

# M LOCAL BUSINESS MARKETING

*The Marketing Guide for Local Business Owners*

April 2018

## Facebook Marketing

Posting With  
Purpose

The Secret To  
Gaining Likes And  
Followers

Increasing  
Exposure

**Infographic:**  
*Today's Mobile  
Consumer*

**15** Fantastic  
Promotional Items  
for Your Small  
Business

Why Inbound  
Links Matter For  
Your Website



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# LOCAL BUSINESS MARKETING

Thank you for taking the time to read this month's magazine. We hope you find it full of interesting articles, and more importantly, that you'll be able to learn at least one thing that you can immediately apply to your business.

This month we have a strong focus on Facebook, with several articles discussing this popular social media platform. You'll also find informative articles on SEO and promotional products.

As in each issue, we have new versions of our popular Marketing Calendar and Infographic.

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 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.

Don Franklin  
CEO / Founder  
Summit Marketing

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## A Little About Us

With a combination of various experiences and expertise, our growing company provides valuable services such as Direct Response Marketing, Video Marketing, Local Online Marketing, SEO, Web Design, Web Hosting, Website Maintenance & Security, Social Media Marketing & Management, Reputation Marketing & Management, PPC and Conversion Optimization that will blow your competition away.

Our online marketing services can get your company caught up to the modern world and apply our skills and experiences in search engine marketing, social media marketing, article marketing, social bookmarking, blog marketing, forum marketing, video marketing, RSS, ping, press releases, building backlinks and more.

Summit Marketing has been a go-to WordPress Web Design & Digital Marketing Agency for 10+ years with over 1,000 satisfied customers from around the Country. We will continue working hard, innovating and producing amazing results for our customers. For us, success is defined not by our own balance sheet, but by the business opportunity generated on behalf of our clients each year.

Summit Marketing's team offers a wealth of experience and a pragmatic approach to marketing that emphasizes thorough execution.

### Our Expertise, Your Success

For us, success is defined not by our own balance sheet, but by the business opportunity generated on behalf of our clients each year.

We know firsthand the impact that well-executed marketing can have on your business.

Don Franklin started Summit Marketing with a simple yet lofty premise, one that came from his challenges and successes as an owner of a local business:

1. Make it easier to market your business
2. Use the power of technology and the Internet
3. Apply a systematic approach to generating qualified interest, following up on that interest and converting it into business opportunity

Don's system worked well—so well that he decided to share it with his fellow local business owners in Elk Grove and the Greater Sacramento Area to businesses across the entire U.S. The rest, as they say, is history.

We know first hand the impact of a well-executed website and a proven digital marketing strategy can have on your business.



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# Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

## April

National Autism Awareness Month  
National Humor Month  
International Guitar Month  
Keep America Beautiful Month  
Lawn and Garden Month  
National Poetry Month  
Stress Awareness Month  
Sexual Assault Awareness Month

April 1st - Easter Sunday  
April 1st - April Fool's Day  
April 7th - Passover Ends  
April 25th - Administrative Professionals Day (US)

2nd - Peanut Butter & Jelly Day  
4th - Walking Day  
5th - Caramel Day  
5th - Burrito Day  
6th - Sorry Charlie Day  
7th - No Housework Day  
7th - National Beer Day

9th - Winston Churchill Day  
10th - National Siblings Day  
11th - Barber Shop Quartet Day  
11th - National Pet Day  
12th - Grilled Cheese Sandwich Day  
13th - National Scrabble Day  
13th - Blame Someone Else Day  
15th - Tax Day  
15th - Titanic Remembrance Day  
16th - Wear Your Pajamas to Work Day  
19th - Get to Know Your Customers Day  
20th - Pineapple Upside Down Cake Day  
20th - Look Alike Day  
22nd - Earth Day  
22nd - Girl Scout Leaders Day  
22nd - Jelly Bean Day  
23rd - Picnic Day  
26th - Pretzel Day  
26th - Take Our Daughters and Sons to Work Day  
30th - Adopt a Shelter Pet Day  
30th - Bugs Bunny Day  
30th - Hairstylist Appreciation Day

