

# MLOCAL BUSINESS MARKETING

*The Marketing Guide for Local Business Owners*

March 2020

## Utilizing Facebook and Instagram Stories

---

10 Ways to Improve Your Business Emails

---

*Ten Email Content Ideas to Reduce Unsubscribe Rates*

## 7 Ways to Promote Your Small Business

---

7 Simple Ways to Build Credibility in the Marketplace

---

7 Ways to Provide Excellent Online Customer Service

**Infographic:**  
SEO  
Pyramid

**FREE!**

**Proudly Provided by LMS Solutions Inc**

Greetings!

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

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

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

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

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

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

David Akers  
President / CEO  
LMS Solutions, Inc.

The content on the Local Business Marketing Magazine is made available on the terms and condition that the publisher, editors, contributors and related parties:

shall have no responsibility for any action or omission by any other contributor, consultant, editor or related party;

disclaim any and all liability and responsibility to any party for any loss, damage, or disruption caused by errors or omissions, whether such errors or omissions result from negligence, accident, or any other cause;

are not responsible in any way for the actions or results taken any person, organization or any party on basis of reading information, or contributions in this publication, website or related product.

## Inside This Month's Issue

- 4 Marketing Calendar
- 5 Utilizing Facebook and Instagram Stories
- 9 10 Ways to Improve Your Business Emails
- 12 7 Ways to Provide Excellent Online Customer Service
- 16 7 Ways to Promote Your Small Business
- 19 7 Simple Ways to Build Credibility in the Marketplace
- 22 Ten Email Content Ideas to Reduce Unsubscribe Rates
- 26 Fun Facts
- 27 Infographic - SEO Pyramid

# 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
- Corporate Apparel
- Online Marketing
- Social Media Marketing
- Direct Mail
- Email Marketing
- Graphic Design
- Promotional Products



Advertising  
Specialty  
Institute®



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](http://www.LMSsuccess.com)



# Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

## March

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

March 8 - Daylight Savings Begins  
March 17 - St. Patrick's Day  
March 19 - 1st Day of Spring

1st - Compliment Day  
2nd - Dr. Seuss Day  
3rd - Simplify Your Life Day  
4th - Hug a G.I. Day  
6th - Dentist's Day  
6th - Oreo Cookie Day  
6th - National Salesperson Day  
9th - Crabmeat Day

9th - National Napping Day  
10th - Pack Your Lunch Day  
12th - Pancake Day – IHOP  
12th - Popcorn Lover's Day  
12th - Alfred Hitchcock Day  
13th - Good Samaritan Day  
14th - Potato Chip Day  
19th - Awkward Moments Day  
19th - Client's Day  
20th - Day of Happiness  
21st - Common Courtesy Day  
21st - Poetry Day  
22nd - Goof Off Day  
23rd - Puppy Day  
26th - Purple Day  
26th - Spinach Day  
29th - Mom and Pop Business Owners Day  
30th - Take a Walk in the Park Day  
30th - Doctors Day  
31st - Crayon Day  
31st - Tater Day

## April

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

April 1st - April Fool's Day  
April 10th - Good Friday  
April 19th - Easter Sunday  
April 22nd - Administrative Professionals Day (US)  
April 9th - 16th - Passover  
April 22nd - Earth Day

1st - Walking Day  
2nd - Peanut Butter & Jelly Day  
2nd - Burrito Day  
5th - Caramel Day  
6th - Hostess Twinkie Day  
7th - No Housework Day

7th - Beer Day  
9th - Winston Churchill Day  
10th - ASPCA Day  
10th - Golfer's Day  
10th - National Siblings Day  
11th - National Pet Day  
12th - Grilled Cheese Sandwich Day  
13th - National Scrabble Day  
15th - Tax Day  
15th - Titanic Remembrance Day  
16th - Wear Your Pajamas to Work Day  
16th - Get to Know Your Customers Day  
19th - Pet Owners Day  
20th - Look Alike Day  
22nd - Jelly Bean Day  
23rd - Picnic Day  
23rd - Take Our Daughters and Sons to Work Day  
26th - Pretzel Day  
28th - Superhero Day  
30th - Adopt a Shelter Pet Day  
30th - Bugs Bunny Day



## Utilizing Facebook and Instagram Stories

Social media stories are the new “it” thing when it comes to social media marketing. According to Statista, there are 500 million daily active users that use Instagram stories in 2019. Some might ask themselves, “What are social media stories and why should I bother using them?” Believe it or not, these stories helped businesses increase their numbers and rates.

