

M LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

November 2021

Strategies to Create a High-Sale Holiday Season

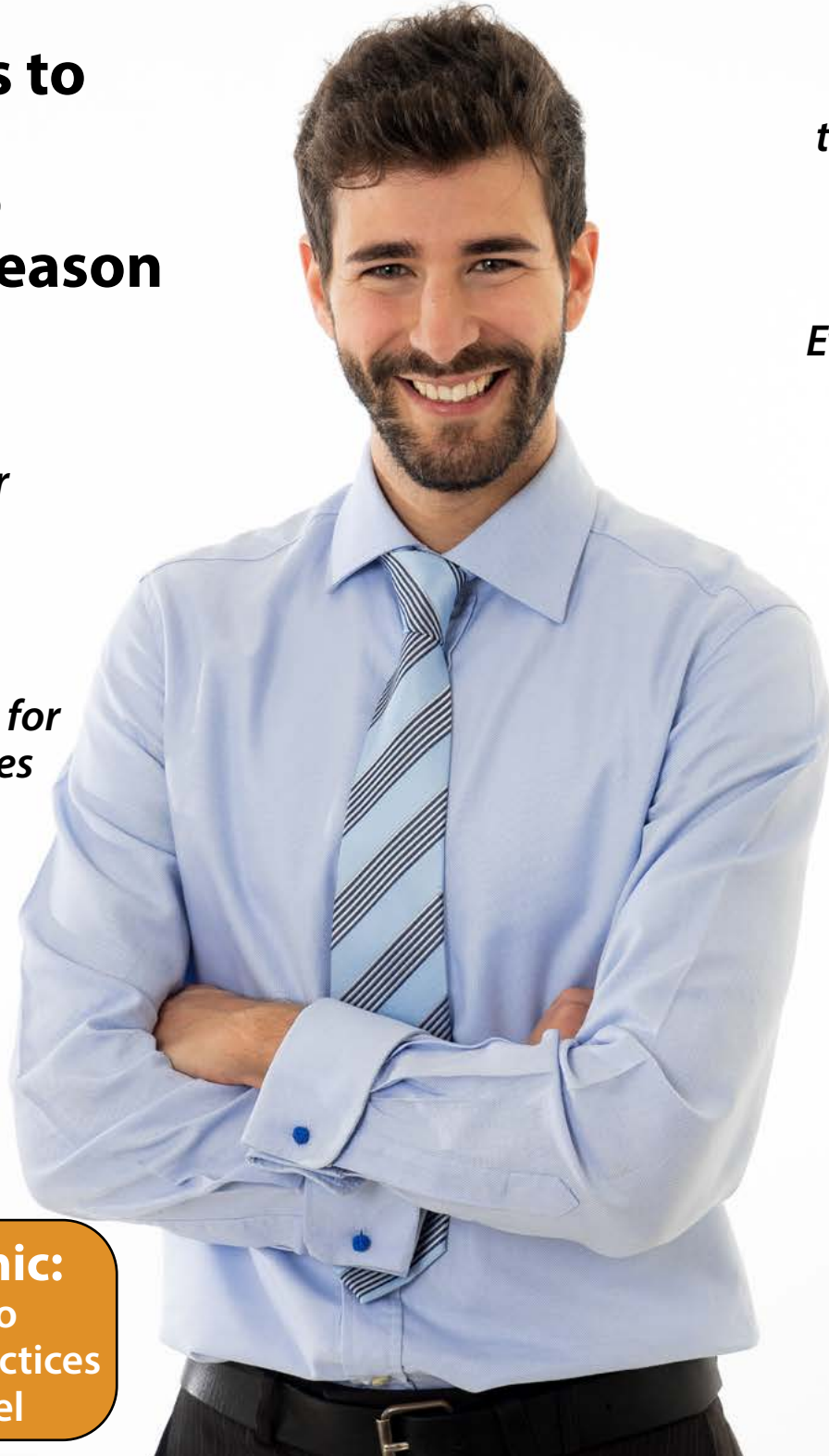
*Why Customer
Reviews Are
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*10 Twitter
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*5 Types of Content
to Post on Facebook*

*13 Customer
Retention Emails
Every Small Business
Should Utilize*

*Practical Tips to
Help You Stop
Micromanaging
Your Employees*



Infographic:
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LOCAL BUSINESS MARKETING

2021 continues to be a challenging year, with fires, floods, virus variants, labor challenges and supply chain issues. It is more important than ever to ensure you are maximizing your marketing efforts to grow your business in a cost-effective manner.

Our goal is to provide you information that can help. In this month's issue, we've included several interesting articles and tips that you can apply immediately to help you grow your business.

In this month's issue, you'll find articles on Email, Social Media, Content Marketing, Marketing Strategies and more.

As in every issue, you'll find new versions of our popular Marketing Calendar and Infographic.

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

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

Be Well!

Darcy Guello
Principal
Guello Marketing

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A Little About Us

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



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

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

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

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- Outdoor Marketing
- Promotional Products
- Online Marketing
- Social Media Marketing
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- Email Marketing
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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.

