

# Summer Sale Ad Copy Ideas

## Catchy and Urgent

### **Sizzle This Summer with Unbeatable Deals!**

Hurry, our hottest summer sale is here—up to 50% off everything! Grab your favorites before they're gone. Shop now!

## Fun and Playful

### **Beat the Heat with Cool Savings!**

Dive into our Summer Sale—slash up to 40% off your must-haves! From beach vibes to backyard BBQs, we've got you covered. Shop today!

## Exclusive Appeal

### **Summer Steals Just for You!**

Unlock exclusive discounts up to 60% off during our Summer Sale. Don't miss out on the season's best deals—shop now and shine!

## Limited-Time Focus

### **Summer Sale Alert: 72 Hours Only!**

Scorching deals await—save up to 50% on summer essentials! Act fast, these offers won't last long. Shop before the sun sets!

## Lifestyle-Driven

### **Make Your Summer Unforgettable!**

From vacays to staycays, our Summer Sale has it all—up to 45% off! Refresh your wardrobe, home, and more. Shop now!

## Instagram Campaign: Summer Vibes Giveaway

**Headline:** Dive into Summer with Our Epic Giveaway!

**Content Idea:** Create a vibrant Instagram post announcing a summer-themed giveaway. Encourage users to follow, like, and tag friends for a chance to win summer essentials (e.g., beach kits, sunglasses, or gift cards).

**Call-to-Action:** "Join the summer fun! Follow us, like this post, and tag 3 friends to enter. Winner announced [date]! ☀️ #SummerVibesGiveaway"

**Visual Tip:** Use bright, sunny imagery with bold text overlays to grab attention.

## Facebook Campaign: Back-to-School Sale

**Headline:** Get Ready for School with Big Savings!

**Content Idea:** Promote a back-to-school sale with discounts on school supplies, clothing, or tech. Share a relatable story about preparing for the new school year and highlight top deals.

**Call-to-Action:** "Shop our Back-to-School Sale now and save up to 40%! Click to explore deals. 🎒 #BackToSchool"

**Visual Tip:** Feature kids or teens with backpacks and books, paired with a clean, organized layout.

## Instagram Campaign: Flash Sale Frenzy

**Headline:** 24-Hour Flash Sale Alert! ⚡

**Content Idea:** Announce a limited-time flash sale with exclusive discounts on popular products. Use Instagram Stories with countdown stickers to build urgency.

**Call-to-Action:** "Swipe up to shop before these deals vanish! Only 24 hours left! #FlashSale"

**Visual Tip:** Bold colors and dynamic graphics (e.g., lightning bolts or timers) to emphasize urgency.

## Facebook Campaign: Customer Spotlight

**Headline:** You're the Star of Our Story! 🌟

**Content Idea:** Share a user-generated content post featuring a customer's story or photo using your product. Encourage others to share their experiences with a branded hashtag.

**Call-to-Action:** "Love our products? Share your story with #OurBrandLove for a chance to be featured! Shop now!"

**Visual Tip:** Use authentic, high-quality customer photos with a warm, community-focused caption.

## Instagram Campaign: Holiday Gift Guide

**Headline:** Your Perfect Holiday Gift Guide is Here! 🎁

**Content Idea:** Create a carousel post showcasing curated gift ideas for the holiday season. Highlight products for different audiences (e.g., gifts for him, her, kids).

**Call-to-Action:** "Find the perfect gift for everyone on your list! Tap to shop our Holiday Gift Guide. 🎄 #HolidayShopping"

**Visual Tip:** Festive visuals with a cozy, holiday-themed aesthetic and clear product shots.

## Facebook Campaign: Eco-Friendly Initiative

**Headline:** Go Green with Us This Season! 🌍

**Content Idea:** Promote your brand's sustainability efforts, like eco-friendly products or packaging. Share a post about how customers can make a difference by shopping with you.

**Call-to-Action:** "Shop sustainably and save up to 30% on our eco-friendly collection! Click to

learn more. #GreenLiving"

**Visual Tip:** Use earthy tones and images of nature or your sustainable products.

## Instagram Campaign: Behind-the-Scenes Sneak Peek

**Headline:** Peek Behind the Curtain! 📷

**Content Idea:** Share a short video or Reels showing the making of your product, team at work, or a fun office moment. Build authenticity and connection with your audience.

**Call-to-Action:** "Love what we do? Follow for more behind-the-scenes fun and shop our latest drop! #BehindTheBrand"

**Visual Tip:** Casual, candid footage with minimal editing for an authentic feel.

## Facebook Campaign: Seasonal Recipe Post

**Headline:** Cook Up Something Delicious This Fall! 🍂

**Content Idea:** Share a seasonal recipe that ties to your product (e.g., a coffee brand sharing a pumpkin spice latte recipe). Include a link to shop related products.

**Call-to-Action:** "Try this recipe and grab your [product] today! Click to shop. #FallFlavors"

**Visual Tip:** Mouthwatering food photography with a cozy, seasonal vibe.

## Instagram Campaign: Fitness Challenge

**Headline:** Join Our 30-Day Fitness Challenge! 💪

**Content Idea:** Launch a fitness challenge to engage your audience, especially for activewear or wellness brands. Share daily tips or workouts via Stories and posts.

**Call-to-Action:** "Ready to get moving? Join our challenge and shop our gear! Tap to start. #30DayChallenge"

**Visual Tip:** Energetic visuals of people working out, paired with bold motivational text.

## Facebook Campaign: Limited Edition Launch

**Headline:** Don't Miss Our Limited Edition Drop! ✨

**Content Idea:** Announce a new limited-edition product with a compelling story about its inspiration. Create excitement with a countdown or pre-order option.

**Call-to-Action:** "Get yours before they're gone! Shop our limited edition now. #ExclusiveDrop"

**Visual Tip:** Sleek product photos with a luxurious or exclusive aesthetic.

## Instagram Campaign: User-Generated Content Contest

**Headline:** Show Us Your Style! 📸

**Content Idea:** Launch a contest encouraging followers to share photos or videos using your product with a unique hashtag. Offer prizes like discounts or exclusive merchandise.

**Call-to-Action:** "Post your look with #ShowYour[Brand] for a chance to win! Shop now to join

the fun!"

**Visual Tip:** Vibrant, user-submitted photos in a collage format with bold contest details.

## Facebook Campaign: Winter Wardrobe Refresh

**Headline:** Warm Up Your Winter Wardrobe! ❄️

**Content Idea:** Promote a winter collection sale with cozy clothing or accessories. Share styling tips for layering or staying warm in style.

**Call-to-Action:** "Refresh your closet with up to 35% off winter essentials! Click to shop now. #WinterStyle"

**Visual Tip:** Cozy, warm imagery with models in scarves, jackets, or fireside settings.

## Instagram Campaign: Product Launch Teaser

**Headline:** Something Big is Coming! 👁️

**Content Idea:** Build anticipation for a new product with teaser posts or Reels showing glimpses or silhouettes. Use a countdown to the launch date.

**Call-to-Action:** "Stay tuned for our big reveal on [date]! Follow us to be the first to shop. #NewArrival"

**Visual Tip:** Mysterious, high-contrast visuals with minimal text to create intrigue.

## Facebook Campaign: Charity Partnership Announcement

**Headline:** Shop with Purpose This Season! ❤️

**Content Idea:** Highlight a partnership with a charity where a portion of sales supports a cause. Share the mission and impact to connect emotionally with your audience.

**Call-to-Action:** "Every purchase makes a difference! Shop now and support [cause]. #ShopForGood"

**Visual Tip:** Heartfelt imagery related to the cause, paired with your product.

## Instagram Campaign: Summer Travel Essentials

**Headline:** Pack Light, Travel Right! ✈️

**Content Idea:** Curate a list of travel-friendly products for summer vacations. Use a carousel to showcase items like portable chargers, travel bags, or skincare.

**Call-to-Action:** "Ready for your next adventure? Shop our travel essentials now! #SummerTravel"

**Visual Tip:** Bright, adventurous visuals with beach or city backdrops.

## Facebook Campaign: Customer Loyalty Program

**Headline:** Join Our VIP Club & Save More! 🌟

**Content Idea:** Promote a loyalty program with exclusive perks like early access to sales or bonus points. Explain how to join and the benefits.

**Call-to-Action:** "Sign up for our VIP Club today and start earning rewards! Click to join. #LoyaltyPerks"

**Visual Tip:** Sleek, premium visuals with gold or silver accents to emphasize exclusivity.

## Instagram Campaign: DIY Tutorial Post

**Headline:** Get Crafty with Our DIY Guide! ✂️

**Content Idea:** Share a fun DIY project using your product (e.g., a home decor brand sharing a tutorial for a custom wall hanging). Post a Reels video with steps.

**Call-to-Action:** "Try this DIY and shop our supplies! Tap to get started. #DIYSummer"

**Visual Tip:** Step-by-step visuals or a short, engaging video with clear instructions.

## Facebook Campaign: Black Friday Sneak Peek

**Headline:** Black Friday Deals Start Early! 🛒

**Content Idea:** Offer a sneak peek of Black Friday deals to build excitement. Highlight top products and exclusive offers available for a limited time.

**Call-to-Action:** "Get a head start on Black Friday! Shop early deals now. #BlackFridayPreview"

**Visual Tip:** Bold, high-energy visuals with countdown timers or deal tags.

## Instagram Campaign: Fitness Motivation Monday

**Headline:** Kick Off Your Week with a Workout! 💪

**Content Idea:** Share a weekly motivational post with a quick workout routine or fitness tip. Tie it to your fitness or wellness products.

**Call-to-Action:** "Start strong with our gear! Shop now and crush your goals. #MotivationMonday"

**Visual Tip:** Dynamic images or Reels of workouts with energetic text overlays.

## Facebook Campaign: Local Community Event

**Headline:** Join Us at [Event Name]! 🎉

**Content Idea:** Promote your brand's participation in a local event, like a pop-up shop or festival. Share details and invite followers to visit your booth.

**Call-to-Action:** "Come say hi at [event] on [date]! Shop exclusive deals in person. #CommunityVibes"

**Visual Tip:** Event-specific imagery with your products displayed in a festive setting.

Crafting effective ad copy for summer sale campaigns requires tapping into the season's vibe—think fun, urgency, and irresistible deals. Here are some of the best approaches and examples tailored for summer sales, designed to grab attention and drive conversions:

1. **Create Urgency with Time-Sensitive Language** Summer sales thrive on FOMO. Use phrases like “Limited Time Only,” “While Supplies Last,” or “Ends This Weekend” to push quick action. *Example:* “☀️ Sizzling Summer Sale! Up to 50% Off Everything – Grab Your Deals Before They Melt Away! Shop Now, Ends Sunday! 🔥”
2. **Highlight Summer Vibes** Connect with the season's energy—beach days, vacations, and warm weather. Use vivid imagery to evoke feelings of summer fun. *Example:* “Get Vacation-Ready! 🌴 Dive into Our Summer Sale with 40% Off Swimwear, Sandals & More. Make Waves Today!”
3. **Focus on Savings and Value** Emphasize discounts or bundle deals to appeal to budget-conscious shoppers. Be specific about savings to build trust. *Example:* “Cool Deals, Hot Savings! 🌂 Save Up to 60% on Summer Essentials – From Sunglasses to Shorts, Stock Up Now!”
4. **Use Playful, Catchy Taglines** Summer is lighthearted, so lean into fun, memorable slogans that stick. *Example:* “Don't Let These Deals Pass You By! 🏖️ Snag 30% Off Sitewide in Our Summer Blowout Sale – Shop Today!”
5. **Target Specific Audiences** Tailor your copy to groups like families, travelers, or outdoor enthusiasts for a personal touch. *Example:* “Family Fun Starts Here! 🎈 25% Off All Summer Gear – From Camping to Pool Floats, Make Memories This Season!”
6. **Leverage Seasonal Keywords** Words like “sizzle,” “hot,” “cool,” “breeze,” or “sun-soaked” tie your sale to the summer aesthetic. *Example:* “Sun-Soaked Savings Await! ☀️ Up to 70% Off Summer Styles – Shop Dresses, Tees & More Before They're Gone!”
7. **Incorporate Social Proof or Trends** Mention what's trending or popular to build excitement and credibility. *Example:* “Everyone's Loving These Summer Looks! 👗 Join the Hottest Sale of the Season with 50% Off Top Picks – Shop Now!”
8. **Call-to-Action (CTA) That Pops** End with a clear, action-oriented CTA like “Shop Now,” “Grab Yours,” or “Don't Miss Out” to drive clicks. *Example:* “Beat the Heat with Cool Deals! 🔥 40% Off Summer Must-Haves – Don't Miss Out, Shop Now!”

## Tips for Success:

- **Keep It Short and Punchy:** Attention spans are short, especially on social media. Aim for concise, high-energy copy.
- **Use Emojis Sparingly:** Emojis like ☀️, 🌴, or 🔥 enhance summer vibes but don't overdo it—1-2 per ad is plenty.
- **Test Across Platforms:** Tailor copy length for each platform (e.g., shorter for X posts, longer for email campaigns).
- **Visuals Matter:** Pair your copy with bright, summery images (beaches, pools, vibrant colors) to boost engagement.

## Platform-Specific Examples:

- **X Post:** “☀️ Summer Sale Alert! 50% Off Sitewide – Snag Your Fave Styles Before They're Gone! Shop Now: [link] #SummerVibes”

- Email Subject Line: “Don’t Miss Our Hottest Summer Sale Yet! Up to 60% Off 🌴”
- Instagram Caption: “Ready for a Summer Glow-Up? 😎 Dive into Our 40% Off Sale – From Sunnies to Swimsuits, We’ve Got You Covered! Tap to Shop! 🛍️”

## 1. New Product Launch

- "🚀 Unveiling our latest! Check out the sleek [Product Name] – innovation meets style. Learn more: [link] #NewLaunch #TechTrends (112 chars)"
- "🌟 Big reveal! [Product Name] is here with cutting-edge features. Grab yours now: [link] #ProductLaunch #Innovation "

## 2. Company Milestone

- "🎉 5 years strong! Celebrating a milestone with gratitude to our amazing community. Here's to more! #MilestoneMoment #ThankYou [link] (114 chars)"
- "🏆 Hit 10K followers today! Thanks for the love – let's keep growing together! #CompanyMilestone #Grateful "

## 3. Event Announcement

- "🎫 Join us for [Event Name] on Sep 20! Live music, food & fun. Tickets: [link] #EventAlert #CommunityVibes (97 chars)"
- "🌿 Save the date! [Event Name] kicks off Sep 15. Workshops & more await. RSVP: [link] #EventSeason #JoinUs "

## 4. Industry Insight/Tip

- "💡 Pro tip: Optimize your workflow with [Tool/Strategy]. Boost productivity today! #BusinessTips #ProductivityHacks [link] "
- "📊 Did you know? 80% of success is prep. Plan smart with our guide: [link] #IndustryInsight #SuccessTips"

## 5. Community Engagement

- "🗣️ What's your weekend plan? Drop it below – let's chat! 🌟 #CommunityLove #EngageWithUs"
- "🎊 Shoutout to our fans! Tag a friend who inspires you today. #CommunitySpirit #TogetherStrong"

## 6. Personal Update (e.g., Founder/Team)

- "🌞 Just back from a inspiring trip! Ready to bring fresh ideas to [Company]. Stay tuned! #LeadershipJourney #Inspiration"
- "📖 Learning never stops! Took a deep dive into [Topic] – excited to share soon! #PersonalGrowth #TeamUpdate"

## 7. Cause or Charity

- "❤️ Supporting [Cause] this month! Donate or volunteer: [link] Let's make a difference! #CharityMatters #GiveBack"
- "🌱 Going green with [Charity Name]! Join us in planting 100 trees. Help out: [link] #EcoFriendly #CharityWork)"



## 8. Fun Fact or Humor

- "😄 Fun fact: [Fun Fact]! Who knew, right? Share your fave facts below! #FunFriday #DidYouKnow "
- "😂 When work gets tough... coffee saves the day! ☕ What's your go-to? #HumorBreak #WorkLife"