## May

Mental Health Awareness Month  
Military Appreciation Month  
Foster Care Month  
National Pet Month  
National Barbecue Month  
National Blood Pressure Month  
National Hamburger Month

May 1 - May Day  
May 5 - Cinco de Mayo (US)  
May 13 - Mother's Day  
May 28 - Memorial Day (US)

1st - Mother Goose Day  
3rd - Two Different Colored Shoes Day  
4th - Star Wars Day  
4th - National Space Day  
5th - Hoagie Day  
6th - Nurses Day  
5th - Kentucky Derby

6th - Lemonade Day  
8th - Teacher Appreciation Day  
9th - Receptionist's Day  
11th - Military Spouse Appreciation Day  
12th - Fibromyalgia Awareness Day  
12th - Babysitter's Day  
12th - Stamp Out Hunger Food Drive Day  
12th - Miniature Golf Day  
13th - Apple Pie Day  
15th - Police Officers Memorial Day  
18th - Visit Your Relatives Day  
18th - Pizza Party Day  
18th - Bike to Work Day  
18th - NASCAR Day  
19th - Armed Forces Day  
24th - Scavenger Hunt Day  
25th - Missing Children's Day  
25th - Brown-Bag It Day  
25th - Wine Day  
25th - Heart Awareness Day  
28th - Hamburger Day





## Why Inbound Links Matter For Your Website

Any business that wants to succeed in the world of internet marketing needs to have inbound links. They need to be credible sites that are directly related to the products or services you offer on your website.

You may personally love gardening and have found several gardening websites that you follow. But, you would not ask them to link back to your business website which is focused and designed around selling vacuum cleaners. In this instance, the inbound link will carry very little relevancy and ranking power. Instead, you should look to get links from websites more relevant to vacuum cleaners such as Mom/Dad blogs, cleaning websites, etc.

### What Is An Inbound Link?

An inbound link is when a website is linked to another website. The purpose of

the inbound link is to send search engines as well as customers to your website. Inbound links can also be called a backlink, linkback, incoming link, inlink, or inward link. No matter which descriptive word you use, these links help drive traffic to your website and can really improve your public relations and SEO position.

There are different types of inbound links that you can use for your website that have varying value and/or weight. Here are some of the more common ones:

- **Contextual:** An incoming link that is valuable because it comes across as a natural comment that mentions you in the body of text and describes your product or service. This can come from the written text in a blog or a news article. It actually could be any kind of text.

- **Sidebar:** A link that is

shown on the sidebar of a page. Sometimes it is on every page of the website. Sidebars are readily found on blogs. These sidebars may contain descriptive text or graphics.

- **Footer:** This link is found at the very bottom of each page. These are most often used to promote the companies responsible for the website. These links do not rate as high by search engines as contextual or sidebar links.

- **Reciprocal:** As the word implies these are links that are exchanged between websites. These links are of little or no value if they are not relational. Sometimes a reciprocal link has value if they come from reliable sources and are relative to your product or service.

### Why Does A Website Need Inbound Links?

Inbound links assist in improving a website's Search Engine Optimization (SEO), which is what every website owner wants to have in order to climb to the top of the list of search engines such as Google, Yahoo, etc. Search engines use the inbound links as a measure of a website's purpose and clout. These links help customers find what you offer by clicking on a linked website or blog. You will also find that the more websites you are linked with, the higher your website will rate with the search engines.

Just like in most areas of life, the quality of the link is important. Go for a reputable, recognizable link that is directly related

to your website. The old saying "More is better" is true (mostly) in the case of inbound links. Of course, as stated above, the links need to be relevant.

How Do I Measure The Qualities Of An Inbound Link?

1. It must come from a trustworthy website that is directly related to your website.
2. It must include anchor text. This is highlighted text in a hypertext link. When clicked on, this opens the targeted web page. If it requires more work than this, people are not as likely to go to the trouble to check it out.

3. The anchor text must be descriptive. This is vital to the person receiving the link because search engines will have more specific information about the site.