November

Adopt A Senior Pet Month
Aviation History Month
Epilepsy Awareness Month
International COPD Month
Lung Cancer Awareness Month
Military Family Appreciation Month
National Adoption Month
National Alzheimer's Disease Month
National Diabetes Month
Pancreatic Cancer Awareness Month

November 11 - Veteran's Day
November 25 - Thanksgiving
November 26 - Black Friday
November 27 - Small Business Saturday

1st - World Vegan Day
1st - Brush Day
2nd - Cookie Monster Day

4th - International Stout Day
4th - Candy Day
5th - American Football Day
6th - Nachos Day
7th - Daylight Saving Time Ends
10th - Marine Corps Birthday
11th - Sundae Day
13th - World Kindness Day
14th - Pickle Day
14th - World Diabetes Day
15th - Clean Out Your Refrigerator Day
16th - Entrepreneur's Day
16th - Fast Food Day
17th - Take A Hike Day
18th - Mickey Mouse's Birthday
19th - International Men's Day
20th - Adoption Day
26th - Cake Day
28th - French Toast Day
30th - Computer Security Day

December

Impaired Driving Prevention Month
Write A Business Plan Month
Tie Month
Universal Human Rights Month
Worldwide Food Service Safety Month

November 28th - December 6th - Hanukkah
December 25th - Christmas
December 26th - January 1st - Kwanzaa

1st - World AIDS Day
2nd - Mutt Day
3rd - International Day of Persons With Disabilities
4th - Cookie Day
5th - International Volunteer Day
6th - Walt Disney Day
9th - Pastry Day
10th - Salesperson Day
10th - Human Rights Day
11th - App Day

12th - Universal Health Coverage Day
12th - Gingerbread House Day
14th - Free Shipping Day
15th - Cupcake Day
16th - Chocolate Covered Anything Day
17th - Maple Syrup Day
17th - Ugly Christmas Sweater Day
18th - Answer The Phone Like Buddy
The Elf Day
19th - Free Shipping Day
21st - Crossword Puzzle Day
21st - Humbug Day
21st - Winter Solstice
22nd - National Re-gifting Day
26th - Whiner's Day
26th - Day of Goodwill
27th - Fruitcake Day
28th - Chocolate Candy Day
31st - New Year's Eve



Why Customer Reviews Are Critical for Your Business

The simple fact is that your business needs customer reviews to stay competitive.

Some executives would scoff at that statement; others would acknowledge its truthfulness but argue that customer reviews are not an urgent priority for their organization.

However, here are just a few of the key advantages that customer reviews offer:

- Enhanced brand image/reputation
- Increased customer conversion rate
- Deeper consumer trust in your company and product

Can you really afford not to pursue the above-mentioned benefits, especially in a highly saturated market?

With that question in mind, the following information will discuss why consumers place so much trust in reviews, how customer reviews can impact your business, and what you can do to gain a steady stream of positive reviews for your company.

The Trust Factor

Have you ever seen an advertisement for a certain product or service and thought to yourself: "Yeah, it's probably not as good as they say it is?" Then, a few days later one of your friends recommends that exact same product to you; in fact, he says that he uses it on a regular basis, and that it's exceeded all of his expectations. Would you start reconsidering your first opinion?

That same scenario plays out on a macro scale across countless consumer bases today. The truth is the majority of customers no longer trust organizations anymore. A company can spend countless dollars on advertising, with some

gains to show for it; however, most targeted consumers will approach the marketing message with more than a trace of skepticism.

On the other hand, customers do trust individuals, whether they are family members, friends, or even influencers on social media platforms. When such individuals make product recommendations, consumers are much more likely to listen.

A far-fetched claim? Not at all! In fact, there's a mountain of supporting evidence that you can examine. For instance:

- Forbes reports on a Nielsen study that found 92% of consumers believe recommendations from friends and family members over all other forms of advertising.
- Another survey found that 64% of marketing executives believe word of mouth marketing (WOMM) is the most effective form of marketing there is.
- An estimated 77% of all Millennials have recommended a product or service to

someone else in the past month.

- A Harvard Business School paper found that "online consumer reviews substitute for more traditional forms of reputation." The paper found, among other things, that chain restaurants tended to lose market share as Yelp penetration increased. The logical conclusion: modern customers put more faith in online reviews than they do in name brand reputation.

That last point is particularly telling, because online reviews are the Internet's version of word-of-mouth marketing. As such, these reviews can either be a powerful driver for business growth, or a missed opportunity.

The Business Impact of Customer Reviews

Imagine this scenario: you walk into a restaurant on a Saturday evening. You've never been to this restaurant before, but you are excited to sample their cuisine. As you enter, you notice that the signage is well-lit and inviting, the dining room(s) seem to be exceptionally clean, and

the staff appears friendly. However, there's one major problem that makes you feel uneasy: no other customer is eating at the restaurant.

Why do you feel uneasy? Because there is a glaring lack of social proof that this restaurant is a good choice for dining out. In other words, if no one else is here, there must be something wrong.

In a similar way, a lack of online reviews for your business can scare potential customers away as effectively as negative reviews. People care a lot about whether a business has online reviews to its name; one study found that 92% of customers will hesitate to buy from a company that has no customer reviews. Other research indicates that over half of US based online shoppers (53%) view customer reviews as one of the most important attributes of their online experience, behind only ease of search/navigation (61%).

What story do such statistics tell? They indicate that businesses need customer reviews in order to build trust with prospects at the very

onset of the relationship. Customers that are unsure about one company's credentials can quickly move on to a competitor; a competitor that has the social proof to affirm its legitimacy.

The bottom line is, without a steady stream of customer reviews coming your way, your company will get left behind, and may not be able to catch up.

What You Can Do

Clearly, customer reviews are critical for your business' long-term prospects. Now it's time to discuss some practical ways to get those positive reviews. Of course, all of the following tactics come down to one basic element: you have to ask your customers for reviews. You can do so:

- Face to face. If your business model lends itself to in-person interactions, then by all means make it a practice to ask satisfied customers to leave a review on your website of choice (or train your sales associates to do so). A face-to-face request is generally the most effective way to get a customer review,

especially if you or your employee established a rapport with the customer during the transactional process.

- Via email. If you can't request a review face to face (or if you forgot to do so), then a follow up email may do the trick. Simply thank the customer for his business, and then ask for him to leave a brief review on a specific website. For maximum convenience, you may want to embed the link in the email.
- Via text. In many cases, text may be the preferred option for requesting reviews. Users open text messages at a 99% rate, and many of your customers may be more willing to leave a review on their smartphone than on their PC. You would use a similar outline to the email request.