## 1. Brand Awareness & Storytelling

*Goal: Build connection and brand identity.*

- **Behind-the-Scenes:** "Ever wondered how our products come to life? ✨ Here's a peek into our design process, where passion meets precision. #BehindTheScenes #OurStory"
- **Company Values:** "We believe that great style shouldn't cost the earth. That's why every piece is crafted with sustainable materials. ♻️ #EthicalFashion #BrandValues"
- **Founder's Story:** "From a sketch on a napkin to your wardrobe. 10 years ago, our founder started this journey to... #Anniversary #OurJourney"

## 2. Community Building & Engagement

*Goal: Foster interaction and create a tribe.*

- **User-Generated Content (UGC) Callout:** "We see you! 💖 Tag us in your photos using #MyStyleMoments for a chance to be featured on our page!"
- **Question Hook:** "It's simple: Coffee or Tea first thing in the morning? ☕🍵 Let us know below! 🗣️"
- **Polls & Quizzes:** "Help us decide! What should we design next? Vote in our stories! 🗳️"

## 3. Product Launch & Announcements

*Goal: Generate excitement for a new offering.*

- **Teaser:** "Something new is brewing... Get ready. 05.25.2024. #ComingSoon #NewBeginnings"
- **Launch Day:** "The wait is over! Our brand-new [Product Name] collection is officially LIVE! 🚀 Be the first to shop: [link] #NewLaunch #NowLive"
- **Feature Highlight:** "Meet your new favorite thing. ✨ The [Product Name] features [key benefit 1] and [key benefit 2]. Ready to upgrade? #Innovation #ProductHighlight"

## 4. Company Milestones & Achievements

*Goal: Build credibility and celebrate success.*

- **Anniversary:** "Celebrating 10 years of serving this amazing community! Thank you for being on this journey with us. Here's to many more! 🥂 #Anniversary #Milestone"
- **Follower Count:** "100K of you!? We're truly blown away by your support. This calls for a celebration! 🎉 #CommunityLove #100K"
- **Award Recognition:** "Incredibly honored to announce we've been awarded [Award Name]! This one's for our team and our customers. 🏆 #AwardWinning #Gratitude"

## 5. Event Marketing

*Goal: Drive attendance and participation.*

- **Webinar Announcement:** "Join our free live webinar: 'Social Media Strategies for 2024' on [Date]. Learn from industry experts! Reserve your spot: [link] #Webinar"

#DigitalMarketing"

- **Industry Conference:** "We're hitting the road! 🚚 Find us at the [Conference Name] in [City] from [Dates]. Come say hi at booth #505! #ConferenceLife #MeetUsThere"
- **Post-Event Recap:** "What an incredible time at [Event Name]! A huge thank you to everyone who stopped by our booth. Missed us? Explore our offerings here: [link]"

## 6. Educational & Value-Added Content

*Goal: Position as a thought leader and provide value.*

- **Tip Sharing:** "Tip Tuesday! 💡 Here's how to style our classic white shirt for 3 different occasions: from the office to a night out. #StyleTips #HowToWear"
- **Industry Insight:** "Is [Current Trend] right for your brand? We break down the pros and cons in our latest blog post. Read it here: [link] #IndustryNews #MarketingTips"
- **Myth Busting:** "Let's clear things up: ❌ You do NOT need a huge budget to run effective ads. Here's why... #MarketingMyths #DigitalMarketing"

## 7. Social Responsibility & CSR

*Goal: Showcase brand purpose and values.*

- **Partnership Announcement:** "Proud to partner with [Charity Name] this quarter! For every purchase, we will donate [X] to support their incredible cause. #GivingBack #Partnership"
- **Initiative Highlight:** "Our team volunteered at [Local Organization] this weekend, helping to [action]. Giving back to our community is core to who we are. 💙 #Volunteer #CSR"

## 8. Lead Generation

*Goal: Capture customer information.*

- **Free Resource Offer:** "Get our FREE professionally designed Canva template pack to upgrade your social media graphics! Download here: [link] #Freebie #MarketingResources"
- **Newsletter Sign-up:** "Want exclusive tips and early access to sales? Join our inner circle! Subscribe to our newsletter and get 15% off your first order. ➡ [link] #Newsletter"

# How Standardizing Your Sales Process Boosts Overall Conversion

Let's face it—it does no good to build a funnel and spend zero time optimizing for conversion. That's a no-brainer, right?

But, how many of you are working closely with your head of sales to ensure that the opportunities you help generate actually convert into paying clients? Ultimately, if you want to be seen as a successful marketer, you're going to have to show that marketing is driving sales.

Now, the challenge is that in today's commoditized world, sales teams often struggle to stand out from the crowd. As a result, closed won rates plummet, and organizations find it challenging to demonstrate to prospects how their total value proposition is the clear winner against all of the other competitors.

To make matters worse, many organizations rely on “super hero” sales people or even the founder to close deals. This approach is not sustainable or scalable. You can't build a successful sales team if you're constantly relying on a select few individuals to bring in all of the business.

The solution to this problem is a sales process that follows a standardized approach while also creating clear differentiation with prospects at the same time. By implementing a systematic sales process, you can scale your sales efforts beyond just the founders and “super heroes.” This will lead to higher closed won rates and higher gross profit margins, as you'll be able to win at premium prices.

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The benefits of a systematic sales process are clear. You'll be able to scale the process beyond founders and "super heroes," achieve higher closed won rates, and enjoy higher gross profit margins as you're now able to win at premium prices.

When I implemented a systematic sales process in my former agency, I was able to consistently have 60-70% closed won rates, even when I had zero involvement in deals. This is the power of a well-designed sales process. In fact, I standardized this process and called it the Systematic Sales Process™.

So, what does a Systematic Sales Process™ look like? Here are the five stages:

## Stage 1: Evaluation

In this stage, you'll have a 30-45 minute call with your prospect. The goal of this call is to point your prospect in the right direction—it's not to "make a sale." The reason we want to take this approach is that many prospects are likely not a good fit for your firm, so let's not assume that every first call is an "opportunity." That's why we call this call the "Evaluation"—you want to evaluate whether or not you can help your prospect, whether or not they align with your requirements, and whether or not they are ready to move forward. We call this "two-way qualification."

It's not uncommon to reach the middle-to-end of the call and determine that your prospect, in fact, needs someone or something else other than you!



*IMPORTANT: You should NOT move anyone beyond this point unless you have full alignment.*

Do this stage right and you will ensure that your pipeline is real.

## Stage 2: Discovery

After you have alignment with your prospect from the Evaluation call, you'll engage them and their team in a 60-120 minute Discovery meeting.

The key in this meeting is to have a strong business conversation and less of a tactical conversation related to what you do. You're looking to create paradigm shifts with key stakeholders on your prospect's side. You want them to leave the meeting thinking about their problem in a completely different way and with a sense of excitement about the potential of moving from where they are now to where they want to be.

*IMPORTANT: You want to ensure critical stakeholders are present for this meeting, as they've agreed-to in the Evaluation call (this is non-negotiable), to whatever degree you require for your process.*

Do this stage right and you will sub-consciously win the business.

## Stage 3: Plan

In this stage, you'll collaborate with your main point of contact to develop your plan. That said, be a leader and show them what needs to be done to achieve their desired outcome, then discuss how you can divide and conquer together. Don't treat this as a "pick from a menu" exercise.

This collaborative approach to developing your plan helps your main point of contact see your plan as their plan, too. This increases the odds that they will be a champion for you.

*IMPORTANT: During these discussions, be sure to have them help you avoid "land mines"—things that could lose the business for you.*

Do this stage right and you will eliminate surprises at the next stage (Presentation).

## Stage 4: Presentation

You're now ready to present and officially win the business during a 60-90 minute meeting. That said, do not call your plan a "Proposal"! Instead, give it a specific title

that speaks to their goals (e.g. “How ACME Corp Can Drive 17% More Revenue Through Conversion Rate Optimization”).

Your presentation should tell a “story” that includes:

- Their Vision
- Their Goals & Objectives
- Their Challenges
- How to Win (Strategy)
- Highlights (Tactics)
- Required Commitments (Their time, money, and resources to make this plan a success)
- Expected Results (ROI!)
- Why Your Firm

After you present, answer any questions they have and when their questions are done, ASK FOR THE SALE.



*IMPORTANT: You want to ensure critical stakeholders are present for this meeting, as they’ve agreed-to in the Evaluation call (this is non-negotiable), to whatever degree you require for your process.*

Do this stage right and you will differentiate your firm.



## Stage 5: Negotiation

Finally, you're ready to provide the contract and negotiate, but don't give this until they've given you the "verbal" that you have won the business. The reason you do this is to make sure that you've won the business based on the material things before the prospect starts nit-picking your contract scope. That said, be clear about what you will do and what you won't do.

Additionally, your standard terms and conditions will accompany the scope. You want to know up-front the terms and conditions you will bend on and the ones you won't bend on. You don't want to make a decision about an important term and/or condition during the emotion of trying to ink a deal. Knowing up-front your points of negotiation will help you make logical decisions in the heat of the moment.

Do this stage right and you will set up your team for success. If you'd like to learn more about how to grow your firm using a Systematic Sales Process™, register for Frank's free Systematic Sales Process™ training today!

# Advantages Of Direct Marketing For Your Business

by Davis Tucker | Mar 17, 2024 | Marketing Techniques | 0 comments

In the past, most businesses used mainly offline marketing techniques, like billboard marketing and TV ads. These days, most marketing happens over the internet. However, it doesn't mean that direct marketing techniques like direct mail are dead. As a matter of fact, direct mail is still one of the effective marketing methods for businesses. Besides, some customers prefer direct mail over some marketing channels.

To stay ahead of the competition and make the most out of your marketing budget, you must be aware of the benefits of direct marketing. But, before anything else, you should know what direct marketing is.

## An Overview Of Direct Marketing

It's a kind of advertising or marketing that aims to achieve a specific action among groups of consumers, such as requesting information, placing an order, or visiting a website. Unlike indirect marketing, direct marketing enables you to promote your products or services directly to your target audience and measure the results quickly.

However, the method of communication by marketers may depend on the following types of direct marketing:

### Telemarketing

It involves contacting clients through the phone to sell them products or services. Telemarketing also enables your business to make the most of Voicemail, which may help you reach out and send messages to many individuals simultaneously without

interrupting them. It's advantageous for any business because it makes it simple to reach out to a broader audience within a short time, improving your team's productivity level.

## Text Marketing

Text marketing is another type of direct marketing that may increase customer engagement. It is when marketers contact consumers via text messages. With this, there's a higher response rate because of how frequently consumers use their mobile devices.

## Direct Mail

This type of direct marketing involves sending information about your company through an email address or a physical address. Forms of **direct mail** often include free samples, special offers, announcing a sale, or providing more information about your services and products.

## Advantages Of Direct Marketing

Direct marketing is one of the best marketing strategies a business can use to increase sales. If you still have doubts about implementing it, here are twelve advantages you should know:

### Measurable And Easy To Track

One of the primary advantages of direct marketing is that it's measurable and easy to track. By sharing vouchers or coupon codes, you can measure the boost in sales quickly, allowing you to measure your campaigns efficiently.

Although it's hard to measure physical mail drops, any noticeable increase in your sales over the campaigns can be attributed to

direct marketing. Besides, the most crucial deliverable is whether or not there's an overall return on investments for the campaigns.

## **Help You Deliver An Outstanding Customer Experience**

Effective direct marketing campaigns can increase conversion rates and boost customer experiences. This kind of promotion enables businesses to personalize their products or services for a particular audience.

Keep in mind some customers purchase from businesses that make suggestions and note their preferences. For instance, if you're running a sports gear store, providing helpful information for yoga enthusiasts, cyclists, and gym-goers can make a difference.

## **More Personalized Communication**

Another advantage of using direct marketing for your business is you can provide personalized communication to your customers. More often than not, a direct marketing campaign includes personalization elements. These allow them to resonate with a particular segment of your audience. This might mean that you only share a product range with your recipients. You may also talk to a specific demographic of followers in campaigns.

## **Make The Buying Process Easy**

What makes direct marketing beneficial is it allows customers to make purchases quickly and get optimum information whenever they want to. Text messages, emails, and some direct marketing channels may elicit different reactions from your existing and potential customers.

As physical objects, they differ from some marketing materials like emails while improving the interaction and vividness of product

presentation. Some consumers also tend to keep such things for a few days. This may encourage sales and brand recognition. Moreover, catalogs may help find an inventory better, making your offers more accessible for potential buyers to purchase certain products.

## **Improve Customer Loyalty**

A direct marketing campaign is focused and will allow your customers to remember you with ease. A strong campaign may keep the products and brands in customers' minds. On the contrary, indirect campaigns that are out there trying to capture your audience's attention will never have the impact of direct marketing campaigns in which customers are directly impacted.

## **Increase Your Sales With Promotions**

One of the effective ways to grow your sales is sending offers and deals linked to your customers' important events, like birthdays. Frequently doing this may impact the lifetime value you get from those customers.

## **Quick Turnaround**

Whether you opt for a direct mail campaign or an email marketing campaign, you can guarantee that you'll experience a quick turnaround time. Creating an email campaign online is easy and fast.

In addition, commercial printers provide a good turnaround time thanks to the advancement in print-on-demand technology. You can set winning campaigns within days and improve your conversion rates like never before.

## **Provide Specific Information**

Direct marketing means you can present targeted sales opportunities in a way that you can get your prospects to think about what you can provide them. You can provide them with the details they need to make a wise decision while they're at home or in their office.

## **Target Your Ideal Customers**

With direct marketing, you can quickly target particular groups of customers with tailored messages. However, make sure to spend time researching and identifying your potential customers who are more likely to purchase your offers. This way, you'll be able to focus your marketing efforts where they have the highest possible chance of achieving results. Having such well-targeted direct marketing campaigns will give you a better understanding of how your customers respond to your service and product offers.

## **Increase Marketing Reach**

Another excellent benefit of direct marketing is it helps reach new customers and generate more sales. Moreover, it also helps maintain your connection with your current customers while continuing to bring value to your business. Through using various types of direct marketing, such as direct mail, you'll end up in front of the people you've chosen to target your campaigns and tailor your message to that group.

## **Easy To Manage**

Direct marketing offers greater accountability and control than some marketing methods. It's easy to measure results since you know the exact number of individuals you've contacted in the first place.

Once you run direct marketing campaigns and know the involved conversion rates, you can improve and refine your success rates.

Moreover, it's much easier to forecast, plan, and budget for your future direct marketing campaign.

## **Cost-Effective**

The other advantage of direct marketing for your business is its affordability. Carrying out direct marketing can be cost-effective, especially if you're targeting local customers. So, if you have a small business that wants to grow your market share, there are some opportunities you can have to show how you can meet your potential client's needs with small investments.

Using various digital printing services is a cost-effective way to create direct marketing materials for your business. It's cheaper, faster, and more efficient than the traditional methods. Plus, you can only order what you need for your needs.

With the given advantages of direct marketing above, you might now be considering implementing it in your business. With this, you'll have an excellent method to develop long-lasting relationships with your customers and boost customer engagement by catering your message to your consumers' specific interests.

To make the most out of direct marketing, here are the tips for creating a campaign:

## **Determine Your Target Audience**

Unlike inbound marketing and outbound strategies that allow consumers to make the first move, direct marketing may feel very aggressive. But the tactics you use don't need to be pushy. While outbound marketing pushes your messages to a broad audience, a well-planned and successful direct marketing campaign tends to be well-targeted.

Consider directing all your marketing efforts to those who likely care, rather than blasting a message only some people will pay attention to. Your message must speak directly to a particular segment of your target audience, providing an experience catered to their desires and needs.

Some consumers are more likely to purchase from a business with this kind of personalization, which can boost your conversion rates. Also, you can quickly keep your budget low with a well-defined target audience while allowing you to maximize your return on investment (ROI).

## **Be Straightforward**

Remember that direct marketing isn't subtle. Even if indirect marketing places ads under the guise of useful information, direct marketing is often promotional. Since you're trying to spur actions quickly, you have to be straightforward about your intentions with a clear sales pitch or call-to-action (CTA).

