

# M LOCAL BUSINESS MARKETING

*The Marketing Guide for Local Business Owners*

**October 2022**

*7 Benefits of Email  
Marketing for  
Small Businesses*

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*7 Effective Tips  
for Handling  
Demanding  
Customers*

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*5 Leadership  
Tips That Can  
Help Your  
Business Grow*



**11 Instagram  
Story Ideas That  
Will Increase  
Engagement**

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*How to Make  
Your Brand  
More Relatable*

**Infographic:  
2022 Holiday  
Planning Guide**

**FREE!**

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# LOCAL BUSINESS MARKETING

Greetings!

What's one of the scariest things about October? It means that the busy holiday season is upon us! You'll start seeing holiday decor and items in the major chains, and believe it or not, consumers are already planning and making purchases. As a local business owner, you need to start planning your holiday marketing strategy.

Take a few minutes to review this month's infographic to see how consumers plan and shop for the holidays. Shopping is projected to start very early this year so be prepared and plan ahead!

This month's articles and infographic cover many topics that we hope will be relevant to your business, including Instagram Engagement, Tips for Handling Customers, Leadership Advice, and more.

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.

Have a topic that you'd like to see us cover? We welcome any suggestions, comments or questions you might have.

To Your Success This Upcoming Holiday Season!

Darcy Guello  
Principal  
Guello Marketing

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## A Little About Us

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



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

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

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

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# Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

## October

Adopt A Dog Month  
Breast Cancer Awareness Month  
Bullying Prevention Month  
Fall Car Care Month  
Dental Hygiene Month  
Domestic Violence Awareness Month  
Emotional Wellness Month  
National Pasta Month

Oct 10th - Columbus Day (U.S.)  
Oct 31st - Halloween

1st - International Coffee Day  
1st - Homemade Cookies Day  
3rd - Child Health Day  
3rd - Techies Day  
4th - Cinnamon Roll Day  
4th - Golf Lovers Day  
4th - Taco Day  
4th - Vodka Day  
4th - World Animal Day  
5th - Do Something Nice Day

6th - Noodle Day  
9th - Beer & Pizza Day  
9th - Father-Daughter Day  
10th - World Mental Health Day  
10th - World Homeless Day  
12th - Savings Day  
12th - Stop Bullying Day  
12th - World Arthritis Day  
14th - Dessert Day  
15th - Global Handwashing Day  
16th - Boss's Day  
17th - Pasta Day  
18th - Chocolate Cupcake Day  
19th - Medical Assistants Day  
20th - Get to Know Your Customers Day  
21st - Back to the Future Day  
22nd - Make A Difference Day  
26th - Pumpkin Day  
28th - Chocolate Day  
30th - Candy Corn Day  
31st - Knock-Knock Jokes Day

## November

COPD Awareness Month  
American Diabetes Month  
Veterans & Military Families Month  
Adopt A Senior Pet Month  
National Adoption Awareness Month  
Native American Heritage Month  
Epilepsy Awareness Month  
Alzheimer's Disease Month  
Pancreatic Cancer Awareness Month

November 8 - Election Day  
November 11 - Veteran's Day  
November 24 - Thanksgiving  
November 25 - Black Friday  
November 26 - Small Business Saturday

1st - World Vegan Day  
1st - Author's Day  
1st - Cinnamon Day  
1st - Day of the Dead  
2nd - Stress Awareness Day

2nd - All Souls' Day  
3rd - International Stout Day  
4th - Candy Day  
5th - American Football Day  
6th - Nachos Day  
6th - Daylight Saving Time Ends  
10th - Marine Corps Birthday  
11th - Sundae Day  
13th - World Kindness Day  
14th - Pickle Day  
14th - World Diabetes Day  
15th - Recycling Day  
15th - Entrepreneur's Day  
16th - Fast Food Day  
17th - Hiking Day  
18th - Apple Cider Day  
18th - Mickey Mouse's Birthday  
19th - Women's Entrepreneurship Day  
19th - National Adoption Day  
26th - Cake Day  
28th - French Toast Day





Are you using Instagram Stories on your brand's social media accounts? If not, you're probably missing a great opportunity to engage with your customers. Instagram stories are one of the easiest and most popular ways to increase engagement, build a community, and hopefully sell some more products. Here are 11 ideas to help you make the most of the platform.

### **1. Give a behind-the-scenes peek**

Rather than posting the same old photos and videos, take a step back and show your audience the people behind the brand.



