Digital content is where most of the growth is now, and more people are reading material on mobile phones as well.

You need to write using shorter sentences and smaller paragraphs; it also partly explains the reasons that list-style articles are more important. Even if you don't want to write in that style, it's still crucial

to break-up content using subheadings, images, and other graphics.

### 3. Aim to cover popular topics and trends

There are different schools of thought on whether or not you should write on trending topics. Of course, doing so increases your chances of getting a lot of page views in the short-term. However, it's worth mentioning that it's very competitive and those views will quickly drop off after the first 24-48 hours.

Another strategy is to write content that is universally popular but is less reliant on trending topics. There is also the option of mixing it up between the two approaches. List-style articles also tend to be more popular than other types of content.

The general rule here is to aim for material that has as wide of an audience as possible. Niche topics won't generally receive the same attention, but there may be reasons to write them from time to time if they specifically apply to your business.

### 4. Take care with your spelling and grammar

Whatever the topic of

your article is, it's crucial to take care of the quality of your writing. The role of the writer has changed over the years because they need to be excellent marketers, researchers, editors as well as being great content creators.

Quality control is crucial; you want to ensure you have read through your work carefully as part of your proofreading process. In addition to that, high-quality grammar software can help you spot errors you might have missed otherwise.

It's also essential to ensure everything flows nicely and use a variety of different words to make your point. Arguably, this is the difference between good and excellent content creators.

Blogging is a popular trend, and having a blog post strategy for your business can help in many ways. It's tempting to think that anyone can do it. In truth, being a successful blogger requires a particular set of skills.

When writing blog articles, remember to write engaging titles, avoid large blocks of text, aim to cover popular topics and trends, and take care of your spelling and grammar.



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## Why Your Marketing Investment Isn't Paying Off

Every business wants the same problem: more success than they know how to manage.

But while success comes with its own complications, most businesses have the opposite challenge: what to do when things don't work out. Maybe you're spending more on ads than you're making, or that shiny new website/social media/newsletter campaign just isn't achieving the results you dreamed of when you launched it.

Identify barriers to your success and form an effective strategy for improvement by working through these steps:

### Check your assumptions

It's common to have unrealistic expectations of marketing outcomes, especially if you're new to the field. Your campaign, investment, or initiative might be more successful than 90% of competitors, but because you had sky-high dreams to start with, now you're down in the dumps.

Try to find some benchmarks. If you're working with an agency or independent contractor, they really should have had this talk with you at the beginning of the project. Double check your start-up documents to see if they gave you an expected range

of results, or just ask them what they expect or are getting with other clients.

Of course, you may not trust your team, agency, or consultant's feedback, in which case you're going to want to spend some time researching stats. Don't just use gut instinct or what "sounds reasonable"; you need to be grounded in reality. Once you've established a benchmark range specific to the type of campaign, initiative, in investment and industry you're in, you'll be able to assess your marketing efforts more objectively and lean in on the successful efforts while cutting back on the failures.

## Schedule a runway

Another aspect of marketing campaigns that your marketing professional should have discussed with you is a timeline.

Rarely do you see instant results, and it can be concerning to see initial investments burning away with little to show for them. At the same time, there's no sense in throwing good money after bad on a failing campaign.

You can find reasonable timelines for different campaigns based on the type of initiative and your industry, but don't forget that there can be multiple waves of responses to factor in.

On an email/newsletter campaign, for instance, you're likely to get the bulk of responses (clicks, sign-ups, sales, etc.) within the first 12-48 hours. But there will be people who don't attend to their inbox right away who will still respond days later, as well as the extended benefit of visibility for your brand.

Your campaign might not be designed for an instant response, but as a way to build a relationship, trust, and loyalty to your brand.

## Question your metrics

That brings us to the importance of measuring the right things.

Just make sure the dollars spent are lower than dollars earned, right? Not so fast. A successful campaign can look like a flaming failure, and a waste of money can look like a great return on investment when you're using the wrong metrics.

Many businesses settle for measuring the easiest metrics, instead of the important ones. Online advertising, in particular, offers the greatest temptation for comparing dollars spent to clicks earned. How do you know what to measure? Strategy, experience, and a strong command of your business operations.