## What are stories?

Originally made famous by social media platform, Snapchat, stories are content that someone can put on their profile for only 24 hours. It's a fun and brief way to interact with your followers without having to commit that content into your profile. This feature has made its way to other social media platforms, such as Facebook and Instagram.

Each platform provides their own special features that users can utilize to make their stories fun and memorable. For example, Snapchat offers geofilters where users can swipe to put filters on their snapchats at a specific event or location. Businesses can utilize this to promote their event or increase awareness (over a certain radius and period) by customizing their own geofilter. As for Instagram, features such as polls, location stickers, livestreams, boomerang, Q&A stickers, and highlights are available for users to play around with. Facebook, Instagram's parent company, offers similar features as well.

As of 2018, Zuckerberg

announced a change in their Facebook and Instagram newsfeed algorithm where posts will not be shown in chronological order. Instead, this new algorithm will show more content from users' friends and families and less public content. This puts businesses and brands at a disadvantage. However, most have gotten their way around by using stories. By posting stories that last 24 hours, this creates a sense of urgency for your followers to look at your content (thanks, FOMO). Therefore, it helps maintain your content's exposure.

There are about 1.66 billion Facebook users that flood their timeline and stories daily, as stated by the company's Q4 2019 report. With that number, it can present businesses an opportunity to increase their brand awareness and engagement. Companies use the platform's "Swipe-up" feature to lead their audience to the desired webpage by just swiping their finger upwards. This can increase your website's traffic by providing them a clear call-to-action. Just be sure that your Instagram profile is switched to a

business account, or the swipe-up feature won't be available.

## Increase your engagement -

There's no doubt that Facebook and Instagram stories are a fun and dynamic way to interact with your audience. Stories can be a way to increase your business's engagement. Features such as polls, livestream, and Q&A stickers all provide an opportunity to increase those numbers. It can provide a more genuine way to connect with your followers as well.

A way that you can use these features at your advantage is by hosting a fun poll with the poll sticker. You can ask your followers any question with two answers for them to choose from. A smart way to utilize this feature is by recording the results for any future reference. Maybe the answer with the most results might be featured on a future post or it might provide you with ideas for your product or packaging.

Another feature that businesses can utilize is livestream. This feature allows users to hold

livestream sessions through their profile. In the feature, people can send in questions that the user can answer to and their followers can react in real-time using the preset emojis. Another neat tool is the view count, where both parties can see how many people are watching the livestream. Instagram and Facebook will notify a brand's followers about livestreams, so they know when to tune in. After the session, users have the option to save it to their story for 24 hours, just in case anyone missed out on it.

The livestream feature lets businesses take advantage of real-time marketing. Whether it's to advocate customer service, to provide behind the scenes look of the company, or to simply interact and increase your audience connection, this tool allows businesses to not just focus on the width of your audience reach, but also the depth.

**Take note** - When it comes to anything your business does, always make sure you're recording data. This includes anything social media. Luckily, Facebook and Instagram already

provide insights in the website and app. From this, businesses can see which posts had the most reach and engagement, as well as which time and day it's best to post. Furthermore, your marketing department can conclude which posts followers engage with more and use that data to improve your Facebook and Instagram.

### **Connect and share -**

Think of Facebook and Instagram stories as an opportunity to form a stronger connection to your audience or following. An instance where a brand or business uses stories to strengthen engagement is featuring people for takeovers. The brand essentially picks an employee or an influencer to take over their Facebook or Instagram for a certain time and post content. It's like a curtain is peeled back from to the outside world to peek at the company life or product. This also presents a chance for the followers of the featured person to discover your profile. All you have to do is mention them using the "@" followed by their profile name. The favor is returned when

that featured person mentions your profile on theirs, and when your followers go to their profile. Another feature that helps you connect with your followers is sharing another person's Instagram story to yours. You can only do so when they mention you on their stories. When they do, you will be notified, and Instagram will give you the option to add it to your story. Once it's added to yours, the user with the original content will get a notification that you shared their story. This gets your everyday followers a shoutout by featuring them on your profile.

**Have fun!** - Utilizing Facebook and Instagram stories doesn't have to be daunting. This gives your business and your marketing department a chance to be innovative and creative, as well as an opportunity to diversify content. You don't only widen your social media reach, but also create depth and deepen your connections within your following. As a result, your followers will truly care about your content. If you have fun with your content, your audience will see the authenticity.