

M LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

March 2023

The Power of Storytelling in Branding: Why You Should Use It and How

*Nine Email
Marketing
Techniques
to Gradually
Strengthen
Customer
Loyalty*

*9 Steps to Create an
Engaging Explainer Video*

*Using
Storytelling in
Email Marketing:
10 Content
Ideas to Deepen
Engagement*



Infographic:
4 Major
Components to
Digital Marketing

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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 Storytelling, Email Marketing, Creating an Explainer Video and other topics.

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

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

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

Darcy Guello
Principal
Guello Marketing

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A Little About Us

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

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

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

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Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

March

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

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

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

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

April

Parkinson's Awareness Month
National Volunteer Month
Autism Awareness Month
Sexual Assault Awareness Month
National Humor Month
Lawn and Garden Month
Stress Awareness Month

April 1st - April Fool's Day
April 7th - Good Friday
April 9th - Easter Sunday
April 5th to April 13th - Passover
April 26th - Administrative Professionals Day (US)
April 22nd - Earth Day

1st - Handmade Day
2nd - World Autism Awareness Day
6th - National Student Athlete Day
6th - Burrito Day
7th - No Housework Day

7th - Walk to Work Day
10th - Hug Your Dog Day
10th - National Siblings Day
10th - ASPCA Day
11th - National Pet Day
12th - Grilled Cheese Sandwich Day
13th - National Scrabble Day
14th - Donate a Book Day
15th - National ASL Day
18th - Tax Day
19th - Wear Pajamas to Work Day
22nd - Jelly Bean Day
23rd - Picnic Day
23rd - World Book Day
26th - Pretzel Day
26th - Get Organized Day
27th - Take Your Daughters and Sons to Work Day
28th - Superhero Day
30th - Adopt a Shelter Pet Day
30th - Bugs Bunny Day



WHAT'S
YOUR
STORY

The Power of Storytelling in Branding: Why You Should Use It and How

Storytelling is one of the most powerful tools in branding. It can help you build connections with customers and stand out from your competitors. As a business owner, you may wonder how to start storytelling and what it means for your brand.

Let's explore the importance of brand storytelling and how it can help your business succeed both online and off!

Storytelling is a powerful tool for any brand.

Storytelling helps you stand out from your competitors. We're living in an era of information overload, which makes it difficult for businesses to stand out in a crowded marketplace. That's why storytelling is such a powerful force--it's one of the few ways to cut through the noise and connect with customers on an emotional level. It's a way to tell your brand story, build relationships, and create an emotional connection with your customers.

Storytelling can help you differentiate yourself from your competitors and make your product or service more memorable. Whether it's through blog posts, videos, or social media campaigns, storytelling can be an invaluable tool for creating an emotional connection with customers and building a strong and loyal customer base.

If you can tell stories that resonate with people--and especially if they are memorable enough that they become part of their personal identity--you can establish yourself as an authority on your topic or industry.

Why is storytelling so powerful? It gives you an edge over other brands in terms of authenticity. When you see someone telling you something authentic about themselves (and not just putting up a facade), it makes you more likely to believe them when they talk about their product or service offerings too.

Stories help you stand out from your competitors.

When you're competing for customers, you have to stand out from the crowd. Storytelling is one way to do this. For example, if your brand targets millennials, then a story about how you started as a small business and grew into something big will resonate with them--especially if you tell it through visuals like photos or videos that show off your brand's history and personality.

Stories build trust.

Stories also help build trust with customers because they give them an idea of who you are as an organization. Knowing who you are and what you represent makes it easier for people to decide whether they want to work with or buy from your company in the future.

By sharing stories, customers get to know the people behind the company and begin to trust in your services. It also helps build customer loyalty, as customers can identify with your story and become more inclined to work with you in the future.

Stories can be invaluable in helping create a strong bond between you and your customers and can help establish a relationship of trust and respect.

Stories connect with customers on an emotional level.

Stories help people connect with the brand, and in turn, they're more likely to buy from brands they feel connected to. Stories help people

connect with your brand at a deeper level, creating an emotional bond that is important in today's less personalized digital world. People feel more connected to a brand when they can relate to it and understand it, and stories help make that connection.