Every initiative, campaign, and investment should start with a clear purpose. Before launching a campaign, ask: what do you hope to achieve and how will you know you've achieved it? If you're in the middle of a campaign, pretend you're starting fresh.

If you find this challenging, you might want to consider working with an experienced marketing professional. These experts

specialize in helping you identify your goal, how you'll know you've achieved it, and whether any given campaign is taking you toward that goal at a reasonable rate, or just spinning its wheels.

## Consider a redesign

Put together the best campaign, website, feed, newsletter, etc. that you can from the start, but don't be afraid to experiment and adjust as you go along.

Test different copy, design assets, funnels, and targeting to see if you can improve your results. Just don't change all those things at once, or you won't know what's working and what's not.

Some marketing teams or agencies will be better at honing in on a particular audience from the start, based on their market research, experience, or personal styles. There can be a downside to working with professionals who are too specialized, however. They may be so attached to their own approach that they can't make the changes that would get you better results.

It's always better to work with people who can look at reality and make adjustments than with

those who are married to their creative vision. If you're outsourcing marketing, look for a team who can take feedback and are committed to adjusting based on real results. If you're going the D.I.Y. route, keep in mind that your best ideas sometimes aren't the best for your business and be willing to make changes.

### **Take a look in the mirror**

Marketing is valuable, but it can only go so far. If you're not getting the results you expect or your marketing specialist projected, the problem may not be with the campaign.

If your products are noticeably poor quality or otherwise unappealing, if your services don't solve problems or aren't convenient, or if your reputation in your market

has been tarnished, these can actively work against your marketing efforts.

If you have any of these challenges, your business is at a turning point. Face these challenges head-on, take proactive steps to change course, and work closely with marketing to get the word out that what you're offering is new, improved, and worth your audience's time. Just don't expect a slick advertising campaign to cover over the cracks.

### **Cut the campaign**

If you have reasonable expectations of your marketing efforts, a realistic timeline to see results, you're clear on what to measure, and you've eliminated poor-fit design and poor-quality products from the list, it's time to consider

winding down your current marketing campaigns, initiatives, or investments and trying something else.

Marketing works, and your business can benefit from it. But not all marketing works for every business in every situation.

Talk to your team, agency, or consultant about what went wrong and steps to do better next time. Sometimes there are factors outside your control, and you just need to try again. Other times your team isn't the right fit, and you need to make a change there.

If your marketing investment isn't paying off, there's a reason. Your business needs to benefit from marketing, so take action to identify what's wrong based on these points and take steps to amp up your results today.

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## The Most Critical Business Marketing Tactics

Never before has marketing been so aggressively marketed. Ad agencies no longer have the luxury of lounging around “conceptualizing” marketing strategies for their clients, and business owners have taken on the role of developing and rolling out their own marketing strategies, based on their knowledge of the market and their product’s position in that market.

New ways of doing business allow individuals with a good idea to provide niche products or services to a greater audience, not just a local one. Business owners must think both locally and globally by devising a localized marketing strategy, but more importantly,

a national marketing program. Small businesses are particularly vulnerable in their inability to think beyond the traditionally-sized shop, but for any business to survive, it must have a wider-reaching marketing program.

As an owner, you need to have a solid, but adaptable plan in place. Let’s have a look at how you should build this tactical blueprint and what it should include.

### ***Be Flexible***

If you have a marketing program, you should be able to adapt easily to changing consumer opinion. For instance, many marketers are seeing a shift in marketing trends from social

media marketing to content marketing. The Online Marketing Institute Digital Talent Gap Study, recently found that “77% of hiring managers said content marketing experience is their number one skill they sought.”

### ***Utilize Shifts in Advertising***

A programmatic approach to advertising is essential. According to Ad Exchanger, “The truth is that the era of programmatic direct has arrived. Both the sell side and demand side either need to get ahead of the curve or take their antiquated media strategies back to the days of AOL Instant Messenger and MySpace banner ads.” There is a shift away from

technology toward service in advertising, and your business needs to stay on top of it.

To make the shift from technology to service, be conscientious of your business's data. Approach this information in a real-time way to optimize what is important to the business and its audience. A data-management platform (DMP) is useful for marketers, publishers and other businesses to pull and sort relevant information. You can currently purchase this software from major vendors such as Adobe and Krux.