Here are some ways to use Instagram Stories to give an inside look at what's happening in your company and create a connection with your followers:

- Take them on a tour of your office.
- Show what goes into making your product.
- Let them see how much fun you have as a team.

## **2. Use Instagram Stories for customer service**

One way to increase engagement with your audience is by providing customer service via Instagram. If your customers have questions or need help navigating the purchasing process, you can answer them through Instagram's direct messaging feature.

If your business has a large following and regularly receives a lot of questions, consider hosting an Instagram Live Q&A session once a week or once a month. You could also create polls to find out what features customers are interested in and which products they'd like to see available next.

## **3. Mention your team members in Stories**

You might be afraid that no one will pay attention to your Instagram Stories, but this is not the case.

The more you show yourself as a person, and not just a brand, the more likely your audience will like and follow you.

Showing your team members is also an excellent way to increase engagement with your followers. By doing this, you give them a glimpse behind the scenes of what happens when they interact with your social media accounts or visit your website.

This is especially important if you have multiple team members because it shows that there are real people behind the brand and gives them more incentive to follow along.

## **4. Share user-generated content in your Stories**

Engage with your followers by sharing user-generated content. User-generated content (UGC) is any form of content created by users for an online brand or community. It's highly effective because it helps

build brand loyalty, trust, and engagement. It's also authentic and credible, plus it's easy to create and post; making the process cost effective for you!

## **5. Host a Q&A with your followers**

Hosting a Q&A session is a fantastic way to engage with your audience. It's easy to do -- just create an Instagram Story asking your followers to submit questions, and then record yourself answering them! Here are some suggestions on how to use the format:

- Get feedback. Ask for suggestions about future content -- what would your followers like to see more of? What topics do they feel need more coverage?
- Get ideas. Ask for advice about something that has been bothering you or that you need help with! Your followers will be happy to help.
- Promote new products/services: Use this opportunity to introduce a new product or service and answer any questions potential customers might have about it.
- Promote new content:

If you're going live with a longer piece of content (such as an eBook), ask your followers if they've had time to read it yet and what they think!



is by creating a storyboard for your video, which will help keep you focused on showing off the best parts of your product. Showing real-life uses of your

## 6. Share a sneak peek of upcoming product or event details

Showing a behind-the-scenes look at your products or services is an excellent way to get your audience excited about what's to come. For example, if you have a new product launching soon, you can give them a sneak peek of the design, packaging, or even the name. If you have an event coming up, share the speakers and some of their talking points.

If you want to keep your followers intrigued and engaged with your brand in between launches or events, don't give them all the information at once. Instead, offer up small bits of information on social media as they lead up to your big reveal. This will keep people interested and excited without giving away any secrets too early.

Here are some great ways to do this:

Share photos of upcoming products still in development or almost ready to launch. Hype up future events by sharing speaker bios and headshots with their topic descriptions on Instagram Stories. Let people know when tickets go on sale but save even more details for later updates!

## 7. Post an unboxing video or live demo product

Your product is probably easy to use and looks great on the screen of your computer. But how does it look in real life? And how do people use it? You can answer these questions by making an unboxing video or live demo.

Instagram stories are limited to 15 seconds, so you'll need to be quick. The best way to do this

product helps build trust with potential customers in a way that photographs alone can't match.

## 8. Share stories from customers and feature them on your feed

Instagram stories are the perfect way to share the awesome things that customers say and do with your products. You can boost credibility by showing off use cases. Also, encourage people to share their own stories by featuring them in your profile. This idea is a win-win for both you and your followers!

A "Customer of the Week" feature is a great way to highlight how real people use your products or services. It's also a prime opportunity for fans to be featured on your page, which can help encourage other followers to share their own experiences.

**9. Ask your followers their opinion on something new you're considering or something you're changing up.**

Ask the right questions. Whether you're considering a new product or service, making changes to your content, brand, or advertising strategy, or looking for feedback on how to improve your website; don't be afraid to ask your followers what they think.

Consider asking these questions: "What are you struggling with?"; "What type of information do you want to see more of?" and "What would you like me to share more of?" You may be surprised by the responses you get!

**10. Have a weekly poll to engage your audience and learn more about them.**

Have a weekly poll to engage your audience and learn more about them. Start a poll that asks something like "What is your favorite thing about the site?" or "How do you feel about the new look?" The answers you get will provide insight into how many people visit your

profile each day, which can give you an idea of what content types to push to increase traffic.