Through stories, people can relate to the values of your brand, its mission, and its products. People will be more likely to trust and be loyal to your brand, meaning they are more likely to buy from you. Stories are an effective way to build customer relationships that last, and the rewards are worth it.

Tips for Building Your Brand Through Storytelling

- Know Your Audience: Before you start crafting your brand story, understand who your target audience is and what they care about. This will help you create a story that resonates with them.

- Define Your Brand Values: Your brand story should align with your brand values. Think about what you stand for and what sets you apart from your competition. This will help you create a unique and relatable brand story.
- Be Authentic - Be authentic with yourself and others when sharing your story. Don't try too hard or force anything out of context just because it sounds good at first glance.
- Focus on Emotion: People are drawn to stories that evoke emotions. Whether it's humor, sadness, inspiration, or excitement, make sure

your brand story elicits a strong emotional response from your audience.

- Make it Relevant: Your brand story should be relevant to your target audience. This means incorporating elements that are important to them, such as their struggles, desires, and aspirations.
- Use Visuals: Visual storytelling is a powerful way to bring your brand story to life. Whether it's through video, images, or graphics, use visuals that are eye-catching and memorable.
- Keep it Simple: Your brand story should be easy to understand and remember. Avoid using



technical jargon or convoluted language. Keep it concise and to the point.

- **Be Consistent:** Consistency is key to building a brand through storytelling. Make sure your brand story is consistent across all your marketing materials, from your website to your social media posts.
- **Involve Your Team:** Your team is an important part of your brand story. Encourage them to share their own stories and experiences related to your brand. This can help humanize your brand and make it more relatable.
- **Measure Your Success:** Finally, track the success of your brand storytelling efforts. Analyze the metrics that matter, such as engagement rates, brand awareness, and conversions, to see what works and what doesn't.

Tap into the power of video.

One of the most powerful ways to tell your story is with video. Video content helps potential customers

connect emotionally with your brand, which leads them to trust you more and makes them more likely to buy from you.

Video content is an incredibly powerful tool for telling your story and engaging with potential customers. By creating video content, you give potential customers the opportunity to connect emotionally with your brand. This helps build trust and can be the difference between them making a purchase from you or going elsewhere.

You can also use video to showcase your products or services, which can help customers solve their problems, making them more likely to invest in you. It's a great way to draw people into your story, and you can use it to make a lasting impression that keeps them coming back. So, don't underestimate the power of video content--it's a phenomenal way to get your story across and connect with potential customers.

You don't have to be a professional videographer or filmmaker to create quality videos for social media platforms like

Instagram or Facebook. All it takes is some basic equipment (a camera), some creativity, and practice!

Stories are a powerful tool for connecting with customers on an emotional level, which is why they're such an effective way to build trust in your brand. It's about who you are as a company or what makes you unique.

This can show off the human side of your business, making it seem less like a faceless corporation and more like an actual person or group of people who care about their customers' well-being. It can help you connect emotionally with customers, create connections between people and your brand, and stand out from competitors.

The best part is that there are many types of stories to choose from--and each one has its own unique value. So, whether you want to tell tales about founding fathers or astronauts who went to Mars, maybe it's time for you to start telling stories!

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Nine Email Marketing Techniques to Gradually Strengthen Customer Loyalty

As consumers become more selective about the brands they stay loyal to, customer retention has become more important than ever before. This is why it's so important for businesses that use email marketing to focus on building loyalty among existing customers. Fortunately, there are various ways to use emails to deepen the relationship with customers and keep them coming back for more.

Before looking at how emails can be used to strengthen customer loyalty, it's important to understand how consumer needs have changed in recent years.

How Customer Loyalty Has Evolved

In the wake of the pandemic and continuing economic uncertainty, customer loyalty has taken a hit. With over half of Gen Z Americans now feeling less loyal to brands, businesses need to work even harder to build relationships with their customers.

With growing consumer expectations, businesses need to adjust their strategies to meet the new needs of their customers. This can involve introducing new products and services, improving existing ones, offering more competitive pricing, or simply being more responsive to the needs of customers. Now more than ever, it's important for businesses to prioritize customer service, offer exclusive deals and perks that customers actually value, and create a more personalized customer experience that other businesses aren't offering.