The best direct marketers typically take a customer-centric approach by creating a relevant and creative CTA for targeted customers. If your buyers know what you like them to do and what they can get from it, you're on the right path to building a successful and effective direct marketing campaign.

## **Ensure Your Marketing Strategy Is Measurable**

The key to an effective direct marketing campaign is ensuring you can determine when success actually happens. Think of the metrics that can serve as indicators to know whether or not your goals are being achieved. For instance, you can consider tracking the number



of people who opt into your service following direct mail campaigns or the customer response rates from a text message campaign.

Making your marketing strategy measurable can help you figure out when your customers aren't connecting to your direct marketing efforts. The good thing about direct marketing is that you can adjust your methods during your campaign to ensure that your target audience will take action.

The well-tracked data from your marketing campaign will help your team get a clear picture of what happened. For example, you might see a trend in what kind of language increases click-through rates (CTR) or what platforms garner the highest customer engagement or interaction.

## Measure Your Customers' Responses

Once you start your direct marketing campaign, it's always crucial to measure the responses you receive from consumers. It enables you to see what's working and what should be fixed. Regardless of the responses, use them to improve your campaign.

For instance, if your audience isn't responding well to your social media ads, consider expanding your social media presence to reach more customers. If you notice consumers aren't responding to direct selling, focus on other kinds of direct marketing that appeal to them.

Below are some of the ways to determine the reaction to your direct marketing efforts and measure customer response:

- **Online Click-Through Assessments:** It reveals the numbers of customers who view your online ads, which customers click away from them, and how long every customer views ads in seconds.
- **Sales Performance Feedback:** After launching your campaign, measure your company's sales performance. It shows how much

impact your campaigns have on your business.

- **Customer Feedback Surveys:** You can provide your customers with surveys to fill out that ask them how they hear about your brand, which may help you gauge what marketing types are effective for your company.

## Maintain Relationships

Your direct marketing efforts don't need to and must not end just because you've converted members of your target audience. This kind of marketing can be helpful to form a bond with your customers while you're engaging with them. Over time, your customers may develop an emotional connection with your business, which may help improve customer loyalty.

To increase your direct marketing success, you should know how to reactivate consumers. One of the methods you can use is segmenting your audience based on their stage in the buyer's journey. As a result, you're not only selling to your current customers with a pitch they've already heard but also providing them more reasons to return, whether it's a promotion or a new product.

## Conclusion

Direct marketing is undoubtedly an effective and powerful way to connect with your target potential customers. From making sales and generating leads to keeping in touch, it can be an excellent marketing strategy that can be used for everything. Regardless of the type of business you're running, the above benefits of direct marketing will provide you with ideas on how valuable it can be for your future marketing campaigns.

# Why Networking is Essential for Growing Your Freelance Business

by Davis Tucker | Aug 1, 2025 | Marketing Techniques | 0 comments

Networking nowadays is more than just making contacts in your industry. Exchanging information with other freelancers across social platforms, professional forums, and freelancing sites also count as networking. And can help you develop professionally and grow your freelance business.

Although swapping business cards seems old fashion. The new way of trading digital portfolios and linking on socials, the idea remains the same. And sometimes the good old business card works just as well.

Here's a look at why networking is essential for growing your freelance business.

## 1. Finding Job Prospects

Many jobs are never advertised. Companies use their HR resources to recruit people to fill only part of their positions. The rest? Up to 80% of jobs are given through networking.

Although you may have some secure reliable, long-term work as a freelancer, the nature of freelancing means you're regularly between gigs. But those roles are up for grabs through networking. Your network is an important part of running and growing your freelance business.

If you're looking for work, networking is also a way to assess potential opportunities. Networking doesn't mean you have to go hard selling or shopping ideas around to everyone. It can be a

more casual mixer where people discuss ideas and passions. Use video calls and local events to help boost your visibility and extend your network.

Freelancing communities can develop organically, creating social and professional bubbles that can have long-term benefits.

## 2. Upskilling

Many freelancers work in niche markets. They are often specialist workers with a particular skill set. By engaging with other freelancers, you can open up opportunities to elevate your current skill level or gain additional skills to make you more versatile.

Whether you're a graphic designer who wants to expand their knowledge about website development, or you're a computer programmer who wants to grow their skill set as a copywriter, freelancers can come together to share their talents.

There are more remote work positions emerging with an increasing demand for those with broad skill sets. Upskilling gives your business more scope and chances to grow.

Networking can also open you up to people with abilities that complement your business. By outsourcing some of your work to these freelancers or collaborating on projects, you may be able to expand your client list, ultimately benefiting your bottom line.

## 3. Helps You to Learn About Your Business

Freelancers often have a combination of skills that they find difficult to articulate. Speaking to fellow freelancers and asking questions about your business can help to better define what exactly it is that you do.

Rather than repeating the same couple of sentences about what you do during a networking session, you might be faced with questions about why you do certain things or how you market to a particular target audience.

Discussing your customer acquisition strategy with someone who has experience in that area may open your eyes to other strategies or potential avenues. You can learn a lot about your business by talking to others with fresh perspectives.

Learning about your business niche helps you stay up-to-date and relevant, giving you the best growth opportunities.

## **4. Collaboration Opportunities**

Freelancers often have to wear many hats. Between client hunting, balancing ongoing projects, and performing administrative tasks, it's challenging to stay on top of all your work. While you can make administrative duties easier by utilizing a work days calculator and project management platforms, you may still need additional support.

For large projects, collaboration with other freelancers is a good approach. It strengthens your position with clients because you can offer more services. For example, if you have a graphic design contract, you can outsource the content writing or digital marketing to a collaborator.

With the prominence of Zoom, Google Drive, WeTransfer, Slack, and other management tools, remote collaboration is more accessible than ever. Because of the global pandemic, virtual networking has become even more popular, providing further opportunities to grow your freelance business.

## **Increase Flexibility But Stay Focused**

Flexibility and the opportunity to be your own boss are two of the most attractive aspects of a freelancing career. However, this means that discipline and maintaining good habits are critical.

Networking with fellow freelancers and businesses provides many opportunities to grow, but it doesn't happen naturally. Set goals and use networking as a tool to elevate your business and increase profitability in the long run.

# How to Establish Your SaaS Brand Online in 2025

by Davis Tucker | Jul 16, 2025 | Branding | 0 comments

Image by rawpixel.com on Freepik

The world of SaaS has become overcrowded. However, this doesn't stop anyone from establishing a successful SaaS company and conquering the market. Innovation is always a secret power, especially with artificial intelligence and cloud software on the rise.

Modern companies [use SaaS applications extensively](#), which shows their importance and usefulness. If you're interested in starting a SaaS company and establishing yourself, having a unique idea isn't the end-all.

There are a number of different actions that you should take to properly establish yourself on the market. Marketing campaigns, SEO, and numerous other activities can help you increase your presence and attract new clients and customers.

This article will break down some of the most important methods you should implement in your operations to increase your chances of establishing your SaaS brand this year.

## SaaS landscape in 2025

One of the most important trends in the past couple of years is the rise of AI and machine learning. Many SaaS companies have started implementing various AI solutions with the intention of attracting new users and making use of this trend.

**Companies that implement AI into their software won't necessarily succeed because of it.** Understanding where this concept can be

applied and where it's redundant can help you make better business decisions.

On the other hand, we're starting to see changes in how the subscriptions for SaaS companies are functioning. Cash flow automation and process innovation are also aspects that more companies are putting their effort into.

Larger tech trends such as AI didn't avoid SaaS, and it's important to understand AI if you're looking to establish yourself in this market. AI can be implemented as a part of your product, or you can use AI solutions to boost the internal processes of your company.

# 1. Segmenting your audience

Understanding your audience is one of the most important marketing aspects nowadays. Customer segmentation can help you understand who your current customers are and how to attract more of them.

**Segmentation is the process of grouping your audience based on their certain characteristics or behaviors.** For example, you gather the birthday information of your customers through a survey, allowing you to understand what age group is attracted by your service.

On the other hand, working with clients requires you to understand what a company in need of your services looks like. Customer segmentation can be conducted by gathering the related information via survey. You can also use product analytics to have a broader understanding or user interviews if you want to learn in-depth about your customers.

A mistake that can be made in the process of audience segmentation is making unnecessary groups. This way, you're



wasting the information that you've gathered on targeting groups that don't have enough in common.

With the proper segmentation, you will be able to conduct much better marketing campaigns than your competitors. Building proper strategies from the ground up can significantly increase your likelihood of succeeding in the market.

## 2. Compliance with data regulations

SaaS companies have vast amounts of data at their disposal. They're gathering the necessary information from their users so the software can function, as well as additional, optional data that's used for better marketing.

**However, it's quite important that this data is gathered in a way that's compliant with the data regulations.** Depending on the region they operate in, companies should adhere to regulations such as GDPR and CCPA.

New regulations are also being adopted as problems are recognized. Companies now have to understand the differences between documents such as [DMA vs DSA](#) and numerous others. This ensures that they are operating in accordance with international and regional regulations.

Failing to adhere to these regulations can lead to significant fines, and the company's reputation can suffer as well. Data compliance won't help you establish your SaaS as much as it will help you protect it from unnecessary harm.

## 3. SEO/ GEO services

Image by [Freepik](#)

One of the most helpful methods of establishing business and increasing your brand awareness is SEO. Proper search engine

optimization methods can help you attract new customers and clients and improve your conversion rates.

There's no need to have an in-house SEO team. Instead, you can find a good agency to do this for you. If you're based in the UK, a good SEO agency can help you rank better in the region and increase your chances of success.

**SEO not only attracts new people but also indirectly builds trust.** If your website is ranking on top when it comes to certain informational topics, users will consider this as a sign of trustworthiness.

Even though SEO isn't your main priority for getting clients or customers, it's a good marketing medium. SEO can be the action that will help you get ahead of other SaaS companies on the market. If you happen to **rank better than them**, this can lead to increased profits and conversions.

## 4. Don't neglect social media platforms

Social media presence is essential for businesses nowadays. However, because of the nature of SaaS, many companies have neglected this marketing aspect. Social media is indeed useful in establishing your presence and attracting visitors.

**Because there are numerous options, the first step in using social media for your SaaS business is finding the proper platform.** Each **social media website** has its audience and format. While some businesses thrive on X, others find the short-form content inadequate.

Social media allows you to repurpose content from your blog articles into short-form videos or social media posts, allowing you to generate curiosity. Furthermore, SM can help you with building a community.

Regular users of your service can create their own content, motivate others to use it, and create tutorials on how to use it. To further increase your SM strategy, you can collaborate with influencers who can help you grow your audience.

Finding the perfect influencer requires you to do research on their audience and understand whether there are overlappings between your product and their demographics.

## 5. Improving your product

Each of these methods is supplementary to the main value of your company which is the service itself. While you can have a flawless social media account or high ranking on Google, a poor product can lower the customer lifetime value, and even repel some users.

Before you start investing in any of the other methods, you should ensure that your product is delivering its worth. **A good product will market itself, and you won't have to spend a fortune on additional methods.**

You should ensure that the individuals working on your product are highly competent and that they understand the goals and vision of the company. If you happen to already have a great product, that's okay, but you should still work on it constantly.

For example, many great SaaS companies have embraced AI, and while they had great success until now, they wanted to ensure that their product is future-proof.

## 6. Cybersecurity as a layer of protection

Just like compliance, cybersecurity is a method of protecting your business rather than expanding it. Cybersecurity threats are common and no website or business is too small to become a victim of a wrongdoer.

**As a SaaS company, you're storing vast amounts of user data which needs to be protected.** In case of a ransomware attack which can lead to data loss, your company can be fined. You're responsible for protecting user information, and even if it isn't your fault, breaking regulations will lead to significant problems.

Cybersecurity is an essential step in ensuring that your business and customers won't suffer from unexpected risks such as **cyber threats**.

## **Skyrocket your SaaS brand with the proper steps in 2025**

Proper implementation of at least one of these methods can significantly boost your business in aspects related to the method. However, it's best to do a proper analysis of your competitors and industry before you put your chips into it.

Some methods can be redundant depending on your field, but others are applicable to a wide variety of situations. Having someone to do your SEO is always useful, but if you get your clients from LinkedIn or email outreach, you shouldn't worry about it too much.

On the other hand, investing in cybersecurity won't help you reach new people or improve your metrics. Instead, this can help you mitigate potential risks and be a safety net in numerous problematic situations.

My conclusion is that there isn't a single method that will guarantee your success. Instead, you should consider each of these methods and see which of them is most applicable to your situation.

# 4 Steps to Getting An Influencer to Promote Your Brand for Free

by Davis Tucker | Feb 5, 2025 | Featured Post | 0 comments

Are you interested in using influencer marketing to promote your business? If so, then watch the video below. Or, if you want to read about influencer marketing, read the blog post below the video. Either way, you're just a few steps away from knowing how to use influencer marketing to grow your business.

You already know that working with a social media influencer as part of your marketing plan can increase your company's success. In fact, social media was a top priority for marketers in 2025.

According to a study from Econsultancy and Adobe, marketing via social media is set to remain as top priority, with about 56 percent of respondents in the study planning to increase their social media planning.

Social media influencers can have a big effect on social media marketing. Now, you've picked out the influencer that works best for your strategy, now it's time to plan your campaign. If you're looking to start with an unpaid campaign, you'll likely be working your magic with micro-influencers.

We're going to break down the process of working out an unpaid campaign with your social media influencer, and hopefully answer all the questions you have about setting up a successful, payment-free campaign.

## How to Make an Unpaid Campaign Work for You and Your

# Influencer

Here's a few quick checklist items to make sure you're covering when putting together your unpaid campaign with your social media influencers.

## Step One: Reach Out to the Right People

The first step in creating a successful, unpaid campaign is making sure you're reaching out and working with the right kind of influencers. An unpaid partnership will typically only appeal to micro-influencers, or the social media influencers who work with a smaller audience, and are, most often, regular people who have the potential be relevant and influential for your brand. It is likely that these influencers might become more loyal to your brand once they are influencers, and because they're not on the scale of your macro-influencers, more willing to partner and collaborate without a salary. Overall, reach out directly to them, tell them who you are, why you're contacting them, and how you'd like to work with them and implement them into your brand.

## Step Two: Work out Ways Both You and Your Influencer Will Benefit from the Partnership

Next, it's time to be clear about your partnership. Try to lay out ways to your micro-influencer the ways that you can both be influential for your mutual brands. Discuss mutual and cross-promotion on each other's social media accounts. Offer them

features on your company's pages – for example, tags and posts linking your followers to their account on your Instagram or Facebook pages.

You could also try to work out a product exchange in your unpaid campaign as a form of compensation. An unpaid campaign is when you gift your influencer one of your products so that they can craft a post about it on their social media pages. Work out a deal with them based off what works best for the both of you. Does a one-time product exchange work for the two of you? What about a monthly product exchange for a few posts? Discuss which sort of product exchange can benefit the both of you.

This type of exchange will be unpaid, but you'll compensate them in the form of product. With this strategy, you're not giving them a specific post type, instead, you're sending them the product, and instructing them to promote your product in the ways that fit their accounts and the ways that will benefit your brand. This will not only provide you with an avenue to spread the word about your brand, but also provide your influencer a way to become more widely recognized as an influential person.

A second way to orchestrate an unpaid campaign is to work out a product-review type arrangement. This is like a product exchange but gives you a bit of control over how the post is constructed. Gift your social media influencer a product (for keeps, of course) and have them review it on their own accounts, linking your company's page in their post.

The compensation here is still the same as your other strategy – product exchange or free product, however, this strategy is more structured and geared toward actual reviews and real feedback on the specific product you're sending over, as opposed to an overall promotion of your brand. This type of agreement still works without compensation and is based on product exchange, however, it's built

to focus on a review of the specific product you're sending over, as opposed to a blanket brand promotion.

## **Step Three: Build Brand Awareness Via Your Influencers**

One of the best ways to implement your micro-influencers sway into your campaign is by building up your brand through their accounts. Work with your influencers to create custom, branded hashtags for the products that you give them in your product exchange system. This way, they can use the branded hashtag, link you, and create a specific product awareness with their posts.