Bottom line? If you encourage happy customers to leave their reviews for your business, then you'll gain powerful social proof, enhance your reputation, and ultimately win over a greater share of new customers. What could be better than that?

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Strategies to Create a High-Sale Holiday Season



The holiday season begins when businesses run their first promotions targeting year-ending sales. With this information considered, it is important



customer profile also includes those who are already interested in the products and services you sell. By recognizing your primary audiences,

to have a holiday sales strategy well ahead of time. Even with the uncertainty that surrounds every market cycle, the main goal for businesses around the holiday season is to have the best sales as possible. As you prepare for this upcoming sales season, here are tips and strategies you can integrate with your team.

Outline Holiday Sales Goals

The holiday season requires early planning even well ahead of fall. It is important to fully understand what you want to accomplish by the time summer has wrapped up. By avoiding early planning, you risk investing your money into ventures or projects that may not turn out to be aligned with your original goals. Before the fall season rolls around, plan a meeting with

your sales and strategy team to outline goals ahead of time. When discussing these figures with the team, use the SMART framework, which consists of making your goal specific, measurable, attainable, relevant, and time-based. By including these factors in your goal-setting process, you can better prep your business for a strong holiday season.

Craft a Goal-Oriented Strategy

With your goals formalized, the next step is to create a strategy that your team can gravitate towards. Look at your budget and determine where to invest your financial resources in according to the parameters that make up your goal. Another factor you can use to help you allocate your budget is the exact profile of your main core customers. Your

you can map out a clearer strategy guide to drive your holiday sales campaign.

Look at Consumer Behavior

Your existing customers' behavior and trends can be significant in how you delegate your holiday campaign budget. A common mistake businesses make is trying to distribute their ad spend evenly throughout the season rather than syncing with holiday consumer behavior. You can then use the data you collect to adjust the level of spending throughout the holiday season. You can first start out with a small budget in October, and then make marginal increases until you reach the peak of December. More customers are making purchase decisions earlier in the season, so it is important



to know when to change your advertising spend to match the activity of the audience.

Stimulate Buyer Behavior with Incentives

Some businesses and online stores provide incentives for customers to expand their shopping cart. These include shopping for additional bundles or adding more quantity to a specific product they are buying. In addition, there are holiday bundles you can set up, which can allow customers to buy a series of products in a single package. By providing rewards and incentives, you can further expand your sales reach and

improve loyalty from existing customers during the holiday season.

Be Ready to Change Your Budget

Many successful companies do not stick with one budget and let it go for the rest of the season, but they are on standby ready to adjust at any time. If you foresee additional opportunities or sources of growth that other competitors aren't capitalizing on, then shift your budget towards them as well. In addition, you may need to expand your ad budget in case you see yourself falling behind on sales. The more flexible your budget is, the more prompt you

can be in responding to sudden challenges or new opportunities.

Your holiday sales strategy can be one of the most important factors in how your business closes out the year. It is important to prepare ahead of time and allocate the right amount of budget towards a well-targeted marketing campaign. In addition, understanding your customer behavior and getting your budget ready ahead of time can further help shape your strategy. As you work with your team in outlining your holiday sales campaign, consider integrating the aforementioned tips as well.

Incredible Websites

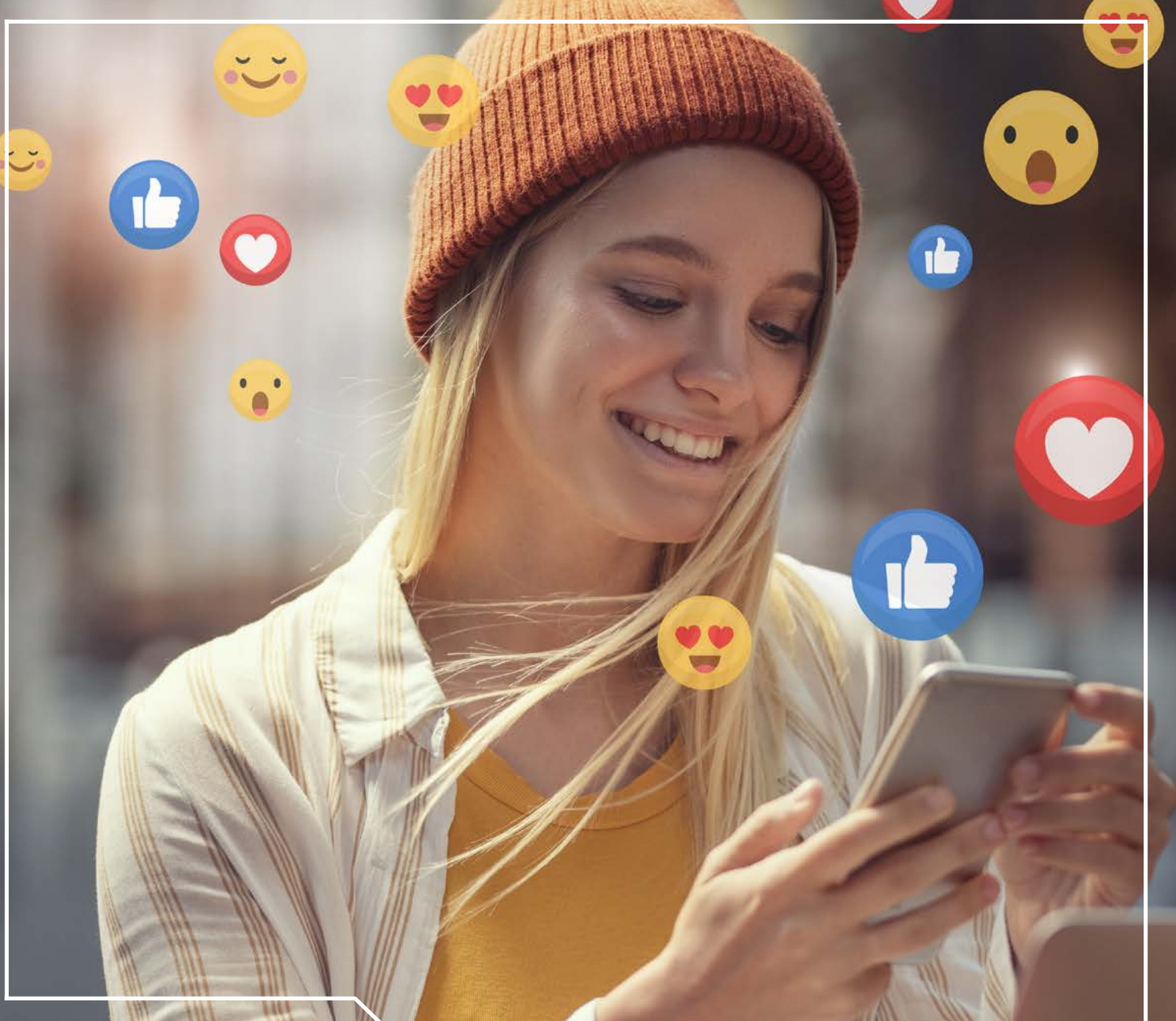
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5 Types of Content to Post on Facebook