So, look at your website and other websites related to your own website. Decide which websites would be a good match for your website. Then contact the owners of the desired sites and try to make the links. Also, make sure you've linked all of your social media pages to your website. Sit down and list the companies that you regularly work with and make contact. There is a good chance that they will be willing to help you.

## Is Your Website Mobile Friendly?

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



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## Facebook Marketing: Posting With Purpose

Marketing on Facebook requires posting even on a Business Page. Consistent posting of valuable content will encourage engagement and followers, both of which are necessary for conversion.

However, it is not a good idea to post just any material. Posts should follow a pattern, or schedule and they should all move toward the business's end goal.

It might be helpful to explore the different types of posts and their purpose.

### Text Posts

A text post, the most basic type of Facebook post, promotes engagement within Facebook itself. It is not used to direct people to the website or drive conversions, but only to engage.

One great way to do this is with a question. For instance, a sandwich shop near the coast may ask customers to post their favorite seafood sandwich. The idea is just to engage with the audience.

### Photo Post

As the name implies, this is similar to a text post but with photos. The picture doesn't necessarily have to be a photograph; it can be any image, infographic or illustration. Recent studies show that adding pictures to posts significantly increased engagement in the form of likes and comments. There are plenty of free stock photo sites available on the internet; just be sure to study up on the basics of image copyright laws before sharing photos and images

that aren't "yours." Note that there are also many flat lay tips available for shooting pictures to be shared on social media as well.

## Video Post

People now watch up to one hundred million hours of video on Facebook daily. Since video posts start to play automatically in a viewer's News Feed, they can be a great way to catch someone's eye. A short video can be very compelling, especially if a product has strong visual appeal. Longer informational video posts, such as sought-after recipes, are now emerging as highly shareable content that could rack up thousands of views. Just make sure the posts provide material that people find valuable.

## Live Video

Facebook Live is a great way to interact with followers since it is merely a live video broadcast on Facebook. It is the perfect platform on which to share announcements in real time or give followers a behind-the-scenes look at a company. People love live videos. But be prepared, as anything can happen on a live feed and it usually does. That is probably what makes

them so popular.

## Posts That Link Content

Linked content posts are again, exactly what they imply. These are posts which link to content outside of Facebook, such as a website or an article. It is easy to create these types of posts, but you should place them strategically. Creating a linked content post is as simple as copying and pasting a link into the status box. Facebook automatically adds the meta-description and photo, so all you must do is compel readers to click on the link. Of course, while most links will be to the business, it can also be beneficial to share articles and thoughts from leaders in the same industry.

## Pinned Posts

A pinned post is a regular post that is "pinned" at the top at the top of the Facebook Page to keep it from getting bumped down when new content gets posted. This space is excellent for sharing relevant news or raising awareness about something important. It is also the right place for that perfect piece of content that propels your business. A little blue thumbtack icon on the left of the post

shows that you pinned it. It is important to note that you can only pin one post at a time, but you can change them as often as desired.

It can sometimes be challenging to decide what and how to post. All the different options can be a bit confusing at first. One great exercise is to try Social Listening for a bit and see what resonates with the target audience. Gathering information from potential customers, visitors, fans, and even competitors can uncover valuable insights within the industry. It is also a great way to figure out how to differentiate a business from the competition. Look for answers to the question what, who and how. As those answers begin to emerge, it will be easier to post valuable content that people are seeking.

Promotion across multiple platforms is also crucial, which is why brand consistency is essential. People often post about Tweets that are blowing up or even a blog page that seems to be getting a lot of traffic. If people are responding to it in another digital space, then go ahead and put it on Facebook. Chances are, they will get a response there, too.