To stand out from the competition, brands also need to be more transparent, focus on social responsibility, and listen more to customers and their feedback. Consumers want to feel an emotional connection with the brands they interact with, and one of the best ways to achieve this and all of the above is through email marketing.

Email Marketing Techniques to Build Customer Loyalty

Whether you're a new business looking to grow a more loyal customer base or an established brand aiming to drive more repeat sales, the following nine email marketing techniques are a good place to start:

1. Reward Loyalty Gradually

Show your repeat customers how much you value them by rewarding their loyalty, but don't offer too many rewards at once - let the rewards build up slowly. For example:

- Send a surprise email offer when a customer places their tenth order.
- Send a discount code to a subscriber for their next purchase.

- Offer free shipping on all orders once a customer reaches a certain number of purchases.
- Celebrate milestone events such as birthdays and subscription anniversaries with personalized offers.

Setting up a loyalty program with exclusive deals and discounts will also help you build a stronger bond with customers. According to Bond research, 79 percent of consumers say a loyalty program makes them more likely to shop with a brand. Periodically remind customers of your loyalty program and include a link to sign up.

2. Sharpen Your Brand Voice

By crafting a distinct voice and consistently reinforcing it in all your emails, you can create a stronger emotional connection with your audience. To strengthen your brand voice, determine your company's mission and values, and then create a style guide that outlines the tone and language you should use to communicate. It should be relatable,

authentic, and capture the essence of your brand. Using consistent design elements like logos, color schemes, and imagery can further reinforce your brand identity.

3. Send a Variety of Automated Follow-Up Emails

Use automation to send timely emails to your subscribers based on their actions. From thank you messages and abandoned cart notifications to product recommendations and order confirmations, automation can ensure your business stays front and center in your customers' minds.

4. Develop a Consistent Email Schedule

A consistent email schedule helps to build trust with your subscribers and keeps your brand top of mind. Consistency gives your customers a sense of security and familiarity and also creates a sense of anticipation and excitement around your email content.

There's no ideal sending frequency for email marketing - it depends on your business, your audience, and the content you plan to send. Start

with a frequency that you can manage, analyze the performance of your emails over time, and adjust your schedule accordingly. Additionally, ask subscribers about their preferences and segment your list based on their responses.

5. Use Email Surveys to Improve the Customer Experience

Collecting feedback from customers is crucial for any business, but you need to listen carefully and act on it. For example, if you send out an email survey and 60 percent of respondents tell you that you need to improve your customer service, make it a priority to address their concerns. Once the improvement is complete, tell your subscribers about it.

Also, listen to feedback about your email content and make adjustments where necessary.

Ultimately, your emails should be built around your subscribers based on their needs and expectations.

6. Emphasize Your Values and Company Culture

In a recent consumer survey, 71 percent of

respondents said they preferred buying from brands that aligned with their values. This is why you should use your emails to highlight your company values and culture. Whether it's a charitable cause you support or your commitment to diversity and inclusion, let your subscribers know about it. Show the faces behind your brand, and let subscribers know that you're a business that cares about its people.

7. Create a Monthly Newsletter

While some people enjoy receiving emails weekly or even daily, others prefer a slower pace. By providing a monthly newsletter, people can learn more about your brand without feeling overwhelmed, which can encourage more signups to your email list.

For this reason alone, newsletters are a great idea. They don't need to be long or complicated, just informative and engaging, with clear links so your subscribers can access more information. Company news, special offers, blog post roundups, employee spotlights, and

product updates are all good examples of things to include.

8. Provide Invaluable Resources

If your emails consistently provide value to subscribers, they're more likely to stay subscribed and stick with your brand. In addition to keeping your audience up to date with the latest news and offers, offer resources that help subscribers make the most of your products and services. This could include free tools and tips, how-to guides, downloadable resources, helpful videos, and more.

9. Promote Your Other Marketing Channels

Email marketing gives you the opportunity to showcase your other marketing channels, such as your social media pages, blog, website, YouTube channel, or any other channels you might have. Including links to these other channels allows customers to engage with your brand outside of your email messages, giving them more opportunities to see the benefits of your products and services.