Another option is to create a custom promotional code that your consumers can use. Simply work with your influencer to create a custom promo code that includes both of your brands in the hashtag, ask they use it for their posts with the specific products that you've given them, and have them link the posts back to you. In exchange, share their promo codes and their account on your company's profiles as well. This will benefit the influencer as they'll be exposed to a much larger audience and a different reach altogether.

## **Step Four: Measure Your Analytics and Adjust with Your Influencers**

One of the most important parts of your unpaid campaign is making sure that it's working. Your social platforms should already have analytics built into them, and you can certainly access certain third-party programs that can help you measure your analytics.



Work with your influencers to see how their numbers are being affected by your partnership and share with them how their involvement has boosted or affected your numbers, too. Set up analytics on the specific hashtags and promo codes that you've designed with your influencers to see how much traffic is being driven to your site because of these. The most important part of this process is being direct. If something isn't working with your micro-influencers, tell them, adjust, and make sure you're only implementing strategies that are positive and worth it for your company.

## Our Final Thoughts

Working with social media influencers via unpaid campaigns can be a wonderful, economical way to gain an audience, build your brand, and increase your ROI. Make sure that when working with your influencers, you clearly outline your unpaid campaign ahead of time. Be clear and direct about your purpose when working with influencers and be creative when it comes to coming up with ideas that will benefit both you and your influencer. Most importantly, always analyze your results to ensure that your efforts are effective.

*About the Author: Billy Bones is the founder of Booking Agent Info, which provides brands with the contact information for the official agents, managers, and publicists of influencers and celebrities.*

# Building an Inclusive Website – Best Practices

Creating a website that is accessible to everyone, including people who use mobility aids, is not just a good practice – it's a necessity. These days you can't have any web development process where inclusivity is a fundamental aspect of design.

So, let's look into web development, understand the challenges individuals face using mobility and disability aids, and I'll list best practices for building websites that work for all users.

## Evolution of Web Development:

The journey of web development began in the early 1990s with the advent of the World Wide Web. Initially, websites were basic and primarily text-based, designed for desktop computers with minimal consideration for accessibility. As technology advanced, so did web development techniques, leading to the introduction of graphical interfaces, multimedia content, and dynamic web applications.

However, accessibility for users with disabilities remained largely overlooked until the early 2000s when initiatives like the [Web Accessibility Initiative \(WAI\)](#) were launched. These efforts aimed to promote web accessibility standards and guidelines to ensure that the web is usable by people with disabilities.

## Challenges Faced by Users with Mobility Aids:

### Keyboard Accessibility:

For individuals who rely on mobility aids, navigating websites using a mouse may be challenging or impossible. Instead, they rely on

keyboard navigation to browse through web pages, interact with links, and fill out forms.

Websites should be designed to support keyboard shortcuts and tab navigation to ensure users can access all interactive elements without relying on a mouse. This includes implementing keyboard focus indicators to highlight which element is currently selected, making it easier for users to navigate through the site.

## Responsive Design:

Users with mobility aids often use various devices to access the internet, including smartphones, tablets, and desktop computers. Responsive design ensures that websites adapt seamlessly to different screen sizes and resolutions, providing an optimal viewing experience across all devices.

This is particularly important for individuals using mobility aids who may rely on devices with smaller screens or unique orientations. A responsive design approach involves using flexible layouts, scalable images, and media queries to adjust the content layout and design based on the user's device, ensuring accessibility regardless of the screen size or device type.

## Clear Navigation:

Intuitive navigation is crucial for all users, including those with mobility impairments. Clear headings, labels, and navigation menus help users understand the structure of the website and easily locate the information they need.

For **individuals using mobility aids**, having a well-organized and easy-to-navigate website can significantly enhance the browsing experience. Designing a logical navigation structure, providing descriptive labels for links and buttons, and implementing breadcrumbs can all contribute to making the website more

accessible and user-friendly for individuals with mobility impairments.

## **Accessible Forms:**

Forms are an essential part of many websites, allowing users to input information, submit requests, and complete transactions. However, for individuals with mobility impairments, filling out forms can be a challenging task. Websites should be designed with accessibility in mind, ensuring that forms are easy to navigate, interact with, and understand.

This includes providing clear instructions and labels for form fields, using accessible input controls such as text fields and checkboxes, and offering alternative input methods for users who may have difficulty typing or using a mouse.

Additionally, providing error messages and feedback in a clear and understandable format can help users identify and correct any issues they encounter while completing the form, improving the overall accessibility and usability of the website for individuals with mobility impairments.

## **Current Best Practices for Inclusive Web Design:**

### **Follow Web Content Accessibility Guidelines (WCAG):**

The WCAG provides a comprehensive set of guidelines for creating accessible web content. By adhering to these standards, developers ensure that their websites are perceivable, operable, understandable, and robust for all users. WCAG guidelines cover various aspects of web accessibility, including text alternatives,

keyboard accessibility, and multimedia content, providing a framework for creating inclusive websites that cater to diverse user needs and abilities.

## Provide Alternative Text for Images:

Including descriptive alt text for images is essential for users with visual impairments who rely on screen readers to access web content. **Alt text** should convey the purpose and context of the image, allowing users to understand its content even if they cannot see it.

By providing meaningful alt text, developers ensure that all users, including those with visual impairments, can fully engage with the content on the website.

## Use Semantic HTML:

**Semantic HTML** elements play a crucial role in structuring content in a meaningful and accessible way. By using semantic elements such as headings, lists, and landmarks, developers improve the accessibility and usability of their websites for screen reader users. Semantic HTML helps screen readers accurately interpret and navigate the content, enhancing the overall user experience for individuals with disabilities.

Maintaining sufficient color contrast between text and background is essential for users with visual impairments or color deficiencies. High contrast ensures that text is legible and easy to read, regardless of the user's visual acuity or color perception. By following color contrast guidelines, developers create a more inclusive browsing experience for all users, improving readability and accessibility across different devices and screen settings.

## Test with Assistive Technologies:

Regularly testing websites with assistive technologies such as screen readers, keyboard navigation, and voice recognition software is crucial for identifying and addressing accessibility barriers. By simulating the experience of users with disabilities, developers can ensure that their websites are accessible and usable for all individuals, including those who rely on assistive technologies to navigate the web.

## **Prioritize Mobile Accessibility:**

With the increasing use of mobile devices for accessing the internet, prioritizing mobile accessibility is essential for reaching a broader audience. Developers should implement responsive design techniques and touch-friendly navigation to ensure that their websites are optimized for mobile devices.

By prioritizing mobile accessibility, developers create a more inclusive browsing experience for users on the go, including those who use mobility aids and rely on mobile devices for accessing the web.

## **Provide Multiple Navigation Options:**

Offering multiple means of navigation, including menus, breadcrumbs, and search functionality, accommodates diverse user preferences and assistive technologies.

Providing alternative navigation options ensures that users can easily find and access content on the website, regardless of their browsing preferences or abilities.

By offering multiple navigation options, developers create a more inclusive browsing experience that caters to the diverse needs of all users, including those who use mobility aids.

## **Summary**

By integrating these best practices into web development processes, designers and developers can create websites that are welcoming and accessible to all users. These practices not only enhance the usability and accessibility of websites but also contribute to a more inclusive online environment for individuals with disabilities.

[Ryan's Digital Marketing](#), located in Melbourne, Australia, crafted this article. The team at Ryan's Digital Marketing is dedicated to advancing accessibility and inclusivity in web design and development. By embracing these best practices, they produce websites that deliver a smooth experience for all users, including those who utilize mobility aids.

# Great T-shirt Advertising Ideas

T-shirts everybody loves them. All over the world, billions of people wear t-shirts daily. A t-shirt can be rocked casually with jeans and sneakers, stylishly with a pair of boots and skirt or formally with tailored trousers, jacket and shoes. It's for this reason that selling t-shirts is such a big market. And the ease of getting t-shirts produced is making it a popular and profitable business.

However, because a t-shirt is a commodity, advertising your t-shirt business and giving your brand much-needed visibility is tough. Of course a perfect t-shirt design is a way to distinguish your business. People love to wear unique and quality clothing, but that just isn't enough to get the sales.

And while physical adverts are a great idea, advertising your t-shirt business online may be the ingenious idea you need to take your brand to the next level.

Create a company website if you haven't already done so. Keep the web layout simple and easy to navigate. A brand logo with a winning design on your website will do wonders also. Next, you want to develop advertising ideas to pull in more customers and make more sales.

This article will talk about terrific t-shirt advertising ideas you can utilize in your business to sell massively.

## The Concept of Online Advertising

The Internet is a great tool and an expansive marketplace. Advertising online might seem like no big deal. You may think it's just stringing a few words together, adding great-looking graphics, and putting it out online and you'll start to sell like crazy.



Unfortunately, you're in for an awakening. Before you decide to advertise t-shirts online, you need to know about [SEO](#), target market, social media marketing, influencer marketing, etcetera.

Sounds like too much work? Well, I'm going to break it down for you. Let's look at some great ideas you can use to advertise your t-shirts.

## Social Media Marketing

Running paid adverts and marketing campaigns will put a big dent in your pocket faster than you expect, especially if it's a new business. Social media is the new gold as there's a ready market waiting.

Do you know you can run free ads all year round on Facebook, Twitter, Tiktok, and yes, even WhatsApp? What you have to do is first build an active audience.

To build a great audience, you'll need to create quality content around what you do best: unique t-shirts. You can get very massive followership on these platforms by dropping a few posts per day on your Facebook page or short videos on TikTok and actively build relationships with your audience by engaging them.

More social media followers mean more sales. The more followers and friends you have, the larger your prospective client base becomes. If you want to reach a wider audience for a few dollars, you can run a sponsored ad across these platforms. It saves cost and helps you gauge response rate because of accessible communication.

## Social Media Influencers

[Influencers](#) are people who have large followership on different social media platforms. They utilize their audience to run promotional content for [brands and businesses](#). Some Channels on YouTube are dedicated exclusively to product reviews. Influencers

usually charge a price for their work, the more popular, the more expensive.

However, some people have a large sphere of influence and have decided not to monetize it. You can send them a free sample of your t-shirt and ask that they say something nice about it in their next post.

When you get customers from running an ad through a Facebook influencer, ask them to review your t-shirts on their wall. That way, you get free advertising.

## **Create a Blog**

While social media is a great way to share quality content, a blog is a much better way to share valuable information about your brand. Creating blog posts about fashion ideas, t-shirts, weird/fun t-shirt facts, trends, and tips is a great way to get traffic to your store.

To get more customers to visit the store website, always embed a link to your website in your blog posts. To garner more traffic to your website, invite guest posters to post on your blog. That way, you don't have to write so many articles all by yourself.

## **Email Marketing**

Email marketing is another effective strategy you can employ in the t-shirt marketing business. You can start with a newsletter. It enables you to send sales offers and information personally to people on your list.

The most important thing is building your email list. You might want to ensure that you're sending emails to the right people. You can build your list through social media. That way, 75 percent of the people on your list are real customers.

Consistently share quality content and ask people to sign up for your newsletters if they want to read more from you. You can also attract people with a lead magnet on your site or e-commerce store. That is, giving them a compelling offer such as a 50 percent discount off their first purchase in exchange for their email address.

When wording your newsletter, you have to be careful. Don't sound too salesy, or it may put many people off, and they'll unsubscribe from your list. Keep things interesting while promoting your business using email.

## **The Promotional Products Strategy**

Almost everyone loves freebies, especially good quality ones that are useful in their day-to-day life. A t-shirt is one of those valuable items. Give out t-shirts branded with your company logo as gifts to long-standing customers. It's a below-the-line advert that does the talking for you even in your absence.

You can also run promotional sales and hand out promotional t-shirts as gifts to all customers who purchased during the sales. Also, target inactive customers with branded t-shirts.

If an active customer goes inactive suddenly, it may be because they're getting better deals elsewhere. Don't ignore them. Target them with discount sales and a free t-shirt.

A great advertising idea you can try out is pitching directly to companies and organizations likely to give branded company t-shirts to their customers.

It's a marvelous way to scale your business and increase your customer base. We advise that you go along with a branded t-shirt from the store to the meeting and give it to the company representatives before you leave.

# Run Online Contest

A great way to make sure your brand gets more visible and relevant online is by running an online contest. People are usually excited by participating in games. It could be something simple like a **basic t-shirt** look challenge. It's a t-shirt advertising strategy that'll pull in new customers.

The important thing is to attach prizes to the challenge, so people are motivated to participate. If you use the service of a famous influencer for your brand, you can set a date with the influential person as the prize for the winner.

## Sponsor an Event

While this may not look like it, it's one of the excellent t-shirt promotion ideas to get your t-shirt brand out there. It's also a great place to network and meet heads/representatives of big corporations who are more likely to need branded company t-shirts as their **promotion material**. You can also hand out free t-shirts to people attending the event.

Keep your eyes peeled and your ear open for events in your community or state which will offer you such opportunities. Get a good designer to create and print flyers for your brand. Hand these out at events.

## Final Thoughts

There are lots of remarkable ways to advertise your t-shirt selling enterprise. You should identify the specific needs of your business at each point and find a strategy to promote your brand while saving costs.

If your **business is small** or new, you should avoid spending too much money on adverts. Personalized promotions and social media sites are great marketing strategies to reach your target audience.

Finally, offer after-sales services.

# Top Ways SEO Can Benefit Your Plumbing Business

by Davis Tucker | Feb 14, 2024 | SEO | 0 comments

There is no doubt that running your plumbing business can be difficult. As well as your own professional expertise, you also have to manage the marketing side of your business and get a constant stream of new customers. You also need to find a way to become the go-to source for emergency jobs as well as longer engagements like kitchen and bathroom refits.

One way to do this is to use search engine optimization so that you can be found more easily by those searching online, which has become the default method for sourcing tradespeople of any description. If you are still not sure about the wisdom of doing this, here are some of the biggest benefits.

## SEO will boost your search engine rankings

Effective use of SEO can mean that you rank more highly for relevant search terms when people search online. This can mean that they will see your listing before many of your competitors and that they will call you or ask you for a quote before any of the others.

This might seem like quite a big task, and it is, so you should probably not attempt to do this yourself as you could invest plenty of time and effort with middling or poor results. The better strategy by far is to call in experts like [clickintelligence.com](https://clickintelligence.com). A reputable agency like this will know exactly what they are doing and could improve your position in search engine results.

# The power of local SEO

Of course, as you can only service customers nearby, then you will need to target your local area rather than nationwide. This is another area where specialist knowledge is key, so you only get responses from potential customers within an hour's drive.

## Save money on your current advertising strategy

Another advantage of SEO is that you are not constantly paying for PPC ads or similar to catch the eye of prospective customers. This can have a massive effect on your monthly outgoings, something which is vitally important at the moment with **rising costs across the board for all business owners**. While SEO may have a slightly greater cost in time and effort at the start, the benefits in the long run can be much greater, so you are likely to consider them a good investment.

## Build trust with customers.

Customers always have a choice, and the reputation of a business is key, especially for work as important and expensive as that carried out by a plumber. Seeing your company at the top of a Google or Bing search will boost their confidence in selecting you, knowing you did not just get to the top of the rankings by paying for ads.

## A few final thoughts

SEO is important to all businesses, but especially to those that rely on local customs like plumbers. Being at the top of any search will make customers more likely to contact you, and having that position in the organic results means that you are not constantly paying for advertising. With something this important, you should

not leave it to chance, and to get the best results possible you should look to a reputable agency to give you a head start over any others.



# Brandformance Redefined: The Future of Synergizing Branding and Performance Marketing

by Davis Tucker | Feb 11, 2024 | Branding | 0 comments

In the ever-evolving landscape of marketing, businesses are continually seeking innovative approaches to drive growth, engage audiences, and achieve tangible results. One such approach that has gained prominence in recent years is “brandformance” – a strategic blend of branding and performance marketing principles. This article delves into the concept of brandformance, its evolution, and its potential to reshape the future of marketing.