Most brands realize the importance of having a solid social media presence but getting your digital marketing right isn't always as easy as it might initially appear. With that in mind, this article aims to focus on Facebook. We'll discuss the five best types of content to post to make your Facebook page grow.

1. Short video content

Video content can perform exceptionally well on Facebook. However, don't be tempted to post a link to your latest YouTube offering, especially if that video is lengthy. To take advantage of the strategy here, you want to publish your videos natively to Facebook itself.

Remember, users don't always have a lot of time, so short videos work best. Also, keep in mind that not everyone will have sound on and may be browsing on a mobile device. Therefore, if you optimize for mobile and include subtitles, you will find more success. Pro-tip, if you cannot create your own video content, consider sharing videos from others to your page that are relevant to your brand and strategy.

2. Facebook Live

Anyone who spends time online will realize how popular online streaming has become, from YouTube to Twitch. However, Facebook was also early to take advantage of online streaming when it launched Facebook Live. As mentioned, video

content performs well on this platform, but live video content performs even better.

Therefore, think about what your business can do to leverage Facebook Live to your advantage. Keep in mind that this strategy works best if you can use it regularly. So, you should aim to do Facebook Live once a week if you can. Some things that work best here include Q & A sessions, tips, and tutorials, and streaming live events. As ever, think outside the box, and you will find something that works.

3. Engaging images

Whether you can take advantage of the video approach or not, engaging images are the next best thing. Think about how you can use this approach to your advantage. For example, image content can be great to promote your latest blog post or an event that's coming up.

When it comes to images, be prepared to do some editing and optimize the sizing for Facebook. You don't want it to look like your image was designed for Instagram, Twitter, or Pinterest. Also, you can combine this strategy with

the point on Facebook Live, for example, to advertise the next session. There are various sources of royalty-free images, and you can make things even more personal by making your own if you choose to do so.

4. Competitions

Facebook is an excellent place to start your next competition. Depending on your aims, you can get a lot out of a contest. For example, you can use it to boost the number of likes on your page, traffic to your website, or to get one of your products talked about. If you want to take things a step further, you can even get your audience involved by submitting their images, for example.

Whatever your aim is, though, you want to ensure your next competition creates buzz around your brand. If your objective is to increase your page's reach beyond its current audience, you could consider requiring users to share your competition image to enter the competition. Also, you could use Facebook Ads to boost the reach of the competition. Remember the other



rules; you want to create engaging video or image content to promote your contest.

5. Questions and polls

Whenever you are creating social media content, it's crucial to keep your audience firmly in mind. If you are talking to yourself on social media, then you are probably failing to do that. Create the content your audience wants rather than the content you want to share. However, it's crucial to learn more about your audience before you can do that. Part of that

process starts with using Google Analytics and analytics from social media sites.

The other part happens within your content and how users respond to it. Remember to ask questions of your audience in your posts; this will encourage comments in response. Try this strategy if your Facebook content doesn't get much response. Second, try running user polls every once in a while; you will learn where the majority opinion lies. Of course, this may reinforce

what you already know, but you will also almost certainly learn something new.

Facebook is a versatile social media site that the majority of brands can be successful on. However, it can be more challenging than it initially appears, and it's crucial to post the right type of content. Therefore, this article has provided some pointers in the right direction. So, remember to post video content, use Facebook Live, engaging images, run competitions, polls, and ask your audience questions.

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13 Customer Retention Emails Every Small Business Should Utilize



Many small businesses focus too much on acquiring new customers, when they should be devoting more attention to retaining and nurturing existing ones. According to consulting company Invesp, the probability of selling to a new prospect is 5-20 percent, while the probability of selling to an existing customer is 60-70 percent (1).

When it comes to retention strategies, email is still the most efficient channel, generating around \$44 in revenue for every \$1 spent (2). To keep your existing customers loyal and engaged with your brand, here are 13 types of retention emails you should bring into play.

Onboarding Emails

Onboarding emails - or welcome emails - set the tone for your relationship with prospective customers. In short, they should welcome and thank new subscribers, briefly explain what your business does, and guide prospects to take the next step. To avoid overwhelming your audience, consider breaking up the welcome

email into two separate emails.

Cross-Selling Emails

Delivering post-purchase, cross-selling emails can be one of the most profitable email marketing strategies. Recommending products or services that complement recent purchases is a great way to boost sales. And even if the customer isn't yet ready to purchase, it keeps your business top of mind. Cross-selling emails can be triggered immediately after a purchase or after a specific period of time.