### ***Bend Your Budget***

Having a larger audience is daunting and could cost more money to market to than a smaller target audience would. According to the National Business Association, once you have established your marketing budget, that doesn't mean that it should be set in stone. You may need to host an event or create a television ad. What you ultimately need to decide is whether sticking to your budget is allowing you to meet your marketing goals, or whether the ROI is worth the extra marketing expenditures.

To have the most

effective budget, create a plan for your marketing expenditures. Consider taking the time to track activities that performed well and those that didn't. By measuring the impact of certain marketing tactics on your business's revenue, you can properly allocate your budget to the areas that are performing well, or reallocate your budget from activities that are not performing the way you wanted.

### ***Be Open to New Advertising Ideas***

Creative marketing can cause a 30% increase in sales and a potential decrease in budgets by 95%. Some ideas are to offer a free online webinar series, write a series of informative blog posts that are designed to attract traffic for a competitive keyword or phrase, sponsor a sports team, enter business awards competitions (or start your own), or sponsor an event. 67% of B2B content marketers consider event marketing the most effective strategy.

### ***Use SMART Objectives:***

**Specific:** Does the objective define one goal?

**Measurable:** Can a quantitative or qualitative

attribute be used to track your goal?

**Achievable:** Is the goal realistic for your business?

**Relevant:** Does the goal pertain to your business or marketing plan?

**Time-Bound:** Does the goal have a specific deadline?

### ***A Health Check***

If you have a written marketing plan, you can constantly refer to it to see if you're still on the right track. If you have a 5-year marketing plan for your business, check it at least once every quarter to make sure things are still on the right course.

### ***Revise Your Plan as Needed***

Making revisions are similar to creating the initial marketing plan but taking the time to do it is a necessary step.

- First: Redefine your service or product, especially focusing on how it differs from the competition.
- Second: Describe your target customer and then look at the market segments in which you would like to introduce or expand the demand

for your product.

- Third: Decide how to get your message to potential customers, how often to do it, and how much you can afford.

### **Choose the Proper Media**

If you are seeking to market nationally, choose national outlets such as TV and print media to market your business: these will get the most exposure. Each outlet you advertise in has both its upsides and downsides.

Newspapers, for example, allows you to put your ad in quickly but have a short shelf life and a shrinking audience. Magazines are great for targeting a specific market and have a longer shelf life than newspapers, however, pass-along rates cause some advertisers to be skeptical. Like anything else, it will be an experience of trial and error in figuring out which media outlet is the best for your product or service.

The majority of consumers are searching for products and services, and even local businesses online. The targeting platforms of Google, Bing, YouTube and Facebook allow you to selectively target who will see your ad, enabling you to avoid a large amount of

wasted coverage and spend.

### **Utilize Shifts in Advertising**

A programmatic approach to advertising is essential. According to Ad Exchanger, "The truth is that the era of programmatic direct has arrived. Both the sell side and demand side either need to get ahead of the curve or take their antiquated media strategies back to the days of AOL Instant Messenger and MySpace banner ads." There is a shift away from technology toward service in advertising, and your business needs to stay on top of it.

To make the shift from technology to service, be conscientious of your business's data. Approach this information in a real-time way to optimize what is important to the business and its audience. A data-management platform (DMP) is useful for marketers, publishers and other businesses to pull and sort relevant information. You can currently purchase this software from major vendors such as Adobe and Krux.

If you fail to plan, you plan to fail. Using these 8 marketing tactics will help your business to drive sales and growth.



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# FUN FACTS

The word 'March' comes from the Roman 'Martius'. This was originally the first month of the Roman calendar and was named after Mars, the god of war. March was the beginning of our calendar year. We changed to the 'New Style' or 'Gregorian calendar' in 1752, and it is only since then that the year has begun on January 1st.

The odds of filling out a perfect March Madness bracket is 1 in 9.2 quintillion!

Corporate losses will amount to roughly \$1.9 billion as a result of workers whose productivity has been diverted by March Madness.

March 7, 1933 The board game Monopoly was created and trademarked by Charles Darrow in Atlantic City.