## The Evolution of Brandformance

Traditionally, branding and performance marketing have been viewed as distinct disciplines, each with its own objectives and tactics. Branding focuses on building brand awareness, perception, and emotional connections with consumers, while performance marketing is centered around driving measurable outcomes such as conversions, sales, and ROI. However, as the marketing landscape becomes increasingly complex and interconnected, the lines between branding and performance are blurring.

**Brandformance** represents a paradigm shift in marketing philosophy, advocating for the integration of branding principles with performance-driven strategies. Rather than viewing branding and performance marketing as separate entities, brandformance seeks to align these disciplines to create cohesive and impactful marketing campaigns.

## The Importance of Brandformance

Brandformance offers several key advantages for businesses looking to maximize the impact of their marketing efforts:

- **Holistic Approach:** By integrating branding elements such as brand messaging, storytelling, and visual identity with performance marketing tactics, brandformance allows businesses to take a holistic approach to marketing. This approach ensures that marketing efforts are aligned with brand objectives and values, resulting in a consistent and cohesive brand experience for consumers.
- **Enhanced Engagement:** Brandformance campaigns are designed to engage consumers on both emotional and functional levels. By leveraging branding elements to create compelling narratives and experiences, brandformance campaigns capture the attention and interest of consumers, driving higher levels of engagement and interaction.
- **Measurable Results:** While branding efforts are often perceived as difficult to measure, brandformance provides a framework for tracking and evaluating the impact of branding initiatives on tangible outcomes. By integrating performance metrics such as conversions, sales, and ROI into branding campaigns, businesses can measure the effectiveness of their branding efforts in driving bottom-line results.
- **Adaptability:** In today's fast-paced digital environment, marketing trends and consumer preferences are constantly evolving. Brandformance allows businesses to adapt quickly to changing market conditions by combining the flexibility of performance marketing with the enduring power of branding principles.

## Implementing Brandformance Strategies

To harness the power of brandformance, businesses can follow these key strategies:

- **Define Brand Objectives:** Start by defining clear brand objectives that align with business goals and values. Whether it's building brand awareness, driving customer engagement, or increasing sales, ensure that branding efforts are aligned with overarching brand objectives.
- **Develop Brand Messaging:** Craft compelling brand messaging that resonates with target audiences and communicates the unique value proposition of the brand. Brand messaging should be consistent across all marketing channels and touchpoints to reinforce brand identity and perception.
- **Integrate Performance Tactics:** Incorporate performance marketing tactics such as search engine optimization (SEO), pay-per-click (PPC) advertising, and social media marketing into branding campaigns. By optimizing performance channels to deliver targeted and measurable results, businesses can maximize the impact of their branding efforts.
- **Leverage Data and Analytics:** Use data-driven insights and analytics to inform branding decisions and optimize campaign performance. By analyzing key metrics such as website traffic, engagement rates, and conversion rates, businesses can identify opportunities for improvement and refine their brandformance strategies over time.
- **Test and Iterate:** Continuously test and iterate branding and performance marketing tactics to optimize campaign performance and drive better results. Experiment with different messaging, creative assets, and targeting strategies to identify what resonates most with your target audience.

## Case Studies in Brandformance Excellence

- **Nike:** Nike's "Just Do It" campaign is a prime example of brandformance in action. By combining compelling brand messaging with targeted performance marketing tactics, Nike has successfully built a strong brand identity while driving measurable results in terms of sales and brand equity.
- **Airbnb:** Airbnb's "Belong Anywhere" campaign seamlessly integrates brand messaging with performance marketing tactics to create a cohesive and impactful brand experience. By leveraging user-generated content and storytelling, Airbnb has built a community-driven brand that resonates with consumers around the world.
- **Coca-Cola:** Coca-Cola's "Share a Coke" campaign demonstrates the power of brandformance in driving consumer engagement and sales. By personalizing product packaging and leveraging social media marketing, Coca-Cola has successfully reinforced its brand identity while driving measurable results in terms of sales and brand loyalty.

## Looking Ahead

As businesses continue to navigate the complexities of the modern marketing landscape, brandformance offers a compelling framework for driving growth, engagement, and results. By integrating branding principles with performance marketing tactics, businesses can create cohesive and impactful campaigns that resonate with consumers while driving tangible outcomes. As we look ahead to the future of marketing, brandformance is poised to play an increasingly important role in shaping the way businesses connect with audiences and drive success.

# Leveraging Digital Branding for Increased Customer Engagement

by Davis Tucker | Feb 11, 2024 | Branding | 0 comments

In today's hyper-connected world, where consumers are inundated with information and choices, building a strong brand presence has become essential for businesses looking to stand out and succeed. However, in the digital landscape, where competition is fierce and attention spans are short, effective digital branding is more critical than ever. This article explores the significance of digital branding in driving increased customer engagement and how partnering with a **digital branding agency** can help businesses achieve their branding goals.

## Understanding Digital Branding

Digital branding is the strategic process of establishing and promoting a brand's identity, values, and offerings across digital channels and platforms. It encompasses a wide range of tactics, including website design, social media marketing, content creation, email campaigns, search engine optimization (SEO), and online advertising. At its core, digital branding is about creating a cohesive and consistent brand experience that resonates with consumers and fosters trust and loyalty.

## Importance of Digital Branding for Increased Customer Engagement

- **Building Brand Awareness:** In today's crowded digital marketplace, building brand awareness is crucial for attracting and retaining customers. Effective digital branding helps businesses increase their visibility and reach among their target

audience, ensuring that their brand is top-of-mind when consumers are making purchasing decisions.

- **Establishing Brand Credibility:** A strong digital brand inspires confidence and trust in consumers, making them more likely to engage with a business's products or services. By consistently delivering high-quality content, providing valuable information, and engaging authentically with their audience, businesses can establish themselves as credible and reliable sources within their industry.
- **Creating Emotional Connections:** Digital branding allows businesses to connect with their audience on a deeper, more emotional level. By sharing compelling stories, showcasing their values and beliefs, and humanizing their brand through authentic communication, businesses can forge meaningful connections with their customers that go beyond transactional relationships.
- **Encouraging User Engagement:** Digital branding plays a crucial role in driving user engagement across various digital channels and platforms. By creating interactive content, encouraging user-generated content, and fostering community engagement, businesses can encourage their audience to actively participate and interact with their brand, leading to increased loyalty and advocacy.
- **Differentiating from Competitors:** In today's competitive digital landscape, differentiation is key to standing out and capturing consumers' attention. Effective digital branding helps businesses distinguish themselves from competitors by highlighting their unique value proposition, showcasing their strengths, and communicating their brand personality in a compelling and memorable way.

## How a Digital Branding Agency Can Help

A digital branding agency specializes in helping businesses develop and execute comprehensive digital branding strategies to achieve their business objectives. Here's how partnering with a digital branding agency can help businesses leverage digital branding for increased customer engagement:

- **Strategic Planning and Consulting:** A digital branding agency works closely with businesses to develop a clear and cohesive branding strategy that aligns with their goals and objectives. From defining brand identity and positioning to identifying target audience segments and crafting key messaging, a digital branding agency provides strategic guidance and consulting to ensure that businesses are effectively leveraging digital branding to drive customer engagement.
- **Creative Branding and Design:** A digital branding agency offers expertise in creative branding and design, helping businesses develop visually compelling assets that resonate with their target audience. From logo design and brand identity development to website design and digital collateral creation, a digital branding agency ensures that businesses make a strong and memorable impression across all digital touchpoints.
- **Content Creation and Marketing:** Content is king in the digital world, and a digital branding agency helps businesses create and distribute compelling content that engages and resonates with their audience. Whether it's blog posts, social media content, email campaigns, or video production, a digital branding agency develops content strategies and executes marketing campaigns that drive increased customer engagement and brand awareness.
- **Digital Advertising and Promotion:** In addition to organic content, a digital branding agency helps businesses leverage digital advertising and promotion to reach and engage their target audience effectively. Whether it's pay-per-click (PPC) advertising, social media ads, influencer partnerships, or email

marketing, a digital branding agency develops and executes targeted advertising campaigns that drive traffic, conversions, and customer engagement.

- **Analytics and Performance Measurement:** A digital branding agency utilizes data and analytics to track and measure the performance of digital branding efforts, providing businesses with valuable insights into their audience's behavior and preferences. By analyzing key metrics such as website traffic, engagement rates, conversion rates, and social media metrics, a digital branding agency helps businesses optimize their digital branding strategies for maximum impact and effectiveness.

## Conclusion

In today's digital age, effective digital branding is essential for businesses looking to increase customer engagement, build brand loyalty, and stand out from competitors. By leveraging digital branding strategies and partnering with a digital branding agency, businesses can develop a strong and memorable brand presence that resonates with their audience and drives meaningful interactions and relationships. From strategic planning and consulting to creative branding and design, content creation and marketing, digital advertising and promotion, and analytics and performance measurement, a digital branding agency offers a comprehensive suite of services to help businesses achieve their branding goals and objectives in the digital landscape.



# Mastering Public Speaking: A Key Leadership Skill for Startup Success

by Davis Tucker | Feb 11, 2024 | Business | 0 comments

In the fast-paced and competitive landscape of startups, effective communication is paramount. Among the myriad skills required for entrepreneurial success, public speaking stands out as a critical leadership asset. Mastering the art of **public speaking leadership** not only allows startup founders to effectively convey their vision and mission but also inspires confidence, builds credibility, and fosters connections with stakeholders. In this article, we explore why public speaking is crucial for startup success and provide actionable tips for budding entrepreneurs to hone this essential skill.

## The Power of Public Speaking in Startup Leadership

- **Inspiring Vision and Mission:** Public speaking provides startup founders with a platform to articulate their vision and mission to various stakeholders, including investors, employees, customers, and the media. A compelling and persuasive presentation can ignite enthusiasm, rally support, and garner buy-in for the startup's goals and objectives.
- **Building Credibility and Trust:** Effective public speaking builds credibility and trust among stakeholders by demonstrating expertise, authenticity, and confidence. A founder who can eloquently communicate the value proposition of their startup instills confidence in investors, inspires loyalty in employees, and earns trust from customers and partners.
- **Attracting Investors and Partnerships:** Startups rely heavily on securing funding and strategic partnerships to fuel growth and

expansion. Public speaking engagements, such as pitch presentations at investor conferences or networking events, offer founders the opportunity to showcase their startup's potential, attract investors, and forge strategic partnerships.

- **Engaging Employees and Fostering Culture:** As startups grow, effective communication becomes increasingly vital for engaging employees, aligning teams, and fostering a positive company culture. Public speaking allows founders to convey organizational values, share updates and milestones, and inspire teams to rally behind a common vision.
- **Differentiating in a Crowded Market:** In a crowded marketplace, startups must differentiate themselves to stand out and capture the attention of target audiences. Public speaking provides a platform for founders to share their unique story, value proposition, and competitive advantage, helping their startup to carve out a distinct identity and position in the market.

## Honing Public Speaking Skills for Startup Success

- **Know Your Audience:** Tailor your message and delivery to resonate with your audience's needs, interests, and expectations. Research your audience demographics, preferences, and pain points to craft a relevant and compelling presentation that resonates with them.
- **Craft a Clear and Concise Message:** Distill your startup's value proposition and key messages into a clear and concise narrative. Focus on communicating the problem your startup solves, the solution it offers, and the value it delivers to customers in a succinct and compelling manner.
- **Practice, Practice, Practice:** Rehearse your presentation multiple times to refine your delivery, timing, and body language. Practice in front of a mirror, record yourself, or solicit feedback from

trusted peers or mentors to identify areas for improvement and polish your performance.

- **Embrace Authenticity and Vulnerability:** Authenticity builds rapport and connection with your audience, so don't be afraid to share personal anecdotes, experiences, or challenges that humanize your presentation and make it relatable. Vulnerability breeds authenticity and fosters trust, so embrace your authentic self and be genuine in your communication.
- **Utilize Visual Aids Effectively:** Visual aids such as slides, videos, or infographics can enhance your presentation and reinforce key points. However, use them sparingly and strategically to complement your message rather than detract from it. Keep visuals simple, visually appealing, and aligned with your brand aesthetic.
- **Engage Your Audience:** Actively engage your audience through interactive elements such as questions, polls, or group activities. Encourage participation, invite feedback, and create opportunities for dialogue and collaboration to foster engagement and connection with your audience.
- **Manage Nerves and Anxiety:** Public speaking can be nerve-racking, especially for novice speakers. Practice relaxation techniques such as deep breathing, visualization, or mindfulness to manage nerves and anxiety before and during your presentation. Remember that nerves are natural and can even enhance your performance if channeled positively.
- **Seek Feedback and Continuous Improvement:** Solicit feedback from peers, mentors, or audience members to gain insights into your strengths and areas for improvement. Embrace constructive criticism as an opportunity for growth and continuously strive to refine and enhance your public speaking skills over time.

## Conclusion

In the dynamic and competitive landscape of startups, effective public speaking is a crucial leadership skill that can make the difference between success and failure. By mastering the art of public speaking, startup founders can inspire vision, build credibility, attract investment, engage stakeholders, and differentiate their startup in a crowded market. By following actionable tips and honing their public speaking skills, budding entrepreneurs can unlock the full potential of this essential leadership asset and propel their startup to greater heights of success and impact.

# Discover Why Influencer Marketing Is Essential for Today's Brand Success

by Davis Tucker | Jan 20, 2024 | Influencer Marketing | 0 comments

Modern customers are increasingly skeptical about brands beating their drums. Getting your business noticed has also become quite tough when every other brand strives to ace its online presence.

So, how do you capture attention and win your target market's trust? The answer lies in influencer marketing.

Social media creators offer a sense of community and engage the audience through relatable content. In short, they are the trusted communicators to the netizens, and what they say goes.

**Influencer marketing** gives you access to the creator's loyal following, turning the partnership into convincing social proof.

In fact, as of 2023, the influencer marketing niche is valued at **\$21.1 billion**, constituting a 3x growth since 2019. This exponential growth only validates the seal of credibility influencer marketing can add to your brand.

Today's blog discusses influencer marketing and its importance for a modern brand's success.

## What does influencer marketing entail?

Influencer marketing is a promotional approach where brands collaborate with social media personalities who post content regularly and have a substantial following. It has become a popular way for brands to connect with their target audience, boost visibility, **generate leads**, and leverage influencers' credibility to gain their own.

# Types of influencers

The most obvious metric to categorize influencers is their follower count. These categories are:

## Mega influencers

A mega influencer is a social media creator with a large following on a single platform, typically more than 1 million. This category includes A-list celebrities and some internet-based creators as well. Mega influencers mostly have a very diverse audience with different sets of interests.

For example, dancer and social media personality [Charli D'Amelio](#) boasts a whopping 45.6 million followers and thus can be considered a mega influencer.

Such influencers are perfect for you if your primary marketing goal is to increase reach and visibility.

## Macro influencers

Macro influencers are social media creators with a follower count between 100,000 and 1 million. Unlike most mega influencers, these creators commonly gained their fame via the internet. If you want to target a specific customer segment and still touch across the masses, macro influencers can be the right partners for you.

For example, model and musician Britney Manson is a macro influencer with 597,000 followers. She imitates catwalks by the most notable models, which gained her a substantial following. She mostly partners with fashion labels and make-up brands because of her expertise in those niches.

## Micro-influencers

Influencers with a follower count between 10,000 and 100,000 are considered micro influencers. They mostly focus on a specific area

and boast substantial expertise in it.

Micro-influencers generally have a niche audience base genuinely interested in the creator's field. So, if you are a brand trying to establish yourself as an industry expert, they can be fantastic brand ambassadors for your business.

Dividendology, with a follower count of 27,800, can be considered a micro-influencer on Twitter.

## **Nano influencers**

Social media users with a follower count between 1000 and 10,000 are considered nano influencers. They mostly have a reach on their family and friends and can be considered a trusted voice in their local community.

Nano influencers share a more personal relationship with their followers and thus can boost your brand's authenticity better than other influencers.

# **8 reasons why influencer marketing is essential for today's brand success**

Businesses are lining up to partner with influencers from start-ups to top brands. [Reports](#) show that 39% of businesses and relevant professionals have collaborated with 10 influencers, and 12% have worked with more than 1,000 influencers.