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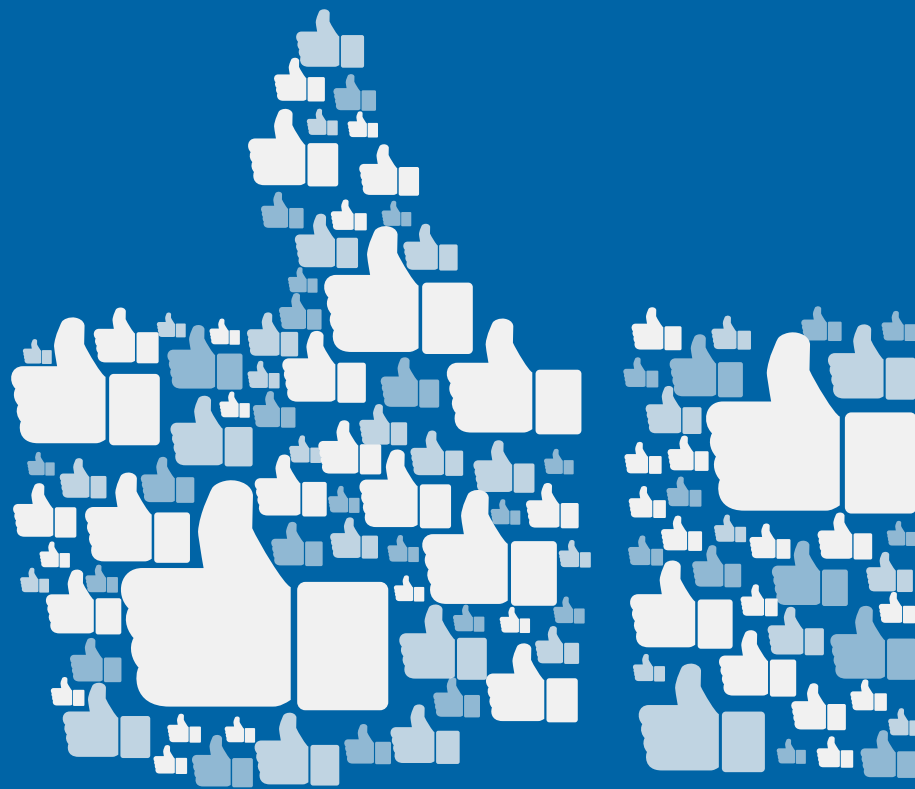
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## Facebook Marketing: Increasing Exposure

Research shows that over 95 percent of social media marketers agree that Facebook offers the best return on investment out of all social media platform campaigns. This means that there are many ways to fully utilize all that Facebook has to offer for marketing and converting customers. One of the best ways to do this is with Facebook Ads. Facebook's algorithm prioritizes content from users' friends and family, which means it chooses who sees the Facebook posts organically. Don't ever

assume that even most of the Business followers will see them organically because it just doesn't happen that way. So, the best way to reach the entire audience and target certain groups is with Facebook Ads.

Much like a commercial, a Facebook Ad is content that someone pays to share with a specific targeted audience. This is the best way to get the Business and brand in front of the right people and achieve conversion goals. Facebook has a huge

global audience and their Ads offer very detailed targeting options, which is great news for Facebook Marketers. Their advertising designs offer goal-oriented options both on and off the network, so it is important to know how to use them. This will briefly cover all that the Facebook Ad's platform has to offer.

### Facebook Ad Campaigns And Business Goals

Here is a quick rundown of the different types of Facebook Ad campaigns

and how they can be used to meet specific business goals.

**App Installs** - These encourage installation of a mobile or desktop application and they are great for encouraging daily interaction.

**Brand Awareness** - This is specifically designed to introduce a new brand to an audience and cultivate familiarity.

**Conversions** - These are set up to inspire people to take specific action such as buy something from a website or subscribe to a newsletter.

**Engagement** - This is primarily used to expand an audience. It is often used to increase the number of Page views in addition to boosting the number of Likes, Shares, comments or photo views. It is also great for promoting events.

**Lead Generation** - This is a great way to feed new prospects into the sales funnel.

**Reach** - This is specifically to increase exposure only. It is used to get Ads in front of as many eyeballs as possible.

**Product Catalog Sales** - This is used to connect Facebook

Ads to a product catalog. It specifically shows people ads for the products they are most likely to purchase.

