

M LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

January 2020

Five Easy Ways to Make Your Customers Feel Special

**Why Your Small
Business Needs
a Unique Value
Proposition and How
to Create One**

**10 Topic
ideas
for Your
Business
Website
Blog**



Social Media: Five Types of Content to Post

**A Quick
Introduction
to Online
Reputation
Management**

**8 Useful
Tips for
E-commerce
Store Owners
in 2020**

**Infographic:
40 Business Blog
Topic Ideas**

FREE!

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LOCAL BUSINESS MARKETING

As we start each year, we develop our list of resolutions. Changes in behavior that we know can help us improve our life. While these can be important for our personal life, setting New Year's resolutions for your business is also important.

Let's make 2020 a successful one for your business! Use the opportunity of the new year starting to infuse some fresh ideas into your business.

It's also a good business practice to take an annual look at your business and marketing plans.

The marketing landscape continues to change at an incredibly fast pace. What worked best for your business just a few years ago may not be the best option now. Take the time to evaluate where you are putting your marketing dollars, and make shifts as necessary.

If you aren't already using analytics to track the effectiveness of your online programs, install them this month.

Set goals for your Social Media platforms. How many Facebook "Likes" do you want to have by the end of the year?

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.

Here's to a Fantastic 2020!

David Akers
President / CEO
LMS Solutions, Inc.

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A Little About Us

Local Business Marketing Magazine
is proudly provided by
LMS Solutions, Inc.



LMS Solutions was developed to give businesses of all sizes the ability to leverage the same cutting-edge marketing platforms that the Fortune 500 organizations use, at extremely affordable rates.

We offer an extensive catalog of cutting-edge Local Online, Mobile, Social, Pay-Per-Click, Video, Web and Direct Marketing Media Programs. Whether you're a small business, medium business, or non-profit organization, our programs can help you find greater success.

LMS Solutions has been recognized by the Philadelphia Business Journal as one of the area's Top Marketing Agencies for the last seven years straight!

LMS Solutions is a proud member of:

Did you know that we are a full-service ad agency? Did you also know that we specialize in helping small and medium sized businesses? We customize a program that meets the needs and budgets of each of our clients, and we offer Free Initial Consultations. Give us a call to learn how we've helped businesses like yours' grow revenue:

- Mobile Marketing
- Web Services
- Reputation Management
- Video Marketing
- Outdoor Marketing
- Online Marketing
- Social Media Marketing
- Direct Mail
- Email Marketing
- Graphic Design
- Promotional Products



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

(484) 893-4055

www.LMSsuccess.com



Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

January

Cervical Health Awareness Month
Eye Care Month
Family Fit Lifestyle Month
Financial Wellness Month
Get Organized Month
Glaucoma Awareness Month
March of Dimes Birth Defects Prevention Month
Staying Healthy Month
Thyroid Disease Awareness Month
Volunteer Blood Donor Month
Walk Your Pet Month

January 1 - New Year's Day
January 20 - Martin Luther King Jr. Day

1st - Polar Bear Plunge Day
2nd - Science Fiction Day
4th - Spaghetti Day
9th - Law Enforcement Appreciation Day
9th - National Take the Stairs Day

13th - Clean Off Your Desk Day
14th - Dress Up Your Pet Day
15th - Hat Day
17th - Ben Franklin's Birthday
17th - Popeye Day
18th - Winnie the Pooh Day
19th - Popcorn Day
21st - National Hugging Day
23rd - Pie Day
24th - Compliment Day
24th - Peanut Butter Day
26th - Spouse's Day
26th - Australia Day
27th - Chocolate Cake Day
27th - Thomas Crapper Day
28th - Blueberry Pancake Day
29th - National Puzzle Day
31st - Backward Day
31st - Have Fun at Work Day