March 12, 1894 - Coca-Cola bottles were sold to the public for the first time, in Vicksburg, Mississippi

March 15, 1985 - The first Internet domain name was registered - symbolics.com

March 31, 1889 - The Eiffel Tower, 986 feet tall, in Paris, France, was inaugurated

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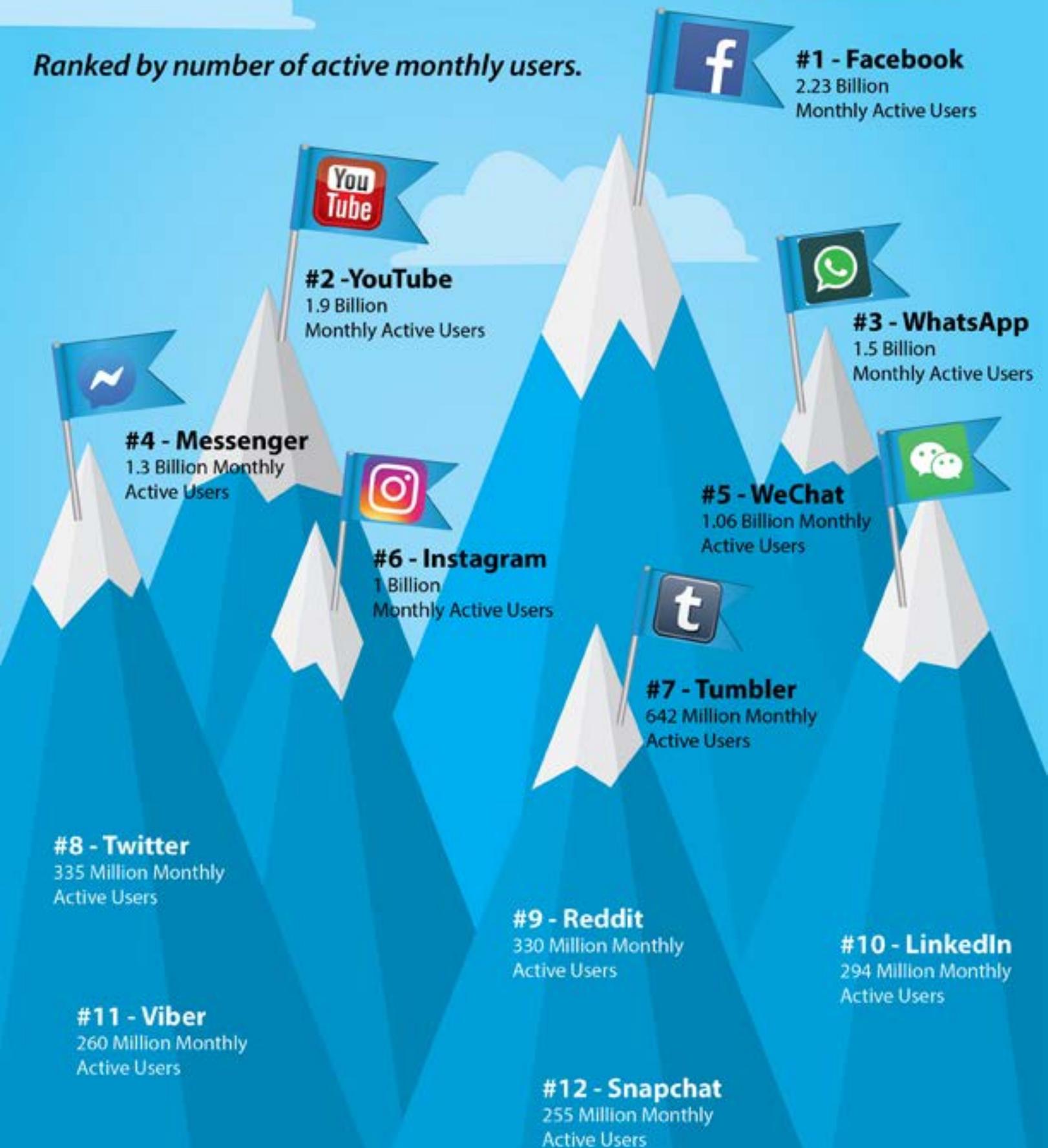
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