**Store Visits** - This is used to drive consumers to brick and mortar stores.

**Traffic** - Obviously, this drives targeted traffic to a specific webpage.

**Video Views** - This helps increase brand awareness by showing a video to a large audience.

See, it's a lot of info. However, those are just the various Facebook Campaign objectives. Now for the Facebook Advertising formats:

### **Facebook Photo Ads**

Photo Ads don't have to be boring, they can be creative and garnish attention. Keep in mind that simple Photo Ads shouldn't be crowded with text screaming for attention. Facebook penalizes text-heavy images, so keep the text to less than 20 percent as a rule and it will be more widely distributed.

### **Facebook Video Ads**

There are headline and text limits and the video can only be 120 minutes

in length. Video Ads are a fantastic way to create massive engagement if they are done right. Scroll through Facebook for some Video Ads and see where all the shares and comments are, then take notes.

### **Facebook Slideshow Ads**

This is a video created from up to ten still images with a text limit of 90 characters. Slideshow Ads have a 40 percent higher click-through rate than Photo Ads and they offer an amazing 85 percent increase return on ad spend.

### **Facebook Carousel Ads**

These let brands show multiple images, up to ten photos or video plus text, and ultimately link to some action.

The total maximum length is up to two minutes combined and seems to be driving up to 10 times more traffic to advertisers' websites.

### **Facebook Collection Ads**

This is a mobile only ad format that showcases products specifically for traffic conversions. This is Facebook newsfeed on Mobile to show off products.



## Facebook Canvas Ads

This is a full-screen experience built to deliver fully-immersive and interactive ads. Users don't even have to click out of the ad to engage with the mobile content. This format incorporates up to twenty photos, text and video.

## Facebook Lead Ads

This is a lead generation format that offers a pre-populated form which makes it easy to connect with the audience individually. These allow advertisers to collect information from prospects instead of sending them to a

landing page.

## Facebook Pixel

A Facebook Pixel is a code that is placed on a website to track conversions from Facebook Ads. It is also great to help optimize future Ads based on collected data and remarketing to qualified leads. Facebook Pixels work by triggering cookies which track users as they interact with the website and the Facebook Ads. Even if Facebook Ads will not be an immediate part of the marketing campaign, it is a good idea to go ahead and place the Facebook Pixel now. It will begin tracking and collecting data as soon

as it is placed so that when the time is right, customized targeted audience data will be ready for the Facebook Ad Campaign.

Marketing with Facebook can definitely drive increased exposure to your business. Knowing which avenues to take, how to incorporate each of them, and how to execute them properly is what determines whether you are wasting your time or not.

Understanding the difference between each of the advertising methods will definitely give you an edge over your competition.

# RESPONSIVE WEB DESIGN

## IPAD APPS

768 X 1024 AND  
1024 X 768

## MOBILE SITE

320 X 480 AND  
480 X 320

WEBSITE  
1680 X 1050

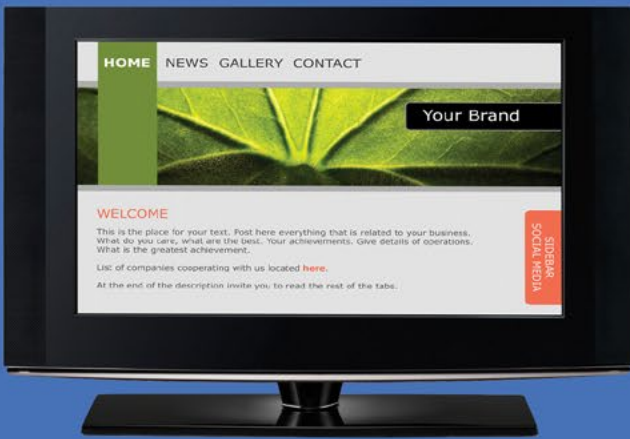


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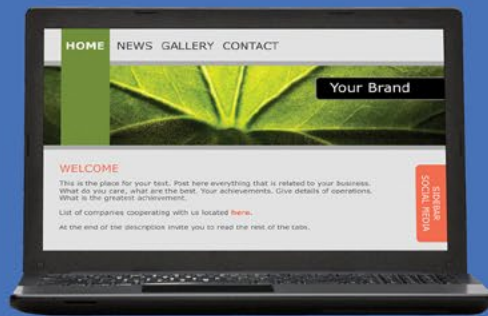


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## Facebook Marketing: The Secret To Gaining Likes And Followers

Okay, so the business strategy has been mapped out, the Facebook Business Page is up, and it is being populated with a collection of valuable content in a variety of post types. All finished, right? Not even close.