**11. Catch their eye by using filters**

Filters give Instagram an extra dimension of visual appeal when trying to catch people's eye and make them stop scrolling through their feed and read your story. Experiment with filters like vintage without borders (usually shown as #vntb), dreamy borderless (#dreamyborderless), film grain (#filmgrain), sepia (#sepia), or holiday lights (#holidaylights), as they tend not only to be visually appealing but also create an aesthetic atmosphere around the photo. Anything you can do to make your visuals stand out is helpful.

Using Instagram Stories to its full potential can be a great way to keep up with your follower engagement and get some new followers on board in the process. Just remember that none of what works today will work forever, so you must keep your content fresh and engaging.

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## 7 Benefits of Email Marketing for Small Businesses

Email marketing is an effective way of communicating directly with your customers and prospects in an easy-to-use, efficient format. It's an excellent way to build rapport with your customers and allows some flexibility in what information you send them so that you're not constantly bombarding them with the same message.

Here are 7 benefits of email marketing that will help you make the most of this powerful marketing strategy:



## **1. It's affordable**

Email marketing is one of the most cost-effective ways to market your business. You can set up an email campaign for free with most major email providers (including Gmail, Yahoo, and Microsoft), or use a third-party service like MailChimp or Constant Contact that offers a free plan for small businesses. If you want more advanced features, there are plenty of paid plans available as well.

## **2. It is easy to set up and use**

Email marketing makes it easy for anyone with basic computer skills to create customized content and send out emails to lists of contacts -- no design experience needed! Plus, there are plenty of free templates available, so even if you don't want to design your own emails from scratch, there are likely ones that will work well for your business.

## **3. Create personalized content**

You can target specific recipients based on their interests, demographics, or other factors that make them more likely to buy your product or service.

You can also create unique messages for individual recipients based on their previous purchases. For example, if they made a purchase recently, they might receive a coupon code or free shipping offer in addition to their regular emails from your company.

## **4. Generate leads**

Email marketing is an effective way to generate leads for your business because it allows you to build a list of potential customers who have voluntarily added their email addresses. You can then market to them over time through different types of emails, including newsletters and email blasts.

If you're using an autoresponder service, which automatically sends out scheduled emails based on subscriber preferences, you can also use this method to start building your list quickly by including a link at the end of every message that prompts people to sign up for more information or products.

## **5. Increase brand awareness**

If people don't know who you are, they can't trust

you or buy from you. Email marketing helps get the word out about who you are and what makes your business great by sending out newsletters or other important information that customers might not otherwise see on social media platforms like Facebook or Twitter.

You can also use email marketing as an opportunity to reach out directly to potential new clients who may not have heard about your company yet but would love to learn more about what makes it special. The more people see your name and logo, the more likely they are to remember it when they're ready to buy something.

## **6. Improve customer loyalty**

Email is one of the most effective ways for small businesses to stay in contact with their customers and build loyalty. It gives you an opportunity to engage directly with your audience, share interesting content, and offer discounts on future purchases. The more personal your emails feel, the more likely it is that people will open them

and interact with them. This helps establish trust between you and your customers, which leads to increased sales in the long run.

### **7. Track your performance and make changes based on the data**

Email providers offer all

sorts of metrics that can help you track how well your campaigns are doing. You can set goals for how many people should open, click or unsubscribe from your list, as well as what percentage of people should do each of those things. Use these metrics to evaluate how well each campaign is doing and make adjustments based

on that information.

Email marketing is a fantastic way for small businesses to interact with their target consumers on a personal level, and it's a tactic that is highly cost-effective. As long as it is used as intended, email marketing is sure to provide all the benefits listed above.

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# 7 Effective Tips for Handling Demanding Customers



If you've ever had a customer who was demanding and uncooperative, you know what a headache it can be. For example, the one who becomes irate when you can't fix a problem right away. How about the person who berates you for a lack of solution, even though you are working on their issue at the moment? Working with difficult or demanding customers is always challenging, but with a few simple tips and tricks under your belt, you'll find it easier to handle even the most demanding customers like a pro.

### **Don't get defensive.**

As much as you'd like to think that customers will always be polite, kind, and respectful, the fact is that this isn't always the case. Some customers can be demanding, aggressive and rude.

The key here is not to take it personally. People are angry and frustrated with a problem they need to solve--not with you personally! Don't get defensive or aggressive back, rude, or patronizing either. Rather than react negatively, remain calm and collected, so you can handle the situation

without escalating it.