Subscription Preference Emails

Empower subscribers by letting them choose the type and frequency of email content they receive. Start by sending out a simple email form that

lets users choose multiple options in a checkbox format. For example:

- Product updates and company news.
- Discounts and special offers.
- Weekly tips and advice.
- Monthly newsletter.

Obviously, the options will vary depending on your type of business, but the goal is to increase the relevancy of content that lands in subscribers' inboxes. This builds trust with your brand and should ultimately improve engagement levels.

Birthday Emails

According to credit bureau Experian, birthday emails have a 179% higher unique click rate than regular promotional emails (3). Ultimately, they work because they're more

personal and therefore more memorable. Including an exclusive gift will also encourage users to stick with your business. For maximum impact, send the offer on the recipient's actual birthday. If they don't act within a few days, send a reminder.

Calendar Event Reminders

Use special occasions such as Valentine's Day and Mother's Day to remind customers that you're still around. Also, don't forget to take advantage of national holidays and observance days. Offer a discount or free shipping to celebrate each occasion.

Anniversary Emails

Anniversary emails are effective because they're usually unexpected. It might be one year since a user first subscribed to your list, or a month after a customer tried your product. Whatever the occasion, make an effort to reconnect with the customer. You don't have to promote anything; just reaching out with helpful content is enough to strengthen the bond with customers.

Surveys

Asking for feedback achieves three things:

- It shows customers you value their opinions.
- It helps you find ways to improve your goods and services.
- It keeps customers engaged with your brand.

Use email automation to send short email surveys a few days after a purchase or trial offer is completed. Consider including a friendly request for testimonials, which you can repurpose across marketing channels.

Thank You Emails

You can also trigger "thank you" emails whenever a customer takes a specific action, such as replying to your survey, downloading a guide, or making a purchase. Showing appreciation is a simple way to make customers feel good about interacting with your business. Use the opportunity to encourage further engagement. For example, point customers toward a new product page or blog post.

Cart Abandonment Reminders

According to research company the Baymard Institute, up to 75 percent of all online shopping carts are abandoned midway (4). This is why abandoned cart emails are one of the most popular retention strategies. Many businesses offer a small discount to encourage shoppers to finish the checkout process. Remember to

place at least one eye-catching link to the customer's shopping cart within the email. Inserting a large button with the text "Take me back to my cart" or "Get my 10% discount" can be highly effective.

Announcement Emails

If you have any news to share about your business, products, or services, you should seize the opportunity and get in touch with subscribers. Does one of your products have a new feature? Is your company expanding? Whatever business news you have to share, let your audience know.

Re-Engagement Emails

Some subscribers will become inactive after a certain time period. There are various reasons for this:

- They forgot about you.
- They found an alternative solution.
- They didn't fully understand your offer.
- They lost interest in your product or service.

In many cases, people just need a gentle nudge to continue with your services. Using your email

marketing platform, you can use behavior-based filtering to identify contacts that have been inactive for a certain time period - for example, if a contact hasn't clicked on your emails for three months. You can then set up an automated re-engagement email that gets triggered at the right time. For example:

- Send a "we miss you" email.
- Re-promote an exclusive offer.
- Ask subscribers if they need any help.
- Simply ask if subscribers are still interested.

The important thing is to reach out. If you still get no response from these subscribers, it might be time to remove them from your list.

Exclusive Offers

While most companies promote deals during key events in the calendar, you can obviously choose to offer something special to subscribers whenever it suits your business. Why not start building buzz around a specific day of the month? For example, on the fifteenth day of each month, offer a 15 percent

discount on a particular product.

Free Guides

Throughout the year, help customers get the most out of your products or services by offering free tips and advice. For example, deliver instructions on how to use the more advanced features of your software, or provide tips on how to take care of your product.

Acquiring new customers is important for any small business but looking after existing customers is key to long-term success. This is why customer retention emails should be an integral part of your broader email marketing strategy. The good news is that many of these techniques can be used with email automation, so you simply need to set them up once and let them do their magic.