Now it is time to amp up those Likes and Shares with massive engagement. It's time to increase the page's visibility and gain more followers. It's time to incorporate multiple digital platforms for the benefit of the business. This is the fun part.

### Start With People Close By

As far as expanding the visibility of a Facebook Business Page, it is always best to start with people already interacting with the business. Ask them to Like and to Share. It doesn't hurt to ask them to engage for a while as well. Synergism is a powerful tool. When people see activity on a page, they are automatically drawn to it. Friends and family are not immune; include them too. Link the Facebook Business Page to the email signature and any branded communications, such as newsletters. Use the

business website and blog to further the organic reach by incorporating Like and Share buttons on them as well. It needs to be easy for people to find the Page and simple for them to Share or Follow with just one click.

Since Facebook is a social network, it is highly beneficial to create content that is highly shareable. If the content is valuable and entertaining, visitors will be happy to share it with their friends and further the reach of the business even more. Consumers want content that enhances their relationships with one

another, so that is what marketers and business owners should concentrate on.

## **Analyze The Competition**

It is always best to see what the competition is up to. See how many Likes they have and monitor them for a while. If they are doing something that isn't working, don't do it. On the other hand, if they are doing something that is working, then do something similar. Set a goal for the number of Likes and aim for it. Just don't forget what Facebook is all about and what the marketing strategy is. Additionally, don't forget to practice social listening. It is a very important part of the business strategy.

## **Build A Great Page**

This may seem obvious, but many people overlook key elements in this section. For instance, fully utilize the About section. It allows people to scan for important key elements relating to the business. It also helps build credibility with visitors who may want to get to know the business. All the information in the About section also helps the page appear in searches outside

of Facebook. Visitors who are utilizing the search engines to find something may be directed to the Facebook Business Page. Pages with a complete profile are also more credible in the Facebook algorithm.

## **Choose Photos Carefully**

Obviously, a logo is the best choice for a profile picture, but the cover photo can be quite creative. Find a picture that really shows the essence of the brand and conveys what the business is all about. This gives readers a reason to dive into the content. The technical terms are pretty simple, but it's still best to have a professional profile and cover photo if at all possible. The profile picture displays on the Page as 170 x 170 pixels on computer screens and the cover photo displays 820 x 312 pixels. Facebook recommends using a cover photo that is 851 x 315 pixels and less than 100KB for best quality.

A modern, dynamic option for the Business cover photo is a short video. It can be up to 20 seconds long and have the same dimensions as a photo. It will automatically play for visitors and is a great way to grab attention. There

is only one chance to make a first impression.

## **Promote The Business Page On All Digital Channels**

Marketing across multiple platforms is the fastest way to get attention and expand the organic reach. If the business has a following or gets traffic on other channels, like a blog, use them to promote the Facebook Page. Don't just use a text link; use something compelling like an infographic or short video. Don't forget to pin posts that are garnering a particularly high number of likes to increase its lifespan but keep it fresh.

## **Increase Shares**

A share means that someone felt strongly enough about a specific post that they were compelled to share it with someone else. This is great for business and it provides credibility to people who may be just finding out about the brand. Ask friends and current employees to Like and Share the content on the Business Page but do this with care. Sending out mass invites to Like and Share is an easy way to get unfriended. Instead, make



it about them. Carefully craft a personal message explaining the value they stand to gain from Liking and Sharing the Business Page. For example, for employees, it's a great way to stay current with brand promotions and be a part of employee advocacy for the business.

### Learn To Write Great Headlines

Writing fantastic headlines that grab attention is the key to getting people to read the post. Be careful not to be melodramatic. Headlines should set appropriate expectations about the post and they should be informative. Be careful not

to be too promotional since Facebook limits organic reach for Pages that are too promotional. Give visitors what they want. If most of the posts point in a specific direction, then go with it.