Don't get angry. Your job is to handle customer complaints and questions with a cool head. Don't get riled up by what your customer is saying or doing. Always be polite and professional, even if they aren't doing the same themselves!

### **Ask questions.**

Ask questions that show you understand where they're coming from. One way to show empathy for a difficult situation is to ask questions like "What do you think would be a good solution?" or "How else might we resolve this issue?" By asking these kinds of questions instead of offering solutions or advice up front, you can better understand what needs fixing. This will help you find a better solution together.

### **Listen, then respond.**

Once you've asked questions, listen. It's simple in theory but sometimes challenging. If you focus too much on what you want to say next, or if you interrupt the customer before they finish speaking, you won't hear what they have to say or have a

complete picture of what they want.

Also, don't jump to conclusions about what they will say next before they tell you. If you do, you're likely to respond in a way that escalates the situation - and that rarely turns out well.


### **Pay attention to their body language.**

In non-verbal communication, body language communicates emotions and feelings. Pay attention to body language because it will tell you how customers feel about the services your business provided. In many cases, body language speaks louder than words.

Disapproval doesn't have to be glaring or obvious. Some people can show disapproval by simply turning their head away or crossing their arms and legs. Other signs of displeasure include:

- A frowning mouth shows disapproval or concern about something being said.
- Furrowed eyebrows show there may be a conflict between what you're saying and what they're thinking or





**A SATISFIED  
CUSTOMER  
IS THE BEST  
BUSINESS  
STRATEGY  
OF ALL**

for being upset--and this reason is probably valid (even if it seems like an overreaction).

One way to deal with this situation is by using language that shows empathy for the customer.

For example: "I understand how frustrated you must be," or "I feel the same way when I'm waiting on hold. By using this type of phrasing, you show customers that their feelings are valid and worthy of respect.

### **Give them something they don't expect.**

The next time you're faced with a difficult customer, give them more than they expect and surprise them with an innovative approach. This way, the customer won't feel like you're selling them something they don't need. Give them more than they ask for.

For example, if a customer asks for just 5 units of product A, give them 10 instead or upgrade their service to a higher level without charging more. You'll be amazed at how effective this is at changing people's minds. (and making sure they stay loyal customers).

### **Be empathetic, but don't forget your boundaries.**

You can be empathetic, but don't forget your boundaries. Empathy demonstrates you care about the customer's feelings and needs. Empathy does not mean sympathy or that you are responsible for making them happy. If a customer is demanding and rude, focus on remaining calm while communicating clearly and maintaining your boundaries.

Keep this in mind. You can't win them all and you can't please everyone. It's okay to lose a customer now and then. Do the best you can and maintain your composure, but also hold up to your end of the bargain. If you promise something, like a call later in the day, follow up on that promise, but don't beat yourself up if you can't make things work out.

Customers are the lifeblood of your business. They're the reason you're in business, and they allow you to grow and succeed. You'll eventually encounter demanding ones. See this as a challenge and an opportunity to grow but don't let them break your spirit!

feeling. They may also be confused by what you're saying or might not understand the point you're trying to make.

- If someone avoids eye contact then it's likely they're not comfortable around you or what you're doing. If someone does make eye contact but only briefly before looking away again, they want to leave the situation but don't want to appear rude by doing so.

Learn to recognize body language to get a better idea of what customers are trying to say.

### **Use language that shows you're on their side.**

When a customer is upset, it's easy to become defensive. You may feel like they're attacking you personally, or they don't understand the situation. The customer has a reason



Your brand is you. It's the foundation of your business, the face of your products and services, and the voice that tells people who you are. But how can you ensure your brand is relatable to a wide range of people? A survey found that 46% of consumers will pay more for a product or service when it comes to a brand they trust and can relate to. Let's look at some powerful ways to make your brand more relatable to your customers.

## **1. Showcase Your Personality**

The best brands have a personality all their own. They're unique, authentic, and engaging -- just like their creators. When customers feel like they know you, they'll be more inclined to do business with you. The most successful brands have a distinct personality that reflects their mission and vision. They know who they are, what they stand for, and why they do it.

How can you showcase your brand's personality? Step away from traditional marketing messages and tell stories instead. These can be short anecdotes about real people who use or love your product

or service that don't have anything to do with price or features. Here's another approach. Instead of talking about what makes your product unique, talk about how it makes people feel when they use it (e.g., "This is not just another fitness tracker -- it's a fitness tracker that helps me stay motivated"). People relate better to stories than facts and figures anyway!