February

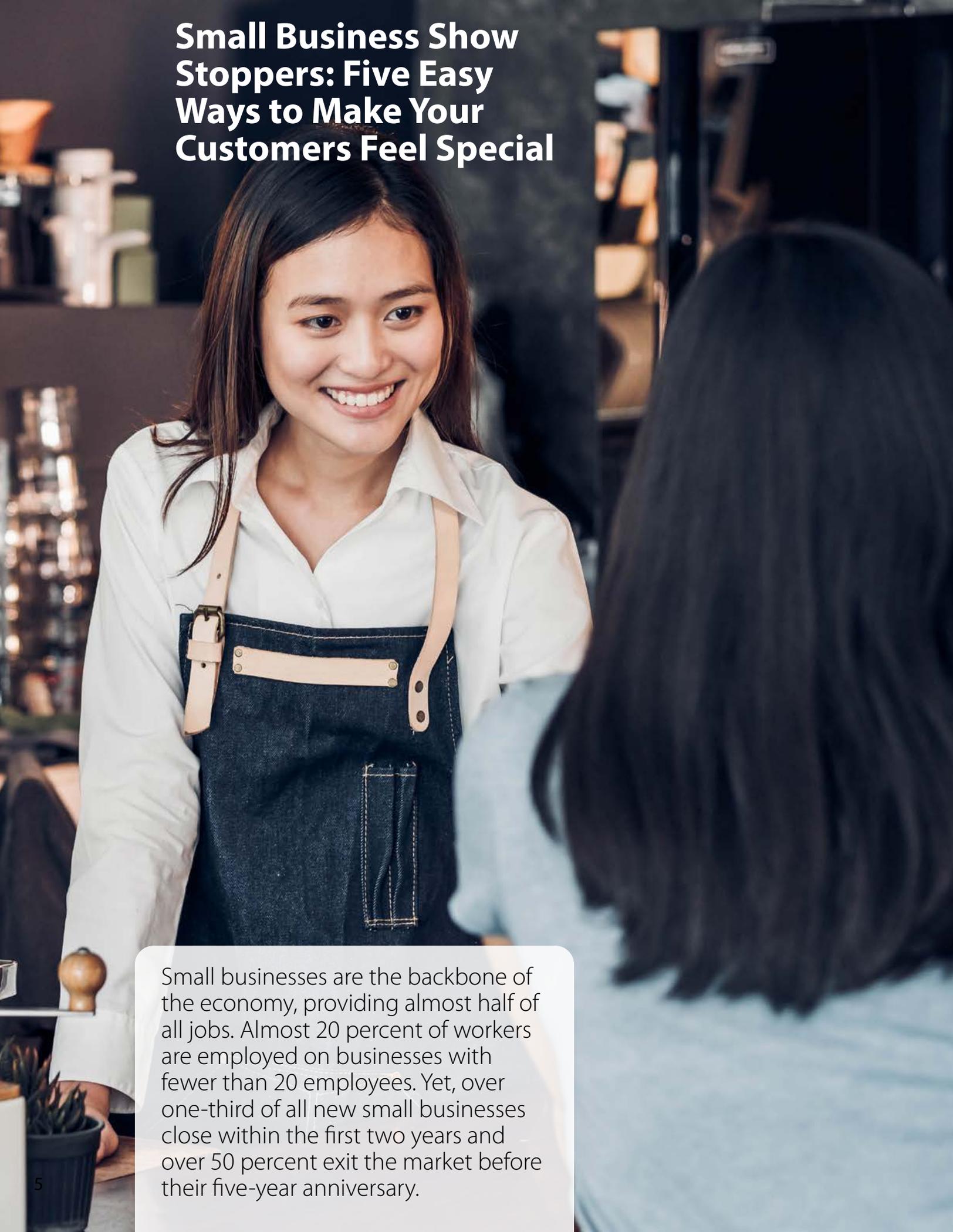
Black History Month
Heart Healthy Month
Responsible Pet Owner Month
Cancer Prevention Month
Children's Dental Health Month
Spay/Neuter Awareness Month

February 14th - Valentine's Day
February 17th - President's Day

1st - National Freedom Day
1st - Change Your Password Day
1st - Wear Red Day
1st - Working Naked Day
2nd - Super Bowl Sunday
2nd - Groundhog Day
4th - Facebook's Birthday
4th - World Cancer Day
7th - Wear Red Day