### Monthly Page Audit

Part of maintaining a high-quality Facebook Business Page that encourages Shares and Likes is keeping it up to date.

The best way to do this is to schedule a monthly audit. This gives administrators a chance to remove inaccurate or outdated information and keep things fresh. Make sure the About section is part of this audit; it

will help with the algorithms and the reach on search engines.

Finally, don't be afraid to promote the Facebook Business Page verbally. Using digital outlets and stationary is great most of the time but a verbal expression lets people know it's something to be proud of. It may also help expand the reach and the audience. Also, make sure that someone oversees engagement on the Facebook Business Page. People will quickly lose interest if they feel they are talking to a void. The key to engagement and conversion is replying consistently and positively.



## MARKETING

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## 15 Fantastic Promotional Items for Your Small Business

Your advertising budget doesn't have to be huge to promote your business efficiently. Even the largest corporations use promotional items as a way of keeping their names fresh in customers' minds and attracting potential clients.

The first step in choosing the right promotional item is to consider what you will use. Try to think of a product that your customers will use every day and tie it to your business if possible. For example, one yoga studio in China gave out flexible straws with a picture of a person bending.

Also, choose a useful product that customers

will keep in their homes or offices. People love to get something for free, especially if it serves a purpose. Here are 15 ideas for promotional items you can use in your small business.

### Calendars

In the fall, start passing out calendars to your clients for the new year. Most people use calendars but would rather not pay for one. Customers will hang one on their walls and see the name of your business every day.

Choose a theme that is universally appealing, such as local landscapes or puppies, and if possible,

tie it into your business. For example, a mechanic might offer a calendar with pictures of classic cars, or a travel agent might use images of beautiful destinations.



### Canvas Bags

You give your advertisement

extensive exposure when you print your business logo on something people will use in public. Many people carry their shopping bags to stores today, and canvas bags are useful for toting necessary supplies like notebooks or crafting materials. Giving away bags allows potential customers to see your business all over town.



### Cooling Towels

Pass out your towels at a local parade or other public activity in warm weather. People will appreciate the gesture and remember your business.

This item is an excellent tie-in for a gym, coaching facility or other business that involves physical activity.

### Chip Clips

The chip clip is an example of an item that customers will keep and use in their homes. People are always reaching for something

that will keep a bag closed and secure. Why not take advantage of the opportunity for them to see your business's name each time they do?

This choice is a particularly good one if your business sells something that comes in a bag.



### Flash Drives

Nearly everyone has at least one computer at home or work, and flash drives are convenient gadgets for transferring information like documents from one computer to another. They are also great for storing pictures and other special memories. If you are a photographer or computer repair person, have your company logo printed on flash drives.

### Fidget Toys

Kids and many adults love something they can absentmindedly play with to divert their energy while they are working or concentrating on something else. Fidget toys have

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become especially popular in the past two years and are still a must-have item for many people.

Place your business name on a fidget toy to remind people of your business as they move their fingers. This medium is most suitable for any business where parents are clients.

## Keychains

Keychains are one of those items that everyone uses. The customer may already have a keychain for their everyday keys, but it's practical to keep an extra one for spare keys. Kids also like to decorate their backpacks and school bags with keychains.

Print your business logo on a keychain for people to keep around the house. If your company caters to children, consider a brightly colored or fuzzy keychain that will attract a child's attention.



## Magnets

Magnets are excellent

promotional items for just about any small business because they tend to end up on the refrigerator, which is central to family activity. Your clients and customers are likely to see your magnet every day.

Choose a magnet as a promotional tool if your business requires people to call for appointments. If you are a hairdresser or a pet groomer, for example, a magnet will keep your phone number handy when a client is ready to make a call.

Clients will be more likely to call you instead of searching for someone else's contact information.



## Pens

Pens are a favorite promotional item and for good reasons. Most people like to have a pen handy and try to keep one in their bags, cars, and pocket. People

often leave their pens in public places or lend them to strangers.

Putting your business name on a pen makes a lot of sense because you are likely to get a great deal of exposure. Using a bright color or pattern for your pens will bring even more attention.