If you're struggling to retain customers or you're

just looking for new ways to keep your customers engaged, the techniques above are a good place to start.

Building customer loyalty is an ongoing process, so it's important to experiment with different strategies to determine what works best for your audience.

By using a combination of the above techniques, you can steadily build customer loyalty and ensure that your email marketing efforts support the growth of your business for years to come.

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9 Steps to Create an Engaging Explainer Video



There's no shortage of video-creating software for building engaging explainer videos. These software platforms allow you to create videos with text, audio, images, and animation in minutes. But to take advantage of them, you must know what steps to take. Are you well-versed in creating explainer videos? If not, let's look at a 9-step process for creating an explainer video.

There's no shortage of video-creating software for building engaging explainer videos. These software platforms allow you to create videos with text, audio, images, and animation in minutes. But to take advantage of them, you must know what steps to take. Are you well-versed in creating explainer videos? If not, let's look at a 9-step process for creating an explainer video.

Define your target audience

Before creating your first explainer video, determine who you want to reach with it. This will help you tailor the content and messaging to the appropriate audience. Begin by researching the age, gender, and location of your target audience to help you craft an appropriate message.

Then consider the interests and motivations of your audience. Are you targeting potential customers or existing ones? The more clearly you define your audience, the more closely you can target them in your video.

Determine the purpose of the video

What do you want to

achieve with the explainer video? Do you want to introduce a new product or service, explain a complex concept, or provide step-by-step instructions for a task? A clearly outlined goal will help you focus on creating an effective video.

Ask yourself questions like:

- What do I want viewers to take away from the video?
- How can the video be used to engage viewers?
- What is the core message I want to get across?
- What action do I want my viewers to take after watching the video?

Answering these questions will help you hone in on the purpose of the video, allowing you to create a more effective explainer video.

Develop a script

Write a script for the video that clearly and concisely explains the concept or idea. Keep the language simple, and avoid using industry jargon. First, identify the key message you want to communicate.

Once you establish the main idea, begin

organizing the points you want to make and the order in which you want to present them. Consider your target audience, as the language and tone of the script should be appropriate for your intended audience.

While crafting the script, use concise and simple language. Avoid using too much jargon to ensure the message is clear and understandable. Include visuals and graphics to give the video maximal impact.

Lastly, review and edit the script to ensure it is accurate and concise. By following these steps, you will have a well-crafted script for your explainer video.

Choose a style

Once you have a script, decide on the visual style of the explainer video. Do you want a 2D or 3D animation? Will the video feature characters or be more abstract? You can use different styles of explainer videos to create a unique look and feel. Making the right choice can help capture the essence of the product or service.

Consider an animation style, such as a 2D or 3D

animation or a live-action style. Both are powerful tools for conveying a message, so choose the one that best resonates with your product or service.



and easy to understand.

Record a voiceover

Record the voiceover for the video using the script as a guide. Voiceover is

an essential

element of a video.

Ensure the recording is professional and uses the provided script as a guide. Use a professional microphone and record in a quiet space to get the best sound quality.

When recording, read the script clearly and with good pacing and articulation. Aim for a natural, clear speaking voice and avoid using slang. After recording, listen back to ensure the voiceover is correct and make any necessary adjustments. Quality voiceover is an important part of any video, so do it right!

Create the animation

Creating the animation for your explainer video requires a comprehensive understanding of the storyboard and voiceover. You'll want to ensure the animation is timed

Plan the tone and aesthetic of the video. The style should complement the product or service and help illustrate its features and benefits in an engaging and memorable way. Think about the visuals and sound - what type of images and music will draw your audience's attention and make them want to learn more?

Your goal should be to create something that stands out and creates a lasting impact, helping draw attention to your product or service and make it memorable. With the right tone and aesthetic, your video can be a powerful tool for highlighting the unique features of your product or service.

Create a storyboard

Creating an explainer video requires a carefully planned and thought-out

storyboard that reveals the visual elements and sequences your explainer video will have. This will serve as a blueprint for the final video. A storyboard is a visual representation of the message you would like to communicate to your audience.

The process of creating a storyboard should begin with a brainstorming session. This will allow the key points of your message to be identified and organized into a logical sequence of events.