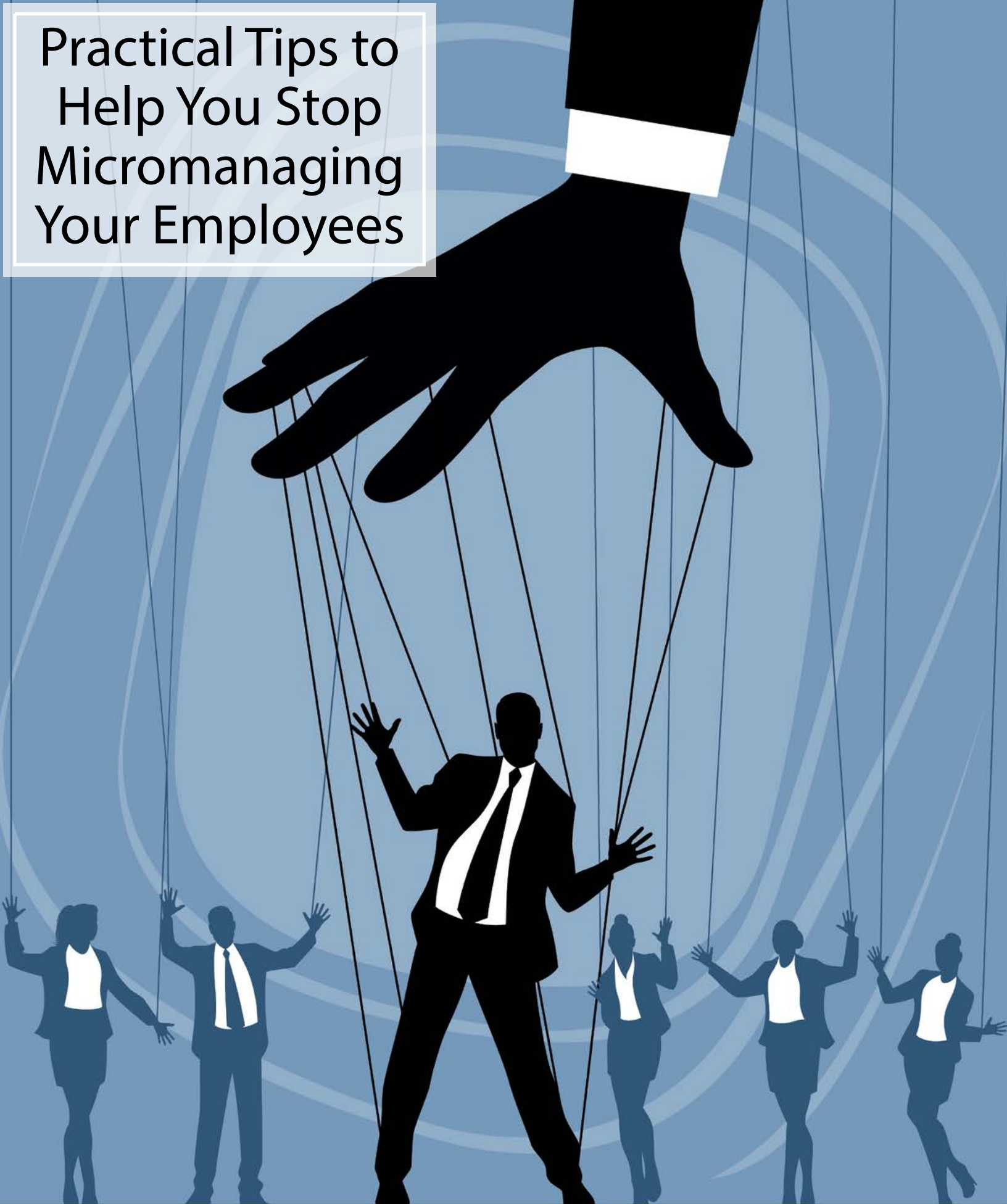
Ultimately, retention emails will keep existing customers engaged with your business and encourage them to stay loyal to your brand. Try experimenting with different messages and then track the results to see which ones work best for your unique business.

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Practical Tips to Help You Stop Micromanaging Your Employees



It can be incredibly challenging for owners of small businesses to ease up on the reins when their company expands. After all, business owners will have expended a great deal of time and money getting their company to the stage that it needs employees.

However, employees are more productive when the boss isn't looming over their shoulder. And, if you micromanage workers, you will stifle innovation. Plus, it will eventually become impossible for the owner to be hands-on with every aspect of a business.

But how can you stop micromanaging a business in which you have so much invested? How can you be sure that quality will be maintained and work will be completed on time? Here are ten tips to help you let go of your compulsion to micromanage employees.

Hire the Right People

The most obvious step towards eliminating the need for micromanagement is employing the right employees. And that might mean increasing salaries and improving

employee benefits to attract the best talent. And you might need to take more time when recruiting.

Subject to cost considerations, it is generally best to hire overqualified employees in a growing business. Then, you can have more confidence in new hires, and your employees can grow with the company. You could, of course, fill vacancies with inexperienced or underqualified people. But then, there will always be a need to micromanage your team.

Let Go of Your Perfectionism

It is crucial to remember that your way is not the only way and accept that mistakes happen. Instead, let employees try things their way and only get involved if outcomes are unacceptable.

Try managing by exception rather than micromanaging every aspect of the business. You might want to be hands-on with every delivery to key customers, for example. But you probably do not need to be involved with every single

delivery your business makes. You can also check random samples of employee's work rather than overseeing everything they do.

Focus on Outcomes

Instead of micromanaging an employee's day, try setting clear targets and assessing performance against those goals.

For example, the goal of a sales manager is to achieve a certain number of sales. How they achieve their targets is mainly irrelevant. So, how many cold calls they make in a day or meetings they set up doesn't matter. What matters is that the sales are coming in and targets are being achieved.

And suppose a production worker meets 75% of their target in the morning and eases off in the afternoon. In that case, the crucial thing is that targets are being met by the end of the day.

Set Clear and Reasonable Expectations

Of course, you cannot focus on outcomes if employees are unaware of what is expected. So,

you need to set clear and achievable targets for employees. And it would be best if you made clear your expectations regarding things like attendance, too.

So, define timescales for tasks rather than demanding that things be done a

certain way. And set targets for employees where outcomes can be quantified. It can also help to share with employees your long-term goals for the business.

Then you can encourage everyone to pull together to achieve those high-level business goals.

Document Policies and Procedures

There will be some tasks in any business that must be completed in a certain way. And there will be corporate policies that must be followed. The best way to ensure that policies and procedures are adhered to is with adequate documentation, such as job descriptions and company handbooks.

Documenting procedures

not only reduces the need for micromanagement but also has many other benefits too. For example, documenting workflows will make it less challenging to cope with employee absences. And establishing safe practices will help to reduce injuries in the workplace.



can do to help employees hit those targets and excel in their roles. People working as a team to achieve common goals work better than those working merely to satisfy a boss.

Define What You Need to Know

When you micromanage, you look at every detail of a task within a project. However, the only thing you probably need to be concerned about is the final outcome.

Treat Employees Like Partners

You may feel that you have more at stake than your employees. But employees have a vested interest in the success of your business, too. So, it will help reduce the need for micromanagement if you treat employees more like partners.

So, encourage employee input into the decision-making process, especially when decisions directly affect them. Consult with employees when setting targets. And ask what you

For example, suppose one thousand units of a product must be manufactured each week. In that case, weekly monitoring of output would likely provide all the information you need. But you don't need to know how many products are being produced each hour.