## **2. Use Social Media Channels Appropriately**

Social media has become an important part of modern marketing strategies for many businesses, but it's not easy to use these channels effectively. It's important to know which types of social media posts will resonate most with your audience and what types of content they want from you. This will take consistent posting and monitoring the response you get to each one. You'll notice patterns with what people respond to. Once you do, start to produce more of it!

## **3. Be Helpful and Available**

Be helpful. If someone asks for information

about your products or services, give them all the information they need to decide based on facts and not just hype or fluff that may or may not be true. People like interacting with other people -- not faceless corporations or faceless brands. Be sure there are real people behind your brand, so that customers can relate to them on a personal level. For example, if someone has a question about your product or service and reach out via email or phone, they should find someone who can help them immediately. They shouldn't have to go through layers of automated customer service first.

## **4. Be Transparent and Human**

People love brands that they can relate to because they know what to expect from them. If you're honest about your mistakes and weaknesses, it shows you are human, which makes people more likely to trust you because they know you're not trying to deceive them or hide anything from them.

If something goes wrong, don't try to sweep it under the rug. Instead, be honest

about what happened and why. In most cases, people will respect that honesty more than if you tried to hide something from them. Don't be afraid to share the real you with your audience. It will help them connect with your brand on an emotional level and make them feel like they are part of the story.

## 5. Add a Little Humor

Humor is a great way for brands to connect with their audience because it allows people who may not have anything in common other than their love of the product or service to get closer through shared experiences and interests. The more humorous your content is, the more likely people will engage with it and share it on social media platforms such as Facebook and Twitter, so other people can enjoy it! Be careful though. Humor can be tricky, and you risk offending someone if you don't hit the mark. Avoid posting political humor too.

## 6. Be Authentic

Be authentic with everything you do -- even if it means sharing some

less-than-perfect moments in life (e.g., pictures from vacations gone wrong). People love

authenticity! Authenticity is about being transparent, open, and honest about who you are, what you do, and why you do it. It's about showing that side of your personality that makes you human, not just another business owner looking to make money from his passion project.

You can't fake authenticity. If you try to please everyone, you'll end up pleasing no one. And if you try too hard or try to be something other than who you are, people will see through it -- and they won't trust you.

## 7. Build a Sense of Community Around Your Brand

The best brands are ones that make you feel like you're part of a community, even if you've never met them before. One way to do this is



to showcase customer stories. When customers share their experiences with your products or services, they're helping tell the story of who you are as a business. You can showcase these stories in blog posts or videos on social media. Be sure to get their permission first! This will give people insight into what makes your business unique, which helps build trust between them and your company.

A brand can make or break a business, but it's not just about what you say. It's how you say it. The way you present your brand to the world reflects who you are, and it sets the tone for how people perceive your company. Don't underestimate the power of good branding: it's an essential part of any successful business, no matter how small or large. Make sure your brand is relatable!





## 5 Leadership Tips That Can Help Your Business Grow

Leadership is an essential skill for any business owner. Whether you're the CEO or a middle manager, there will come a time when you need to lead. You may be leading your team or perhaps even your customers.

The key to effective leadership is strong leadership skills. This means you can motivate others while inspiring them to perform at their best. Strong leaders can serve as role models, which helps motivate others and encourage them to improve their performance. They also possess excellent

communication skills, which allow them to effectively convey their vision.

Even if you aren't a natural-born leader, you can develop the skills you need to lead and help your business grow. Here are some leadership tips you can start implementing now to help your business grow faster.

### **Foster Innovation and Creativity**

Innovation and creativity are not just buzzwords. They're the foundation for success in any business.

Innovation is the process

of creating new ideas, products, or methods. It can also be defined as an idea that has been implemented in a practical form. Creativity involves using one's imagination to come up with unique ideas or images.

Entrepreneurs need both innovation and creativity to drive their businesses forward. Here are some ways to foster these two important qualities:

- Encourage a culture of innovation.
- Set up a creative environment where employees feel safe to share ideas and



suggestions.

- Encourage brainstorming sessions by providing a space where people can talk openly about their ideas without fear of judgment or ridicule from others.
- Provide training programs that teach employees how to think creatively and come up with innovative solutions to the company's problems.
- Reward those who have come up with great ideas that have led to improvements in productivity or helped reduce costs for the organization.

## **Listen to your team**

Listening is the most important skill a leader can have. It's a skill that will help you and your team succeed, as well as your business. Listening is a skill that can be learned and improved on. It may seem like something you're not good at, but with practice and persistence, anyone can get better at listening to others.