But why is influencer marketing getting such extensive attention? What value can they add to your business's growth? Let's find out:

## **1. Builds trust and credibility**

Winning your target market's trust is essential to get ahead in a saturated market. But branded ads alone can't help you achieve

that. However, influencers can give you a share of their audience's trust.

Influencers have a strong connection with their followers. Their audience takes their recommendations seriously.

So when a social media creator with a substantial following uses and talks about your product, they add credibility to your brand. Such partnerships foster the perception that the brand is reliable and worth looking into.

In short, influencer marketing lets brands present their qualities without seeming gimmicky. It gives them a reason to choose you over your competitors, especially when accompanied by innovative, **creative marketing** approaches that captivate and resonate with the target audience

## **2. Allows better audience targeting**

Spreading **brand awareness** isn't enough. No matter how good your product is, it won't sell if you can't reach your core market. The key here is to target the right audience genuinely interested in your field or can use your products.

That's something influencer marketing can help you with. Macro influencers often have followers with specific interests and demographics. These are the audiences most likely to engage with your brand.

Partnering with macro influencers in your industry gives you access to their niche audience. It ensures that your campaigns reach the right crowd, increase website traffic, and bring potential customers with a higher chance of conversion.

Holger Sindbaek, the owner of **World of Card Games**, shares, "As the gaming industry continues to expand, we recognized the untapped potential of influencer marketing in reaching new audiences. We



strategically partnered with influencers who were gaming enthusiasts and had a strong connection with their followers. This approach allowed us to tap into new segments of gamers previously unaware of our platform. By leveraging the influencers' credibility and reach, we introduced our games to a broader audience, significantly increasing new user acquisition. It's a clear example of how, in a burgeoning market like online gaming, influencers can be the bridge to connect with new, enthusiastic players."

### **3. Promotes authenticity**

While traditional marketing, like advertisements and commercials, is important, it lacks authenticity. Which brand will say anything but good things about themselves?

But when an influencer vouches for your product by blending the endorsement into their regular content style, it looks much more authentic. These campaigns are relatable. It makes the audience believe if your brand could help their favorite influencer, it can also help them.

### **4. Increases brand awareness**

With the extensive popularity of ad blockers, running social media ads isn't the foolproof way of boosting **brand awareness** anymore. But influencer partnerships can do that for you in a non-intrusive way.

If you can find the right influencers through holistic qualitative and quantitative screening, they can get you sizable engagement and visibility. People may skip your ad but not their favorite creator's content. This way, influencers can educate their followers about your brand organically.

Influencer marketing also gives you access to the creator's already-established fan base, helping you reach a wider audience quickly

and effectively.

## 5. Improved content quality

Influencers are popular because their audience likes what they do. These creators are fluent in their audience's likes and dislikes, know how to hook attention, and build a positive perception through their content. You can use this to **revamp your content strategy** through influencer marketing.

You can include the influencer in your content planning process. It may be a good method to keep your **content plan** in a common pool with influencers so that influencers can better understand your comprehensive content plan and collaborate harmoniously on your strategies. They can add a fresher perspective and give you pointers to elevate your campaigns. The results will have a much better chance of resonating with your audience. That's why many top brands even give influencers substantial creative freedom to create content for their partnership.

## 6. Boosts social proof

Influencer marketing is also an excellent way to boost word-of-mouth marketing. For example, when a micro or nano influencer with their community's trust talks about how your product has helped them, their endorsements act as testimonials. It comes across as a **recommendation from individuals** your audience adores or admires.

Influencers often present a lifestyle that we aspire to achieve. That's why, their endorsements make people believe the product can help them reach those aspirations. This enhances your brand's perceived value and increases your product's desirability.

In addition to verbal endorsements, influencers can seamlessly integrate your brand into their lifestyle by **embedding Instagram**

**feeds**. This visual storytelling adds authenticity to your product, fostering a deeper connection with the audience.

## 7. Cost-effective approach

Reaching a larger audience through traditional marketing isn't easy. You must keep at it constantly to acquire substantial followers, and they still may not get your desired attention. Plus, producing TV and print commercials and running social media ads for the longer run can be a huge financial burden. All this becomes much more complex if you want to **grow your small business**.

Influencer marketing, on the other hand, is a much more cost-effective approach. Your partner influencer already has a strong following. So you won't need to drain your budget striving for a larger audience.

Tailoring influencer campaigns to fit your marketing budget is easy. They are easy to scale up or down according to the changes in marketing goals. **Businesses with a tight budget** can also use a pay-per-click model where your influencer will get paid every time someone buys your product through their link.

## 8. Improves SEO

Influencers featuring your product and linking your website on their posts generate quality backlinks. Your link reaches a wider audience whenever someone shares the influencer's content, creating a domino effect. This boosts referral traffic, gets your website noticed by the search engine algorithm, and **enhances your ranking**.

## Conclusion

With the right partnerships and a well-mapped-out strategy, influencer marketing is a sure-shot boon for your brand's success.

## *Why?*

- Influencer collaborations improve your authenticity and get you noticed in an otherwise crowded space.
- Their endorsements act as testimonials from someone your target audience trusts.
- Influencers can enhance your content quality.
- You can leverage their large follower base to boost brand awareness.
- Influencer marketing is much more cost-effective than traditional ads.

So, if you want to gain widespread exposure quickly and earn your audience's trust, give influencer marketing a chance to get a bang for your buck.

# The Most Common Mistakes to Avoid on Tax Day for Smooth Business Operations

by Davis Tucker | Jan 19, 2024 | Business | 0 comments

When tax day rolls around every April, businesses across the United States realize they may have forgotten a few things they should have tracked or done during the previous year. The average entrepreneur pays quite a bit of their revenue in taxes but can also get into hot water if they fail to pay estimated taxes and suddenly realize they have a huge burden.

On tax day, you'll want to ensure you don't make any common errors that might trigger an audit. Basics such as spelling your name correctly, using the right Social Security or EIN, and avoiding math errors are easy things to focus on when filing. However, there are a slew of other problems that build over time and should be addressed throughout the year.

Understanding other business owners' common mistakes helps you avoid the same issues. Here are the most likely missteps.

## 1. Procrastinating

The United States and local governments collected approximately \$504.39 billion in taxes during the third quarter of 2023. It takes hours of work to file a business tax return, even if you're filing on your personal income tax as a sole proprietor. Paying estimated taxes quarterly is just one example of what you must keep up with all year. If you procrastinate until the last minute, you'll likely have trouble finding time to add all your receipts and may incur fines for not paying promptly.

## 2. Keeping Poor Records

You must keep detailed records to feel confident on tax day. There is always a chance you'll be subject to an audit. However, if you've kept receipts and detailed notes about the legal deductions you claimed, you'll be able to answer any questions the Internal Revenue Service (IRS) has and avoid penalties.

If you have a home office or use your personal vehicle for business purposes, you'll also want to keep track of your overall expenses and the percentage of time or space where you use those assets for your company.

The simplest way to keep track is on a spreadsheet. Some software figures the percentages and formulas so you don't have to. It may be worth investing in business software such as Quickbooks or Freshbooks.

## 3. Not Ensuring Health Care Compliance

You'll need to comply with the Affordable Care Act and provide proper documentation to employees if **more than 50 people** work for you. Use a checklist to ensure you don't miss any end-of-year procedures you should follow.

The document preparation you work on for your staff requires analysis after the tax year ends. It's also a good time to prepare for next year's open enrollment. Gather feedback from workers and make any needed changes to give them the best coverage you can afford.

## 4. Failing to Claim Deductions

A huge mistake some companies make on tax day is failing to claim deductions. You might be worried about triggering an IRS audit and

not claim legitimate travel or meals.

However, if the expense is legitimate, you should claim it and be ready to provide documentation as needed. Keep notes about why the dinner was a business expense, such as taking out a new client to discuss the potential for a long-term contract or traveling to a convention in another state.

Remember that you can combine a family vacation with business travel. However, tax experts strongly recommend separating your expenses. You cannot claim the cost of adding other people into the equation or personal side trips you take.

How does a business/pleasure trip work for tax purposes? John Businessperson sees there is a conference in his industry in Las Vegas in February. His spouse has some time off and wants to tag along. John's hotel is deductible, but the place charges another \$20 to add a person. He should not deduct the \$20. The conference fee is \$250 and is deductible. Meals John eats during the conference are deductible, but not what his wife eats, so her bill should be paid separately. The conference runs for three days but they stay five, so the additional days shouldn't be listed as an expense.

You should consult with your tax professional to be certain what is allowable for your industry. However, you can see how it works to take someone along and still claim your portion of the deduction.

## 5. Forgetting to Add Income

Around 62% of people think owning a business is a smart career choice. While trying something new is risky, there are many rewards, including deducting the costs of starting a business. However, one area where people get into trouble is forgetting to add income.

A freelancer might get a cash payment for a project and not record it. Some people also mistakenly believe if they make under \$600,

they don't have to claim the amount on their taxes. The rule is that companies don't have to issue a 1099-MISC if the amount they paid the company or freelancer was under \$600. However, you are responsible for claiming what you made whether you get a 1099 form or not.

You might sell off an asset and forget to list the income from the sale. In most cases, you'll sell used items for less than you paid or will donate them, thus making the point moot. However, if you do make money, you must claim the profit. This is particularly true for people who work in the resale industry.

## 6. Missing Tax Breaks

How can you determine which business deductions to take, such as parts of your home? The IRS has a handy chart that [helps you determine if the expense](#) is allowable. Each question in the chart is a yes or no. At the end, you'll be informed if the deduction is permitted.

Tax preparation software will only ask about common scenarios. Consider hiring a tax professional for the most extensive review possible.

## 7. Ignoring Changing Tax Laws

Another mistake some business owners make is ignoring tax laws. Changes happen each year, including to the tax tables. Pay attention to the laws coming down the pipeline that might impact your company.

One big change is that cash apps and online payment portals are now required to send in details about any transaction, not just those over a certain amount. While the change isn't a new law, those not claiming all income may panic over the thought. Also, hobby sellers who might not realize they have to declare income and need



to track expenses could owe a lot of money at the end of the tax year.

Take the time to read widely about tax laws and small businesses. Consult with your local Small Business Administration branch — many have retired tax professional volunteers who will help walk you through tough issues. Be proactive in expanding your tax knowledge.

## 8. Not Seeking Help When Needed

The IRS assessed about **\$4 billion in business income taxes** in 2022. While the number varies from year to year, the government is looking for people trying to cheat the system. Unfortunately, you could make an honest mistake without intending to and still be assessed penalties.

The time and cost to appeal an IRS decision is significant. If you aren't sure how to file something, take the time to consult with a professional tax person. You may not have the funds to pay a full-time CPA, but you can pay for an hour of their time to review the issues you're uncertain about or your return in general.

While you can hire companies to help you fight amounts the IRS says you owe, if you did make a mistake and owe the money, you'll have to pay it in some fashion. It's better to avoid errors in the first place rather than letting them compound.

Ask for help when needed, hire a professional or go to the SBA office and get help from retired bookkeepers.

## Take a Breath on Tax Day

You might feel the weight of the world on your shoulders when tax day rolls around. You likely have a huge bill due if you fail to pay estimated taxes and may feel the added anxiety of finding time to

add everything up. It's far better to do the work throughout the year and try to get your tax burden down before April rolls around.

However, if you did procrastinate or fail to keep records, you can still recover. Go back through bank and credit card statements to gather income and expenses. Check accounts such as Amazon, PayPal and other payment sites to create a paper trail. It will take more time and attention to detail, but you can still file a return that keeps your business honest and afloat.

# Blog Post Analysis for New Businesses

by Davis Tucker | Jan 17, 2024 | Blogs | 0 comments

Blog post analysis is vital for new businesses and established ones. Posts attached to an existing website can help drive traffic and boost sales, but it depends on various factors. Some of these include analyzing data, using SEO, and writing informational posts for a core audience.

Getting a blog to work for you can take time. But with some patience, effort, and persistence, it pays off. The valuable data gained from post insights allows you to fine-tune more posts to the audience most likely to engage, and organic and paid traffic will begin to flow more freely.

## First, Be Careful What You Post

Before we get into the meat and bones of analyzing posts and building a better site, it needs to be said that care must be taken when posting. Controversial content can bring more traffic to a site, but the fallout can damage your business. Pay attention to what your posts are saying and whether they hurt any specific demographic. There are some things that even the [best online reputation management service](#) can have a hard time repairing when it comes to your company.

## Boost Traffic to Drive Sales

Traffic is the bread and butter of a blog, and it can boost sales when implemented correctly. Driving traffic, paid and unpaid, isn't easy and requires fine-tuning content to attract an audience. It's an ongoing process, but some key considerations are as follows:

- Include features that make it easy for the audience to share content.

- Perform keyword research and optimize the posts for the ones you want to rank for.
- Create internal and external links to relevant content inside and outside your site.
- Establish relationships with influencers related to your sector or niche.

Sharing content is a key way to increase traffic from social media platforms and forums. However, organic (unpaid) traffic mostly relies on ranking for keywords and phrases. Therefore, it helps if you don't neglect to perform research using tools such as Jaaxy and UberSuggest.

## **Blog Post Analysis Performance Reviews**

As you add pages and posts to your business blog, you become privy to a ton of data. And data from a blog is invaluable. Larger companies are aware of this, which is why 80% of Fortune 500 companies have a business blog. You can analyze blog post performance to see which ones do well and the ones that don't. Carefully consider the topic, keywords, and search intent behind the ones that rank well, and establish a pattern of posting and linking around the best ones.

## **Gather Data from Blog Analytics**

There are many metrics by which you can analyze a blog and its posts. Understanding these will help you increase traffic and drive sales. Impressions relate to the number of times your posts have been seen by users in Search Engine Results Pages (SERPS). Low impressions are typical when starting out and will grow over time as you become more authoritative. Click-through rates (CTR) relate to how many people clicked on your post from an impression.

# Don't Worry About the Post Length

There is some fierce debate as to how long a blog post should be. Studies have shown that longer posts of 3,000 words or more perform better. However, not all topics and posts can sustain this length. If you write for the word count, you risk going off-topic and adding useless information. This results in penalties from the search engine. Don't worry if you are struggling to write a long-form post because it is the strength of information that counts.

## Write Post Topics Related to Your Niche

There are many blogs that try to cover everything, and some do well. But your ranking in SERPs is helped when you stay within your niche. The niche is the focus of your business, and writing posts based on this helps narrow down the results for the reader. It can be hard to discover your niche, however, and it can take some time. Finding a balance is the key, and it helps to consider key points such as what the business is about, what you can offer, and the likelihood of traffic.

## Consider Site-Specific Details

Your business website as a whole can determine where you rank in SERPs. A poor-performing site will be penalized, no matter the quality of the content. Therefore, it is necessary to consider some key factors for maximizing performance, some of which include the following:

- See where your posts rank for a specific topic or key phrase.
- Track the traffic of your posts and where it comes from.
- Optimize your blog for the fastest page loading times.
- Check if your blog is optimized for smartphones and tablets.
- Establish a strong posting pattern that users can rely on.

- Vary the length of posts according to the topic at hand.
- Use industry-standard tools to help you build a better site.

Keyword research and analysis are a massive help and are made easier and enhanced when combined with [good SEO practices](#). Optimizing your site for mobile devices is also a mandatory step for ranking these days, and there are tools available, such as Ahrefs, for gaining insights.

## Use Freely Available Insights

As mentioned, there are tools available to help you build a better site and publish better posts. Some cost quite a bit of money, and others are free. It is recommended you begin with free tools and pay for one or two when starting out. You can then expand the tools you use as the budget expands. Some of the best free tools when starting to publish include Google Trends, PageSpeed insights, and social media platforms, which have their own data analytics tools.

## Post Using Multiple Marketing Channels

A blog is an effective way to gain traction with an online presence and establish your business in a specific niche. However, there are many other channels you must consider for maximizing the efficiency of your marketing efforts. The top marketing channels for posting (aside from blogging) include social media, email marketing, and content marketing. You can further enhance your blog using metadata and SEO and even create virtual events for your brand.