So, define the high-level information you need to manage your business. And make employees aware of which performance indicators (KPIs) you consider crucial. Then, leave it up

to employees to achieve those high-level objectives and report back to you only if there are any issues.

be transferred full-time to that person. And the employee needs only to report back to you when the job is complete or needs your input.

disconcerting at first. So, you will need to encourage autonomy, innovative thinking, and self-governance. And you must be sure that employees know that you will support them, even if mistakes are occasionally made or targets missed.



Create a Management Hierarchy

Once you have a reasonably large team working for you, it will become impossible to have every employee reporting directly to you. So, the next thing to do is to create a management hierarchy.

You will probably also have to hold yourself back when you feel you are about to tell an employee how to complete a task. But in the long run, extracting yourself from the minutiae of running operations will be good for you, best for your employees, and good for your business.

Practice Delegating

As mentioned in the introduction, many small business owners are reluctant to delegate tasks. But it will help you get used to the idea if you switch to a less hands-on management style in steps.

So, begin practicing delegation by handing down one or two tasks and see how things go. But remember to give clear guidance on what is expected and when a job must be completed.

Then, once someone has demonstrated competence, that task can

If you have a team of five production workers, for example, then it would be more efficient to appoint a production team supervisor. Then, you can set and monitor targets for the supervisor. And the supervisor manages their team to ensure those targets are met. You then become a manager of managers rather than a micromanager of employees.

Encourage Autonomy

Your existing employees might find your new hands-off management approach a little

As challenging as it may first appear, you can stop your micromanaging your employees. And doing so will bring out the best in your team and free up more of your time to steer the business to success.

So, the next time an employee comes to you to ask how something should be done, don't give them step-by-step instructions. Instead, tell them what you need, when you need it, and ask them how they propose to deliver the results.



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10 Twitter Marketing Tips for Small Businesses



Social media is a powerful marketing tool, and you don't need a budget the size of a small country to launch a social media marketing campaign. Indeed, the primary purpose of social media is to distribute user-generated content. So, a small business can leverage this powerful medium for no or little cost.

Twitter may not be able to boast the largest number of active users, but one-quarter of Twitter users visit the platform multiple times a day, and 60% of Twitter users are aged between 25 and 49 years old. So, if you want to catch people's eye in that age group, Twitter is the place to be.

Of all the social media platforms, Twitter is, arguably, the easiest to use, and, for a busy small business owner, time is money, so the simplicity of Twitter should be appealing. But you only have 280 characters per tweet, and the lifespan of one tweet is said to be only 18 minutes. So, how do you grab people's attention on Twitter when your options are so limited?

Well, if you want to use Twitter to market your small business, you must make every tweet count. So, here are ten tips to help you get the most out of every tweet.

1. Create a Recognizable Profile

A Twitter profile needs to be easy to find and instantly recognizable as belonging to your brand. So, use a Twitter handle that relates to your business name, is relatively short, and is easy to remember. If possible, use the same username across all the various social media platforms.

It is generally best for businesses to use their logo as their Twitter profile picture. You should brand the header image at the top of your Twitter page, too. You might want to get more creative with the header image. You could, for example, promote a special offer in that space. Even so, your logo and business name should appear in that space, too.

Complete all the available fields in the User bio section, including location, full business name, and the 160-character bio. Try to get relevant keywords

into the bio description but avoid keyword or hashtag stuffing in that space.

2. Set Goals and a Posting Schedule

Twitter might appear to be a throwaway medium. But a Twitter marketing campaign works best when it is planned and properly thought out. So, first, define what you want to achieve with Twitter, and then design and schedule your tweets for the next few months.

Of course, your use of Twitter will develop over time. You may change your mind about content, and you may change your approach when you see which tweets generate the most engagement. But it would be best to set out with a clear objective in mind, whether that goal is generating leads, brand awareness, creating sales, or a mixture of those objectives.

3. Listen as Well as Talk

Use Twitter as a tool for market research as well as a platform to broadcast messages to your target audience. For example, check what your competitors are doing on

Twitter before you launch your campaign, and listen to what your target audience is talking about and discover what issues concern them.

Understanding what is being said will help you pitch your messages with the right tone, and it will help you focus on what is most likely to attract attention. It will also be helpful to know what people are saying about your brand.

4. Take Your Time Composing Tweets

As mentioned in the introduction, it's easy to fire off a tweet. However, try not to allow the platform's simplicity to tempt you into posting ill-considered tweets in haste. Instead, take your time composing tweets to ensure that you get the right message across, and think about the brand personality you want to portray when writing tweets.

You will see lots of advice about the importance of tweeting often. However, quality always wins over quantity. So, avoid posting tweets for the sake of tweeting.

A tweet might contain a

company announcement, helpful information, or a sales message. Either way, every tweet should offer something of value to readers, even if the value is nothing more than putting a smile on someone's face.

5. Find the Peak Time for Posting Tweets

There are certain times when your target audience is most active on Twitter, and, as already mentioned, tweets have a limited lifespan. So, it would help if you found the optimum times for posting tweets.

It has been found that the best days of the week to post are Fridays, Saturdays, and Sundays, and afternoons and early evenings are generally the best times of the day. However, the best times to reach your target audience may differ from the general peak times. So, do some online research to find the most active times for your audience, and monitor the engagement with your tweets to get the timing right.

6. Use Hashtags Sparingly

Using relevant hashtags



can increase engagement by as much as twofold. However, overusing hashtags can reduce engagement. So, it is critical that you only use appropriate hashtags and use them sparingly. Surveys have suggested that the optimum number of hashtags per tweet is two.

You can find appropriate hashtags by searching on Twitter for topics related to your niche. Tools like Hashtagify and RiteTag will also help you find popular hashtags related to your keywords.

7. Add Images and Videos to Tweets

The effect of adding an image to a tweet is quite remarkable. This one simple Twitter marketing trick is likely to increase likes and retweets by as much as 90%. However, images need to be high-quality, relevant, and engaging.