8th - Boy Scout Day
9th - Autism Sunday
9th - Academy Awards
11th - Inventor's Day
12th - Lincoln's Birthday
17th - Random Acts of Kindness Day
16th - Daytona 500
20th - Love Your Pet Day
20th - National Cherry Pie Day
22nd - Wildlife Day
22nd - Washington's Birthday
22nd - World Thinking Day
25th - Pancake Day
26th - Bacon Day
26th - Ash Wednesday
26th - Spay Day
26th - Pink Shirt Day
27th - Polar Bear Day
29th - Leap Year Day
29th - Superman's Birthday

Small Business Show Stoppers: Five Easy Ways to Make Your Customers Feel Special

A young woman with long dark hair, wearing a white button-down shirt and a dark denim apron with light-colored straps, is smiling warmly at the camera. She is standing in what appears to be a cafe or restaurant, with a blurred background showing shelves and other people. The lighting is soft and warm.

Small businesses are the backbone of the economy, providing almost half of all jobs. Almost 20 percent of workers are employed on businesses with fewer than 20 employees. Yet, over one-third of all new small businesses close within the first two years and over 50 percent exit the market before their five-year anniversary.

Small businesses are critical to the economic strength of the country, but many small businesses struggle to keep up with their big-box and online competitors.

Small businesses can't always offer lower prices, longer hours or more convenient delivery options, so they must stand out on customer service. In an increasingly impersonal and anonymous market, small businesses need to provide customer service that make their patrons feel special and valued. Customer service doesn't have to be expensive, though. These five easy customer services show-stoppers will keep your customers coming back again and again.

The first critical customer service piece of the puzzle is completely free but is unfortunately often overlooked. Every visitor to your business is a potential customer and must be greeted with your full attention. Position your desk, counter or lobby area in a highly visible location in your business and greet every person

that comes through the front door. There is not a single piece of paperwork or line in a spreadsheet that is more important than your potential customer. And absolutely no social media platform or television show is more valuable to your business than a new customer.

Train all your employees to greet every person that walks through the door, ask if he or she needs any assistance, and be available for questions or comments. Customers want to feel important, and nothing says "you matter to my business" more than receiving the full attention of an employee. Big-box stores rarely provide this level of personal interaction and online stores are devoid of personal customer service. This small, free act of greeting every customer will prove to be a showstopper for your business's success.

The next customer service shop-stopper will also make a customer feel valuable and welcome: Keep the public restroom clean. Big-box stores are notorious for dirty

bathrooms littered with paper towels and other garbage. Small business owners should be able to keep up with bathroom cleanliness and maintenance. Sweep the floor every day and clean the sinks and toilets twice a week at a minimum.

Don't buy the cheapest toilet paper and paper towels. Cheap products will make customers feel like the whole business is cheap. Spending a few extra dollars on quality products will make customers feel like they are important. And never use your public restroom as spillover storage. Don't make customers feel like they are using the storage room when they visit the restroom.

Show customers their value by keeping a clean store. For just the cost of a broom, mop and duster, you can tell your patrons that they matter to you. No one wants to walk through leaves and debris to get to a front door. Dusty shelves and dirty floors do not inspire confidence in the success and sustainability of any business! Train staff to

sweep every day before opening and dust at least twice a week. Blow leaves from sidewalks and entry ways, pick up trash in the parking lot and empty garbage cans inside every day. A clean business is a welcoming business and can be critical for a small business trying to compete with big-box and online stores.

No one likes to shop or eat in silence. A quiet store can be uncomfortable or awkward, especially in a small space. If you have a computer and an internet subscription, you can stream music

for free through Pandora or another service. If you have a larger store or restaurant, place Bluetooth speakers around the business to set a welcoming and friendly environment.

Lastly, you can help your business stand out with easy holiday and seasonal decorations. Outdoor lights, brightly colored potted plants and flowers and holiday wreaths will create an inviting façade for your business.

Seasonal and holiday decorations don't have to cost a lot; shop local

thrift stores for great deals on décor and artwork to help your business create a show-stopping environment.

Small businesses can compete in this big-box and online economy, but it takes effort to stand out. Creating a welcoming environment and providing excellent customer service will help your business rise above your more impersonal competitors. These five easy steps will make your business a showstopper in your industry!

Is Your Website Mobile Friendly?

Over 50% of all online searches are now performed on a mobile device.



With Google's Recent Algorithm change, having a mobile-friendly website is more important than ever!

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