## Leverage SEO for SERP Content

SEO has been mentioned a few times in this post. But there is a good reason. Search Engine Optimization (SEO) provides clear communication between your blog posts and site and the search engine. It is a complex subject, but in basic terms, it allows search

engines to place your posts in the SERPs based on where they fit best after a user search. Keyword research, descriptive metadata, and registering a real-world business on Google My Business will help.

## **Perform Blog Post Analysis on Competitors**

To beat the competition, you need to understand the competition. This can help prevent you from becoming obsolete in your sector and up to date with new innovations. You can also track who they hire when they hire, and what they plan for the future. However, just analyzing a competition's blog posts for traffic will help identify where yours should be heading. This is the main reason why over 40% of bloggers saw success with their own blogging strategy.

## **Add Valuable Information to the Post**

It can be challenging to find topics and even write a post that covers 1,000 words or more. In many cases, topics and subjects have already been written about many times. But this isn't a bad thing. There are a few ways you can add value to a popular subject with your posts:

- Find suggestions from Google's "People also asked" feature.
- Post questions on your social media and use the responses.
- Add insights from various channels, such as YouTube.
- Collaborate with an expert and ask them for their thoughts on a subject.

Post length is important, but it isn't about writing the longest post. It's about offering the best information. That's how Google ranks your posts. Extra information that isn't available on competitor

posts will help boost your post ranking and increase your niche authority.

## Research the Intended Audience

Finally, one that many bloggers overlook at first is the intended audience. It's a good thing to write for yourself about something you are passionate about. But for a business, **highlighting the core demographics** of your readers is more likely to yield better results. Of course, this is tricky. So consider things such as the keywords that relate to the niche and the audience. It also helps to plan titles and content around keywords for SERP placement and refine the research.

Boosting traffic towards better sales is a key motivation for conducting a blog post analysis across your site. This helps identify keywords to capitalize on as well as track where traffic comes from. Using tools such as Google Trends and Ahrefs can help with all of these.

Further, a well-managed SEO plan and execution will boost everything across your site for improved page and post ranking. And you can beat the competition with SEO by studying what they are doing. It also helps to research the audience for which your posts are really intended.



# Adding Value To Your Business: Why You Need To And How To Do It

by Davis Tucker | Jan 15, 2024 | Business | 0 comments

Increasing the **value of your small business** is no easy feat, and whether you are doing so to make the company the best it can be, to get it ready for sale, merger, or acquisition, or to sustain growth, making value a priority in your business is an excellent use of your time and resources.

But what exactly does it mean to add value to your business?

Value and growth are often intertwined, and while they can both result in the same or similar results, growth is making the business do more and sustain itself over the long term in all areas by improving what you do, adapting to new technology and consumer trends whether or not make a profit. While adding value does just that, it enhances the business to increase profits and turnover and makes the industry highly attractive to others, be it customers or those you wish to sell in the future.

Adding value to customers is about looking at their wants and needs and fulfilling them, while adding value to investors or buyers is about showing them your company's potential and viability.

With this in mind, how exactly do you add value and, by extension, growth to your business without ruining everything you have worked towards?

## Know your Current Value

Knowing your current value gives you a baseline to start from. You should know your sales performance, key growth areas, and financial projections at a minimum. Every business should know

this, but if you want to add value, you need to know precisely what it is you offer as you stand right now.

A business value is determined by multiple things, including;

- Book value
- Market value
- Financial health
- Owned assets
- Financial prospects

If you are looking to sell your business, these are the key areas that business valuations will focus on; however, even if you don't plan on selling, you still need to know this information to help you make your business the best it can be because adding value to what you do and how you do it will improve all of the above and allow you to sustain your business and attract and retain customers.

## Know your Weaknesses

As well as knowing your business's monetary value, you also need to identify any **areas that are affecting how much your business is worth** and what you aren't doing so well that will be detracting from the overall customer experience.

You can't begin to make improvements if you are unaware of your shortcomings, and far from brushing things under the carpet, you need to be shining a spotlight on potential areas that are letting you down.

Is your team lacking in knowledge and skills for areas of the business? Do you not have the right tools or equipment to get the job done, or do you need to work on your soft skills and communication to help you boost employee and customer relationships?

Break the company down into small sections and collect feedback from as many sources as possible to find the lacking areas and give you a better idea of what is and isn't working so well.

From here, you can put a plan in place to help you overcome your challenges and turn your weak points into solid links that support the business and not threaten to derail your progress.

## **Be A Customer**

To better understand your company and the impact it has, you can be a customer. Take yourself out of your current role and insert yourself into the role of the customer to see precisely what they experience when engaging with your company.

If you run a store, take out into the store and walk around the premises as a customer and try to find specific items that you sell and assess how easy it is to find them, how your staff can help, and what makes life difficult, e.g., too many floor displays affecting easy navigation around the store. Then, look at your checkout and payment processes. Do you make it easy for customers at checkout? Or are you focusing too hard on the upsell and leaving a sour taste in their mouth when all they want to do is pay and leave?

This can give you valuable insight into how people experience your business from the other side and your role in this experience, both good and bad.

## **Become A Leader In your Niche**

A great way to bring value to your company is to be a leader, the one others in the industry look up to. You need to be appealing to your target audience and niche both of the watches you have likely narrowed down at this point. However, by narrowing them down or expanding your knowledge set and skill base, you can establish

yourself as someone in the know who needs to be followed in the sector.

You can do this by hosting seminars, creating informative content, staying abreast of changes within the industry, and continually innovating and looking for ways to disrupt the status quo if required.

## Improve Your Skills

To be the best; you must be open to learning everything you need to know and take feedback and criticism to improve things for everyone within your company or who comes into contact with your company.

Let's say you run an SEO company, but your proposals are flailing short and aren't securing your customers the way you envisioned they would. In this instance, you can learn how to write an effective SEO proposal and what [writing an SEO proposal](#) entails to help you seal the deal and increase conversions. This way, potential clients will be able to see the value in what you do and the value you can offer them via your services. The more clients you can bring on board, the more valuable your company is! Plus, improving your skills means you can add value by proving to clients you know what you are doing and you are the person for the job.

## Hire Correctly

Your team is instrumental in increasing the value of your company. If they aren't performing well or to appropriate standards, it doesn't matter how much money you can make or have the potential to make; things won't go to plan because you don't have the right team to help you get to where you want to be.

You need a [robust recruitment policy](#) to help you find and attract the right employees. You want people who share your vision, have

the applicable skills, and know they are invested in innovating and supporting your growth.

You want to be thinking long-term when recruiting, so putting effort into advertising job roles in the right places and screening candidates is essential. You want to hire on more than just experience; while they need the right skill set, they also need the right attitudes and fit into your company to match the energy and brand values you hold. Finding the right team should be a top priority.

## Improve Cash Flow

If you **don't have good cash flow within the business**, then you won't be able to add any value whatsoever. A buyer or investor will want to acquire a company with good cash flow, and consumers want to know that the company they're doing business with can sustain itself, which requires you to be in control and on top of your finances.

There are many ways you can improve your cash flow and stay out of the red, from identifying waste in your expenses and operations and looking for ways to eliminate this to implementing forecasting or seeing how your future looks based on your sales history.

Other options include

- Running customer credit checks
- Leasing, not buying expensive equipment
- Cutting nonessential spending
- Conducting inventory checks
- Ensuring invoices are sent and paid on time by offering various payment options, efficient tracking, and implementing late fees if required.

## Attract A Diverse Customer Base

While you might have narrowed your customer base, you must also diversify too.

Contradictory, sure, but there are ways you can do this without compromising on what you do, or neglecting your target customers. Let's say you market small flashing lights for runners to wear when out in the dark for increased visibility. You can also market the lights to parents for their children when walking home from school when it is dark outside, or you can sell them to pet parents to add to dog collars for nighttime walks and even other businesses who have workers who are outside in the dark, i.e., retailers who have employees collect shopping carts around parking lots. Get creative with who exactly purchases your product and services and what other markets and customers will find value in it, too. Not only will this benefit new and existing customers, but it will boost your market value, too.

Adding value to your business can be done for one of two reasons: to attract and retain customers and to make your business attractive to potential buyers or investors. But far from it being something you do when the time comes to sell, or you aren't getting enough custom; you need to look at the value your company offers every day and make it the best it can be at all times.

# 4 Strategies for Writing Engaging Marketing Content

It's 2024, and almost every digital marketing strategy is still heavily reliant on a good search engine optimization (SEO) strategy. This, of course, is natural, given how important such SEO strategies are when it comes to attracting traffic. Even in the next 100 years or so, SEO will still be important for the same purpose.

That being said, when it comes to building a good SEO strategy, crafting engaging marketing content is a must. However, many brands tend to ignore this approach. In fact, in 2022, only 3 percent of American companies were found to be customer-obsessed according to a Forrester study.

Customers, on the other hand, aren't having any of this. According to [Netomi](#), when it comes to customer experience, 39 percent of consumers today are less patient than they were before the pandemic.

Thus comes the need for brands to up their content writing game this year. Marketing content needs to be engaging to the customers, and here's how brands can ensure this.

## #1 Know Your Audience Inside Out

Start by creating detailed buyer personas that encapsulate the demographic information, motivations, and challenges of your ideal customers. Conduct surveys, analyze customer feedback, and tap into social media analytics to gather valuable insights.

If necessary, work with an [SEO agency](#) to know your audience more intimately. Seeking the help of such SEO services will help you effectively address consumer needs through your content.

According to Spacebar Collective, to maximize SEO success, you must start by creating content that finds your audience. The content must also be engaging enough to bring people to your page, keep them engaged, and turn them into paying customers. Unless you know your target audience properly, doing so will become impossible.

## **#2 Optimize for Humans and Search Engines Alike**

Your content may be compelling, but if it's not easily discoverable, it won't reach its full potential. Striking the right balance between optimizing for search engines and catering to human readers is crucial for the success of your marketing content.

Conduct thorough keyword research and integrate these keywords naturally into your content. Ensure that the flow is seamless and the placement of the keywords doesn't compromise the quality of your writing. Also, focus on creating informative, valuable, and well-structured content that provides a positive user experience.

As search engines evolve, prioritizing user intent becomes increasingly important. Craft content that not only addresses the specific queries of your audience but also delivers a satisfying and comprehensive answer. By optimizing for both search engines and humans, you can enhance your content's visibility and relevance.

## **#3 Tell Stories that Resonate**

Humans are wired to connect with stories. From ancient myths to modern-day novels, storytelling has been a fundamental part of human communication.

According to Sitecore, 86 percent of consumers believe that empathy is vital when it comes to building strong relationships with



brands. Incorporating narrative elements into your marketing content can create that empathy as well as a powerful emotional connection with your audience.

Consider weaving real-life anecdotes, case studies, or user testimonials into your content. Sharing success stories not only adds a personal touch but also demonstrates the tangible value of your product or service. When telling a story, focus on the journey rather than just the end result. Highlight the challenges faced, the solutions provided, and the transformative impact on the lives of your customers.

For instance, if you're marketing a productivity tool, narrate the story of a professional who struggled with time management until they discovered your product. Share the specific features that helped them overcome obstacles, making the story relatable and inspiring for your audience.

## **#4 Build a Consistent Brand Voice**

Define your brand voice by considering your brand personality, values, and the emotions you want to evoke in your audience. Whether your brand is playful, authoritative, or empathetic, ensure that this voice is reflected consistently across all your marketing channels. Consistency doesn't mean monotony; adapt your brand voice to suit different platforms and communication mediums while maintaining a cohesive identity.

If your brand is known for its friendly and approachable tone, infuse that same warmth into your email newsletters, articles, and social media posts. Consistency not only reinforces your brand but also helps your audience connect with and trust your message.

In conclusion, writing effective and engaging marketing content in 2024 need not be that difficult of a task. However, unless the right

steps are followed, like the ones discussed above, crafting such engaging content will become unnecessarily difficult.

# Determining the Value: Methods for Valuing Your Small Business and Establishing Its Worth

by Davis Tucker | Jan 11, 2024 | Business | 0 comments

Most small companies have money going in and out, making it hard to determine an accurate business valuation. Reasons you might need to know its worth include information to apply for loans or ensure you're succeeding.

Figuring the value of your company can be simple or complex. If you run a service business, knowing what contracts you have, the cost of supplies and staff makes the number-crunching simple. However, you must also count stock and predict future sales figures if you sell inventory.

In addition to figuring out the details you need for your purposes, you'll also tap into the power of different types of valuations. Here are the things to consider and the possibilities for a business valuation.

## Types of Valuation

Coming up with a business valuation requires looking at inputs that apply to your brand. Companies that are detailed in their valuations find more success via their final numbers. You'll get more information by looking at things like return on investment (ROI) valuation.

If you spend X dollars on advertising, you might consider how many new customers you can expect and what each is worth. At other times, you may need to know your assets' net worth or value if you were to liquidate today.

# Seller's Discretionary Earnings (SDE)

Many small-business owners pull out a percentage of earnings for living expenses. When determining the worth of your brand, you must factor in your SDE. The person looking to buy your company or a bank considering a loan will want to know that you are making enough to live comfortably. Some entrepreneurs pour all their earnings back into their company, which can make it look like it's growing rapidly even though it isn't turning enough of a profit to sustain even one employee.

Figure out your SDE to determine how successful the brand truly is. Add all gross earnings, subtract costs and value all major expenses. You also must **factor in liabilities of current debts** and upcoming payments.

## IRS Method

When companies change hands, such as during an estate settlement or a sale, the IRS requires the evaluation be conducted in a certain way. Companies may want to hire a specialist to ensure the valuation adheres to the IRS's guidelines. For example, a professional appraiser will typically **review three to five years** of historical financial data.

Follow the Internal Revenue Manual 4.48.4. Identify and describe all properties, and hire a qualified appraiser to value the business. It is well worth the expense and will ensure you're being compliant with all requirements.

## Market Valuation

One of the simplest business valuation techniques is market-based. If your brand has shares, you'll calculate the price by the total

number. Examples include corporations such as Amazon, worth an estimated \$299.28 billion, and Apple, worth \$297.51 billion.

Small brands aren't likely to see those numbers but may have shares they've provided to employees, investors and other stakeholders. Tracking and adding them up is vital to correctly calculate your company's worth. Get help from a professional if necessary to ensure accuracy.

## Multiply Revenue

Knowing how much revenue comes in helps you establish the worth of your company. Use the times revenue method to quickly review your company's health. You can spot and fix ROI weaknesses before they cause you to bleed money. Take your different revenue streams over a period of time (quarterly, annually) and add them up.

As a rule of thumb, you can multiply the number three times to get an idea of your company's worth. Knowing the base number also ensures you're bringing in enough money to cover expenses and still turn a profit.

Many companies run into trouble when they start growing. They have more expenses than money coming in. Multiplying revenue shows where your business will grow and if you can sustain the numbers or need more cash flow.

## Immeasurable Valuation

Determining the health of your company isn't always about crunching numbers. Unseen factors can impact your growth and long-term profitability. For example, how you recruit and retain your top employees can make a difference in future success.

Experts estimate it costs around \$5,000 to hire a new employee. However, the money lost in resignations and finding and training

replacements may actually be much more. You'll lose experience and momentum. Each time someone leaves and a new worker comes in, the company culture changes a bit for the better or the worse.

Write out how long your staff stays with you. What is the industry standard? Is there anything you can do differently to keep employees with you for longer or permanently? Look for ways to improve your value that aren't measurable and impact revenue.

## Liquidation Value

What are your company's tangible assets? If you had to sell off every item in stock and your equipment, what value would they bring?

Figuring liquidation value isn't as common as some other methods but may be necessary at times. For example, you might need to know the number in case of bankruptcy. Knowing the final figures can help you decide whether to file or sell your assets to pay debt.

## Book Value

The median value of U.S. companies **before IPO valuation was \$161 million** in 2022. Of course, businesses come in all sizes — from solopreneur operations making \$10,000 yearly as a side hustle to multi-million dollar corporations.