Then you can create a series of sketches, diagrams, or other visual elements that represent each point. Once the storyboard is complete, it will offer a foundation to build the rest of the explainer video. An effective explainer video will not only provide an engaging message but will also be visually appealing

perfectly with the audio so the visuals match the narration and dialogue. With the right creative vision, you can make a captivating explainer video that will engage your audience through a combination of story, audio, and animation.

Edit and polish

Edit the video to ensure it flows smoothly and effectively communicates the desired message. Add additional elements, such as music or sound effects, as needed. Ensure the video flows smoothly and is polished to the highest

standard.

Check for errors, adjust the timing of transitions and cuts, and add any additional elements, such as music and sound effects, that you want to add. Then apply any color creation to ensure the video looks as good as possible.

Publish and promote

Don't underestimate the importance of getting the word out about your video! Your video has no reach without promotion. Publish the explainer video on your website and social media platforms and promote it

through email marketing and other channels.

In conclusion, creating an engaging explainer video takes time and effort, but the rewards are worth it. By following the steps outlined in this blog post, you can create a high-quality video that resonates with your audience and provides a powerful visual representation of your message.

With the right combination of storytelling, visuals, and sound, you can create an explainer video that educates, informs, and entertains your viewers.

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Using Storytelling in Email Marketing: 10 Content Ideas to Deepen Engagement

To stand out in a crowded marketplace, any business that uses email marketing must find ways to connect with its audience on a deeper level. One of the best ways to strengthen this connection is through storytelling. Stories that describe your products and services, demonstrate your values, and humanize your brand are key to building trust and making your business more relatable and memorable.

What Exactly Is Storytelling in Marketing?

Storytelling is a technique marketers use to

communicate a message in an understandable, engaging way, using factual and sometimes fictional information in the form of a story. Whether it's using a case study to show how a customer benefited from a product or service, imagining a scene to explain how a product works, or weaving a story around a customer testimonial, storytelling is a powerful way to breathe life into any marketing message.

How Can Storytelling Improve Your Email Marketing Campaigns?

There are six key benefits

of using storytelling in email marketing:

- Increase engagement: stories capture attention, evoke emotions, and make people more likely to read and engage with your email.
- Clarify your message: stories help to provide valuable context, making your messages more memorable and easier to understand.
- Build brand identity: storytelling helps you create a strong brand identity and sets you apart from the competition.

STORYTELLING IS THE BEST MARKETING

- Highlight product or service value: storytelling can bring the features of your products and services to life.
- Strengthen customer loyalty: stories can help you connect with customers on a more personal level, which builds trust and leads to greater brand loyalty.
- Drive conversions: stories help to highlight your unique value proposition, which can lead to more conversions.

10 Storytelling Content Ideas for Emails

Here are 10 content ideas to help you bring storytelling into your email marketing and deepen engagement.

1. Showcase Your Company Values and Culture

Share stories that highlight your mission, demonstrate your company's values and illustrate the culture of your business. This will help your audience gain a better understanding of

your company and set you apart from competitors.

Focus on the stories that are most relevant to your target audience and the values you want to communicate. For example, a company selling eco-friendly products could tell stories about its dedication to sustainability and its efforts to reduce its environmental impact.

2. Use Data and Statistics

Data and statistics can provide context to support your message or help to form a narrative. Use data strategically in your emails to make your stories more engaging and persuasive. For example, you can use facts and figures to show how your product or service can help customers save time or money, or you can compare your service to your competitors to illustrate the value of your offering.

3. Share Behind-the-Scenes Stories

Give your audience a glimpse into the day-to-day life of your company

and allow them to see the human side of your business. For example, you could explain how your team works together to create products, describe how your company contributes to the community, or even share how you celebrate company successes.

4. Use Case Studies

Draw on real-life stories to show potential customers how your products or services can help solve a particular problem. By sharing case studies in emails, you can help people understand the value of your products and services, reframe challenges that customers face, and encourage them to take the next step.

5. Tell Your Brand's Origin Story

Company origin stories give people a glimpse into the journey your business took to get to where it is today. The first email in your welcome series is the perfect place to share your company's story. Introduce your company and its founders, explain why your company was

started, and reveal some of the challenges you faced along the way. Incorporating visuals, such as photos and videos, can help to make your story more compelling.