## Phone Grips

Nearly everyone has a phone at all times. Grips that stick the back of a phone allow the user to hold it more securely or to stand it up for better viewing of videos and other media. Many phone grips are collapsible and can be pressed down into a small circle that takes up minimal space.

This handy gadget is excellent as a promotional item because people will see every day. It's a good choice for a business that involves technology.

## Samples

The most successful promotional item for a business is the free sample. Once a potential client gets a hint of what you have to offer, the chances are that they will be back for more. If your business involves food

or crafty creation, consider giving away something small. If you provide a service, you can offer a free class or a half-hour of your expertise.



### Stress Balls

Stress balls are fun, squishy, and virtually irresistible, and people are likely to bring it to their desks at work. These balls are an excellent place to put your company's name, especially if your clients are other business people or if you provide a service that decreases stress in your customers' lives.

### Shaker

Shakes on the go for nutrition and weight loss are trendy today. Help support the shake habit by offering clients a plastic bottle with a shaker ball inside. Users just add milk and powder and then shake the ingredients into a frothy drink.

Consider shakers if your business promotes fitness or weight loss. This item is perfect if you sell nutritional

supplements.



### T-shirts

The classic T-shirt is probably the most prolific promotional item of all time because it is appropriate for any business. Not only are T-shirts practical, but people also like them. Buy light T-shirts in a variety of colors and sizes, and turn your clients into walking billboards for your company.



### Water Bottles

Many people take a water

bottle everywhere they go, and most people know that a reusable bottle is better for the environment than a disposable one. Water bottles are handy because people carry them on bike rides and hikes, at the playground, and in their lunch bags for school and work. Hand them out to your clients, and your message will appear almost everywhere.

Distributing free promotional products is an efficient way of advertising your small business. You can make the benefits even more significant by choosing products associated with your business or items that you know your customers will keep and use.

If you can't afford to give away a lot of stuff, then you could instead promote a raffle for a basket of items to be awarded to one customer each month or each week. This method has the added benefit of providing you with contact information you can use for advertising later.

If you have a small business, consider a strategy using promotional items. This list of 15 great options will get you started.



# Think Outside the Box? We Say... Why Even Have a Box?



- Website Design
- Website Hosting/Management
- Social Media Management
- Video Marketing
- Local Search Optimization
- Graphic Design
- Email Marketing
- PPC Management
- Reputation Management
- Conversion Optimization
- Sales Funnel Creation
- Ecommerce
- Appointment Booking System
- Press Releases
- Content Marketing
- Programmatic Marketing (Coming Soon)
- WiFi HotSpots (Coming Soon)
- Phone Services (Tracking, Answering Services, Telemarketing Services)



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# FUN FACTS

- April was formerly the second month in the ancient Roman year, when March began the calendar.
- Native American Pocahontas married English colonist John Rolfe In Virginia on April 5th, 1614.
- On April 18th, 1906 a destructive earthquake hit San Francisco. It killed almost 3,000 people.
- The 13th of April is National Scrabble Day.
- On April 17th, 1937, Daffy Duck made his first appearance.
- The famous ship "Titanic" sank? on April 14, 1912
- The Japanese fiscal year for most businesses starts on April 1st
- Professional Baseball season begins in the US
- The birthstone of April is the Diamond

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# Today's Consumer is Mobile

**5 Billion** number of mobile phone users worldwide.

**12 Minutes**

how often someone checks their phone on average

**40%** would rather lose their voice for a day than lose their phone for 24 hours

**31%**

feel regular anxiety at any point when separated from their phone

**85%** of adults read the news on their mobile device



**80** Average number of apps users have on their smartphones

**89%** used their phone during their most recent social gathering



**40** Average number of apps that owners use per month

**61%** of people check their phone immediately after waking up

**95%**

of mobile users look up local information on their phones for the purpose of calling or visiting a business

**38%** of people admit to using their smartphone in the bathroom.



**32%**

of shoppers changed their minds about purchasing items after researching the product information on their smartphone within brick and mortar stores



**32%** admit to texting while driving

**\$185 Billion**

will be spent on mobile advertising in 2018 worldwide



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