Being a good listener is one of the most important skills you can develop in your business. A good listener will help you

build better relationships with employees, clients, and customers. It also will help you retain more information and identify opportunities more effectively. With that in mind, here are six ways listening can help your business grow:

- You can connect with people better.
- You'll identify problems earlier in the process.
- You'll gain deeper insight into what your customers want.
- You'll build trust between you and your customers, making them more likely to buy from you again in the future.
- You'll identify problems before they happen, so you can jump on them before they become bigger.
- It will help you better serve those who already do business with you by learning what they expect from their interactions with your company and its employees.

Listening is a powerful tool in business. It can help you understand what's important to your customers, and it can help you grow your business by solving their problems.

It's not just about listening to what they say -- it's also about listening to how they say it. And that means paying attention to the spoken language and body language people use to describe their problems and how they want to solve them.

## **Maintain a work-life balance**

In today's world, it's easy to overlook the importance of setting boundaries in your life. Setting boundaries means creating a healthy environment for yourself and those around you, by taking care of yourself emotionally (and sometimes physically). It also involves knowing when to ask for help, so that others don't take advantage of you -- or vice versa.

It's hard to be an effective leader when you're exhausted, overwhelmed, and chronically sleep-deprived. Your employees will notice if they don't see evidence that their boss cares enough to prioritize rest over work. Plus, they may find it hard to make time for their own needs unless their leaders set an example by doing so themselves.

The following are some tips from leaders who have found ways to take care of themselves:

- Set a timer for 15 minutes every day and use that time for yourself. You can meditate, read, or do whatever is most relaxing for you.
- Set up blocks of time on your schedule for activities that will help rejuvenate your energy levels. Whether that means taking a walk around the block or having lunch with a friend, ensure these times are protected so they don't get eaten up by other tasks.
- Make sure you get enough sleep each night -- at least seven hours if possible.

### **Get comfortable with making mistakes**

You might think that if you make a mistake, you're doomed. But mistakes are a normal part of learning. If someone else made a mistake and learned from it, perhaps you can learn from their experience. Sometimes, by making your own mistakes, you learn things that other people have already figured out.

Sometimes the best way to get better at something is by screwing up. Why not embrace the potential for failure? Your mistakes may lead to great discoveries or teach valuable lessons -- just look at Thomas Edison's failed experiments with filament materials for his light bulb invention. He tried over 1,000 different filaments before finally finding one that worked (and then patented it).

### **Businesses aren't built in a day, but you can start seeing results quickly**

When you start a new business, you want to see results quickly. But it's important to remember that businesses aren't built in a day. You need patience, perseverance, and understanding of how long it takes for things to come together.

If you're feeling discouraged because your business isn't taking off as quickly as expected, don't panic. It could just be that there are some things within your control and some things outside of it -- and sometimes those two things don't mesh well.

For example, maybe your marketing plan works perfectly, but the

economy isn't cooperating with what you're trying to do (or vice versa). Maybe another company has taken a similar approach before yours did, or maybe there was simply bad timing on their part (or yours). Therefore, patience and perseverance are so vital when starting out -- because no matter how hard you try or how much research you do beforehand, sometimes luck plays into the equation too... and that's okay.

The point is this: if something goes wrong (i.e., if nothing happens), don't worry too much, because chances are good everything will work out eventually. Just remember that not everything works out exactly according to plan all at once -- it might take years before everything falls into place perfectly without fail each time around, but until then keep trying different approaches until one clicks!

Being a leader takes a lot of practice, but it's something you can learn and become better at over time. The most important thing is to be patient with yourself and enjoy the process.





# 2022 HOLIDAY PLANNING GUIDE



## When Shoppers Begin Holiday Shopping



July or Earlier



August



September



October



November / December

## Top Online Destinations for Holiday Shopping

**93%** Amazon **71%** Retailer Website

**66%** Walmart **64%** Google

**51%** Brand Website

## Factors Most Important When Purchasing

**57%** Deals/Discounts **47%** Free Shipping

**65%** Product Quality **39%** Product Availability

**85%** of consumers will include online shopping

**42%** of all holiday spending will be done via Smartphone







# LOCAL MARKETING

EFFECTIVE & ENGAGING



## **Award Winning Marketing Solutions**

A full service marketing & advertising agency, we work with small and medium sized businesses and non-profit organizations in the development of effective marketing strategies, utilizing all mediums, including website design and optimization, social media, digital marketing, video, print, custom apparel, promotional products and so much more.

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