6. Interview Team Members

Team member interviews allow you to highlight the unique personalities and strengths of your employees. You can feature one person or a group of people and craft stories around their individual experiences or successes. Telling their stories can help to humanize your organization, giving readers a glimpse into your company's culture.

7. Celebrate Milestones

Company milestones offer the perfect opportunity to use storytelling in your emails. These are the moments that matter to your business, and sharing them in an authentic way with your customers is a great way to strengthen the connection between your brand and your audience. Whether it's a company anniversary or a new product launch, be sure to let your customers know.

8. Highlight Customer Success Stories

These are similar to case studies, but they're less detailed and much more informal. Briefly outline the problem your customer faced and the solution you provided. The focus is on how your customers are using your product or service and how it has improved their lives. You can even transform complaints into success stories by showing how you turned around a negative experience.

9. Build on Customer Testimonials

Like the previous example, customer testimonials offer an authentic look into what your customers are experiencing. Use customer quotes to validate your product or service and add a few lines of copy to emphasize key points. If there are specific product or service features that you want to highlight, select the best testimonials that fit your message.

10. Tell Product or Service Stories

How you have developed and improved your products and services

over time is an important part of your brand story. Product or service stories are an opportunity to highlight the evolution of your business and the positive impact it has had on your customers.

Don't be afraid to be transparent about your own failures and lessons learned; this will humanize your brand and build trust with your audience.

Create Engaging Stories and Boost Your Email Marketing Results

Using storytelling in email marketing can help to validate your products and services, build trust with your audience, and humanize your brand. Your messages will have a greater impact on readers, helping to increase engagement, boost conversions, and strengthen customer loyalty.

Hopefully, these content ideas inspire you to add storytelling to your own email marketing campaigns. With a little bit of creativity, you can build a strong narrative around your brand that engages more readers and ultimately improves your email marketing results.



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 when we the year began on 1st January.

- March 2, 1933 - King Kong (film) opened at New York's Radio City Music Hall.
- March 6, 1950 - Silly Putty was introduced as a toy by Peter Hodgson. It was invented in 1943 by James Wright in an effort to make synthetic rubber.
- March 12, 2008 - Hulu opened online.
- March 18, 1852 - Henry Wells and William G. Fargo founded Wells, Fargo and Company.
- March 21, 2006 - Twitter was founded.
- March 30, 1939 - Detective Comics #27 was released, introducing Batman.
- March 31, 1889 - The Eiffel Tower, 986 feet tall, in Paris, France, was inaugurated.

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4 Major Components to Digital Marketing



Search Engine Optimization (SEO)

Did you know? 75% of people don't look past the first page of search results. This is why optimizing all of your online content to rank at the top of the search results is essential.

Here's how to start optimizing your SEO:

- Create quality content that aligns with reader intent
- Practice good code hygiene and focus on increased page speed
- Improve your site's navigation for a better user experience
- Earn backlinks from sites that have a high domain authority

Social Media Marketing

2.3 billion people worldwide use social media. You should determine the best platform to invest in based on your target audience. Many social platforms also allow you to run paid ads to target and reach your ideal customers.

Here's what to keep in mind about social media marketing:

- Develop a paid and organic social media strategy
- Embrace changes; the social media landscape is constantly changing
- Choose to engage on platforms that best match your target demographic

Mobile Marketing

Branded text messages have a 98% open rate. People are glued to their phones these days, and it's essential to have a mobile marketing strategy that reaches your audience where they're at.

Here's what to know before you jump into SMS marketing:

- Stay on top of texting laws. You must show consent to text every person
- Add value through your texts to maintain a high open rate. Consider using text promotions to maximize engagement.
- Pro tip: Consider using AI to write your texts for you.

Email Marketing

Statistics show email marketing generates \$42.00 for every \$1.00 spent. Even though emails have declining open rates, they're still an open part of a solid digital marketing strategy.

Here's what to remember about email marketing:

- High-performing emails can be reused on other channels
- Personalization is key to increasing engagement
- You can send emails regularly — 35% of marketers send their customers emails 3-5 times per week



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