Try to make the images you use as interesting as

possible. A product being used by a customer, for example, is way more interesting than a picture of a product against a plain white background. A photo of an employee working on something interesting will be more engaging than a posed headshot.

Videos increase engagement even more than images. So, consider creating some branded informative video content to go with your tweets. Video content can also be reused on other platforms and your website, so you get an excellent return on investment from marketing videos.

8. Ask for Feedback

Like all social media platforms, Twitter comes to life when you have a conversation. So, post tweets that are likely to generate comments, likes, and retweets, and encourage people to get involved in the conversation by asking them to comment on your tweets.

You can also increase engagement by posting things like polls, surveys, and quizzes, and competitions with prizes

also generally go down well. Remember, the purpose of social media marketing is not to sell, sell, sell. Social media is all about engaging with your audience, providing value, and creating a buzz. The sales will come as a by-product of the interaction with your target audience.

9. Don't Forget the CTAs

While you are busy entertaining and engaging, though, don't forget the objectives you set. The primary purpose of Twitter marketing will be to generate leads, sales, or traffic to your website. So, you will need to include calls to action (CTAs) in some or all your tweets.

The CTAs you use on Twitter will need to follow the same rules as CTAs on a website. Calls to action are best worded using commanding phrases like "visit our site," "subscribe now," or "shop now." Although space is limited on a tweet, it would be best also to try to make CTAs stand out. You could capitalize CTAs, for example, and place them where they can be easily seen.

10. Evaluate and Adjust

Finally, you will need to monitor and evaluate the results of each tweet to gauge what type of content works best. In this respect, Twitter marketing is no different from any other marketing strategy.

Track the engagement levels by monitoring comments, retweets, and likes. Observe the end results, too, such as click-throughs to your website, orders placed, or new subscribers to your newsletter. Then, adjust your strategy as appropriate to achieve the best results. But don't repeat what you have done before. Instead, use the concepts of what was successful in creating new engaging content.

So, even though tweets must be brief, there is a great deal of scope for marketing a small business on the platform. But you need to set out with well-defined objectives. And you need to monitor the results and adjust your strategy as appropriate. Most crucially, remember that Twitter is a place for discussions, not a hard sell. So, tweet content that offers value. And that value could be entertainment value, helpful information, or monetary value.



FUN FACTS

The name 'November' is believed to derive from 'novem' which is the Latin for the number 'nine'. In the ancient Roman calendar November was the ninth month after March.

November begins on the same day of the week as March every year and also February except in leap years.

November Milestones:

- Nov. 8th, 1972 - Home Box Office (HBO) was launched, in Wilkes-Barre, PA.
- Nov. 10th, 1983 - Bill Gates introduced Windows 1.0.
- Nov. 22nd, 1995 - Pixar's Toy Story was realised. It was the first feature-length film created completely using computer-generated animation.
- Nov. 25, 1920 - The Philadelphia Thanksgiving Day Parade is the oldest in the US, starting on this date.
- Nov. 27, 1924 - Macy's department store held its first Thanksgiving Day parade down a two-mile stretch of Broadway in New York City.
- Nov. 28, 1895 - America's first auto race started: 6 cars, 55 miles, the winner averaged 7 MPH
- Nov. 30, 1979 - Pink Floyd released "The Wall" double album.

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Platform	Optimal Length	Maximum Length	Paid Options	Best Performing	Live	How Often to Post
 YouTube	6-8 Minutes	12 Hours (w/ verified account)	Yes - Google Ads	Comedy, Music, Entertainment, Pop Culture, How-to	FREE	1x/week
 Vimeo	6-8 Minutes	Unlimited	Limited & mainly ad-free	Similar to YouTube	Paid Subscription	1x/week
 Facebook	15 sec - 3 min Live: 10 min Cover: 20-90 sec Profile: 7 sec	4 Hours	Yes - Facebook Ads Manager	Entertainment, Humor, Inspirational, Pop Culture	Yes	1x/day total posts, 70% video
 Instagram	Feed: 30 sec Live: at least 10 min	Feed: 1 min Stories: 15 sec IGTV: 60 min	Yes - Facebook Ads Manager	Entertainment, Humor, Inspirational, Pop Culture	Yes & can post to IGTV after complete	1-3x/day
 Twitter	20 to 45 seconds	2 minutes 20 sec	Yes - Twitter Ads	Trending Topics, News, Entertainment, Pop culture	Periscope	5-20x/day total
 LinkedIn	30 sec to 5 min Ads: 15 to 30 sec	10 Minutes	Yes - LinkedIn Ads	Professional, Educational	Select accounts	5 videos/week
 TikTok	15 or 60 seconds	15 or 60 seconds (longer if uploaded on 3rd party app)	Yes - TikTok Ads	Entertainment, Humor, Fun, Music	Yes	5 videos/week
 Pinterest	15 to 30 seconds	30 Minutes	Yes - Pinterest Ads	Weddings, Food, DIY, Home, Decor, Fashion, Makeup	No	3-30 seconds/day total
 Email	45 sec or under	N/A	N/A	Any content can work for email	N/A	N/A
 Website	30 to 60 sec	N/A	N/A	Any content can work for websites	Yes, embed from other platforms	N/A
 Stories	20 sec	Instagram: 15 sec Facebook: 20 sec	Yes - Facebook Ads Manager	Entertainment, Humor, Inspirational, Pop Culture	Yes	10-20/day total, mostly video

A man with glasses and a beard, wearing a dark blue shirt, and a woman with dark hair, wearing a red shirt and a white apron, are smiling at the camera. They are standing behind a wooden counter in what appears to be a bakery or cafe. On the counter, there are several pastries, including a croissant and muffins, and a tablet computer. In the background, there are shelves with various items like mugs, jars, and bags of flour.

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