Book valuation can provide a quick look at the value of your brand's worth. The formula is the company's total assets minus liabilities. You may combine several types of valuations for your final number or gather asset worth to see how much you'd get in liquidation. The goal is to come up with the brand's net worth.

A company with \$300,000 in assets and \$150,000 in liabilities is worth \$150,000. You might use book valuation for investors to

evaluate a company. Utilize it as an internal comparison to competitors, to figure out stock prices or to see the overall health of your company at a glance.

## **Choosing the Right Type of Business Valuation**

Throughout the life of your company, you'll use different valuations for various purposes. You might use book valuation to attract investors. At other times, you may need to know the base numbers of your assets' value or see if you should declare bankruptcy.

In a perfect world, your business will thrive from day one, and you'll only need to know numbers for future growth and planning. However, being aware of the possibilities gives you more flexibility and helps you keep a handle on your brand's worth. That way, you can move forward no matter what external influences impact your business.

# How to Stay Ahead of 2024 Sales Trends: Strategies and Tips

by Davis Tucker | Dec 20, 2023 | Sales | 0 comments

One of the best ways to stay on top of sales trends for the next year is to study what has come before. With some insight into the year behind, you can estimate what might happen in 2024. Keeping up with technological changes and shifting consumer buying patterns requires research and understanding of what drives your customer base. Here are the sales trends to watch and how you can make the most of them.

## What Is Likely to Impact Sales in 2024

Near the end of 2022, ChatGPT entered the scene and greatly impacted small businesses. Suddenly, automation was at the fingertips of even low-budget firms, allowing the little guy to compete alongside big corporations.

In February 2023, Reuters reported ChatGPT **reached 100 million active users** two months after launching, outpacing any social media platforms and other apps on the internet. The shifting tide to utilizing artificial intelligence (AI) in everything from monitoring for product loss to chatting with customers will change sales trends for years to come.

How can you ensure you stay ahead of sales trends as 2024 arrives? You must keep up with traditional marketing methods that stand the test of time and as well as budding innovations to keep money rolling in. Here are some strategies and tips to stay ahead of competitors when it comes to AI and many other factors.

## 1. Focus on Essentials



Generation Z has come into adulthood and their spending habits could impact industries across the board. However, inflation has changed the way they spend. Nine in 10 say they will cook at home for the foreseeable future, and 70% plan to reduce clothes spending and buy only essential groceries.

Rising wages are not keeping pace with escalating prices, so look for ways to add essential elements to what you offer. If you sell something people tend to cut when their budgets are tight, what can you add that they see as a necessity? People might reduce spending on non-essential items, but if you offer something reusable and vital, they will likely re-order from you and tell others.

## 2. Personalize Interactions

Of all the sales trends, personalization remains popular. Sites such as Amazon and Target use past browsing and buyer behavior to recommend products. They also greet the person by name and save the shopping cart.

Think about how you can best personalize any interaction you have with clients. You might segment your audience into groups and send emails based on a buyer persona. Analyze what your target audience enjoys and stock new products based on data.

Utilize machines to sort through internal information and come up with a list of offers that enticed users to buy in the past. Does a 10% sale fall flat, but a 20% discount brings more sales? Try different tactics and stick with the ones that work best for your customers.

## 3. Refine Processes

One of the best things you can do is look at current trends and determine which ones work best for your brand. Then, invest in the tools and techniques that make the most sense for you. One of the **crucial sales tools is brand presentation**, so utilize software such as

AI to improve your marketing messages and brainstorm new ways to get the word out about your product.

Tap into software that tracks inventory and ensures fast shipping speeds. The more you can improve the customer experience, the more people will trust you for their future buying needs.

## 4. Utilize New Technology

The worldwide market for AI is approximately \$200 million, with projected growth to \$1.8 billion by 2030. As machine learning improves and computers take on more menial tasks, expect sales trends to follow.

Anything you can do to tap into current technology can spur sales. For example, add a chatbot to your website to answer customer questions. Technologies such as augmented reality may help increase sales, too — think about brands such as IKEA that utilize it to show people how a furniture piece might look in their home. If you sell a physical product, you may be able to create a similar experience. Those who offer software as a service can create an engaging digital experience to draw new customers.

## 5. Increase Value

Offer something extra to encourage people to buy from you rather than competitors. Your sales funnel management strategies **can increase conversion rates**, so know your customers well enough to understand what you can use as a lead magnet to draw them to buy from you. If the average person is coming to your site to build awareness of your product, you may want to offer free information, a webinar or an ebook.

On the other hand, if they are likely to buy while there because they are already at the decision stage, go ahead and make your best offer. One example is to give them free shipping if they spend a

certain amount. You could also offer 10% off if they share their contact information, allowing you to market to them in the future. Limited-time offers can drive them to buy today rather than wait.

## **6. Reach the Right Audience**

Companies that truly know their customers are much more likely to develop buyer personas and market to the right people. The demographics and behaviors you target with your advertising can make a difference in your sales figures.

Start with your internal data to create buyer personas and lay out specifications for those most likely to buy what you offer. Study your competitors and who they seem to target with their ads. Use split testing to see which markets perform best and convert users into customers.

## **7. Master Social Selling**

As more brands market on social media and sell directly on various platforms, marketers see the benefits of targeting their followers. Around one-third of people find out about new brands via ads on social media. They also learn from posts, sponsored posts and endorsements.

Selling on social platforms is a bit different than email marketing, since you will need to engage the user and have conversations with people. Add videos and images showcasing the product and the features your target audience is most likely to care about.

## **Stay Ahead of 2024 Sales Trends**

Getting ahead of sales trends for the year means you must understand what has gone before and what is likely to happen in the next 12 months. Take the time to read widely in technology and

business publications, and pay attention to the things most likely to impact your industry directly.

You should also dig into your past sales figures, and see what helped increase sales or brand recognition. With a bit of planning, you can improve your revenue steadily and reach new customers.

# 3 Factors to Consider When Creating a Marketing Strategy

In today's competitive world of business, developing an effective marketing strategy is crucial for any company aiming to achieve sustainable growth and competitive advantage. An effective marketing strategy serves as a roadmap for businesses, guiding them in promoting their products or services to the right audience at the right time and through the right channels. Gaining and retaining customers can come through everything from positive reviews and effective marketing to [employee driven growth](#).

A well-thought-out marketing strategy is fundamental to the success of any business. By understanding the target audience, aligning marketing efforts with business objectives and brand values, and choosing the right marketing channels, companies can create impactful marketing campaigns that not only drive sales but also build lasting relationships with their customers. As the market continues to evolve, staying alert and responsive to changes in consumer behavior and market trends will remain key to effective marketing.

In this article, we will look at three key factors that businesses should consider when crafting their marketing strategies.

## Important Factors to Consider

There are a number of key factors to consider when creating a marketing strategy. This includes:

## Understanding the Target Audience

At the heart of every successful marketing strategy lies a deep understanding of the target audience. Companies must invest time

and resources to gather insights about their potential customers, including demographics, preferences, buying behaviors, and pain points. This data can be acquired through market research, surveys, social media analytics, and customer feedback.

Knowing the audience helps in tailoring the marketing messages to resonate with them. For example, a brand targeting millennials might focus on digital platforms and adopt a more casual, relatable tone, while a business targeting an older demographic might rely more on traditional media and a formal tone.

## **Aligning with Business Objectives and Brand Values**

A marketing strategy should not only focus on immediate sales but also align with broader business objectives and brand values. This alignment ensures that the marketing efforts contribute to long-term goals such as **brand recognition**, customer loyalty, and market expansion.

For instance, if a company's objective is to establish itself as a leader in sustainable practices, its marketing strategy should highlight its environmental initiatives and commitment to social responsibility. This approach not only appeals to eco-conscious consumers but also builds a brand image that aligns with the company's core values.

## **Using the Right Marketing Channels**

The digital age has opened up a plethora of marketing channels, from social media and email marketing to content marketing and search engine optimization (SEO). However, not all channels are suitable for every business or audience. It is essential for companies

to identify the most effective channels that reach their target audience effectively.

The choice of channels depends on where the target audience spends most of their time and how they prefer to receive information. For example, a B2B company might find more success with LinkedIn and email marketing, while a B2C retailer might benefit from Instagram and Facebook advertising.

The above provides a sample of the key factors to consider when creating a marketing strategy.

## What Is Emotional Marketing? How To Make Resonant Ads

Effective emotional marketing strategies can transform casual customers into loyal advocates, drive purchasing decisions, and boost sales.

Emotions drive purchasing decisions more than logic ever could. While you might think customers buy based on careful analysis of features and benefits, the science of decision-making proves otherwise. Emotional marketing strategies help you elicit emotions from your target audience to foster more brand loyalty and inspire action. Gallup reports that 70% of consumer purchase decisions, including brand preferences, are driven by emotion, with rational factors accounting for only 30%.

Learn how to harness common emotional responses in consumers and deploy effective emotional marketing strategies that resonate with your audience's hearts—and wallets.

### What is emotional marketing?

Emotional marketing engages with your target audience on a deeper level by creating materials and campaigns that evoke emotions and build meaningful relationships between customers and your brand. Effective emotional marketing strategies transform casual customers into loyal advocates, drive purchasing decisions, and boost sales. For example:

The Digital Transformation Institute found that 70% of customers who feel high emotional engagement with a brand will spend up to twice as much with those brands (versus only 49% of consumers with low emotional engagement).



According to the same study, 81% of emotionally engaged customers will recommend the brand to friends and family, and 62% will promote the brand on social media platforms.

Kantar reports that digital advertisements that evoke strong emotional responses are 2.6 times more likely to go viral and four times more likely to generate impact and drive long-term brand value

Emotional drivers of purchase behavior and brand loyalty

Nostalgia

Fear of missing out (FOMO)

Individuality

Well-being

Belonging

Environmental concerns

Humor

Emotional triggers such as nostalgia, belonging, and humor play a pivotal role in shaping consumer behavior and fostering brand loyalty. Here's how specific emotions in emotional marketing can create opportunities for your brand:

Nostalgia

Emotional marketing can tap into your customers' memories through nostalgic themes and references. Olipop successfully leaned into its millennial customers' nostalgia for the 1990s to

market its prebiotic soda brand as a healthy update to a much-loved product.

In the brand's Soda Story marketing campaign, Olipop took a feel-good, relatable approach to reminding viewers of their own soda-centric childhood memories. They partnered with '90s celebrities to share how Olipop allowed people to bring soda back into their lives in a modern, health-conscious way. The brand also invited its customers to share their own Olipop stories on social media.

### Fear of missing out (FOMO)

FOMO-based emotional marketing makes customers feel like they could miss a limited-time opportunity while supplies last, creating a sense of scarcity and urgency that drives immediate action.

Vicky Pasche, founder of Dapper Boi, saw success with FOMO when releasing new products with limited drops combined with discounts. After a period of struggling sales, the team experimented by launching a three-week-only campaign where they sold a limited quantity of their button-down shirts for 30% off. On the Shopify Masters podcast, Vicky says, "The limited drops went gangbusters; we had people waiting eagerly for each drop, then we would slowly launch every product this way. I think the key was FOMO—that sense of urgency for customers—they wanted to get in on it, and they knew they only had three weeks to get in at a special price before we sold out. It was all the hype."

### Individuality

The emotional marketing message of individuality empowers your target audience to express their unique qualities and makes them feel valued and special. It's not just about offering a product, but

making customers feel like they're part of a brand that celebrates their personal identity.

Take the tea company Rocky's Matcha, which made a bold choice by selecting blue tins over conventional silver or green matcha packaging. Founder Rocky Xu, on an episode of the Shopify Masters podcast, explains, "We leaned into a color that isn't commonly associated with matcha. We took what we learned from the industries that we come from and were able to be a bit more disruptive in an industry that is a bit more traditional."

A product that bucks tradition appeals to people who embrace non-conformity. That seemingly small choice has resonated with customers seeking something different.

## Well-being

This type of emotional marketing works to highlight how your brand can help customers achieve balance, reduce stress, and improve their overall sense of well-being.

## Belonging

This emotional marketing approach creates positive emotions of belonging and inclusivity. It invites potential customers to join an aspirational or like-minded community, making them feel like they're part of something bigger than themselves.

For Orion Brown, community and representation were the driving forces behind Black Travel Box, a hair and skin care brand specifically designed for Black travelers. Orion explains, "My

community is made up of millions of African-American travelers who love travel as a form of self-care and are looking for their tribe.”

Orion’s marketing approach encourages the Black Travel Box community to engage with each other and share travel tips, experiences, and connections that extend beyond the product experience.

## Environmental concerns

If sustainability is part of your brand’s core values, focus your emotional marketing efforts on demonstrating what your brand does to improve the environment. Empty brand promises can create negative emotions that threaten your customer’s emotional bond with your brand, so you must take and showcase real action—not just express sustainability sentiments.

When Danielle Close, CEO of My Skin Feels, felt disappointed in the beauty industry’s lack of progress in sustainability, she made several strategic marketing commitments she shares on Shopify Masters. One was to design packaging that felt bright, joyful, and happy. She explains, “Yes, sustainability is really important, and food waste is really important, and natural products are really important, but it’s packaged in a really fun way that makes it feel non-threatening, and it doesn’t judge you if you’re not those things.”

Another commitment focused on product naming, aiming for inclusivity over pretension to reach people who may not consider themselves sustainability experts. Rather than using scientific or technical terminology, her products are named after how she hopes

they make customers feel. Simply put: “My Skin Feels Clean” for a cleanser, “My Skin Feels Moisturized” for a moisturizer, or “My Skin Feels Amazing” for the duo.

## Humor

Emotionally intelligent humor can delight customers, creating positive feelings and an emotional connection with your brand. A comedic approach to emotional marketing is about more than creating viral marketing moments; it infuses a unique personality into your brand identity that competitors can’t easily replicate.

Canned water company Liquid Death used humor to build a cult following and a \$1 billion valuation through hilarious ads. Consider this activation the brand did at the Las Vegas Sphere:

On an episode of Shopify Masters, Andy Pearson, Liquid Death VP of Creative, shares, “It floors me that more brands don’t try to employ genuine humor, because it’s the fastest way to actually reach somebody and have a really powerful moment with them. Laughter literally is an involuntary response to making a connection with somebody or something.”

Tips to build an emotional connection with your customers

Use data to understand your audience’s emotional needs

Tell stories that make a lasting impression

Demonstrate radical authenticity

Creating a strong emotional connection with your audience is vital for fostering loyalty and driving sales. Here are actionable strategies to help you connect with your customers on a deeper, emotional level:

Use data to understand your audience's emotional needs

Before launching your emotional marketing efforts, conduct market research to identify the emotional drivers that resonate with your target audience. Focus on your most highly engaged, top-spending customers rather than trying to appeal to everyone.

Start by conducting user interviews, using survey apps to ask open-ended questions, and leveraging social listening tools to gauge customer sentiment. These methods help you uncover the emotional language and patterns that can guide your marketing strategies.

Tell stories that make a lasting impression

Brand storytelling uses a mix of facts and feelings to craft stories that tell people what you're about and why they should care. Every compelling story needs characters (you, your customers), a conflict (personal or customer pain point), rising action (your journey to solve that problem), and a climax (the launch!). Most importantly, it leaves the reader or viewer with a feeling.

For Marc Barros, serial entrepreneur and CEO of photography marketplace Moment, learning to focus on emotional connections (feelings) rather than product specifications (facts) was a key business lesson. On an episode of Shopify Masters, Marc explains, "The number one takeaway from my first company is that consumers are very emotional. It's not really the best product or focusing on functionality that wins. When you're trying to reach end customers, you have to connect at the heart level, not the mind level. Emotional marketing works."

## Demonstrate radical authenticity

Brand authenticity is the perception that a brand's actions and messages align with its mission and beliefs. Lindsey Carter credits much of her success at SET Active to giving audiences a behind-the-scenes look at the brand. She explains how building a deep emotional connection with fans naturally attracted celebrities and influencers to the brand.

“People want to see how their product is being made, the work that goes into it, and how hard people are working every day to bring it to life,” Lindsey says. “That’s something that we always prioritize at SET, because it works.”

To start building transparency and authenticity with your audience, follow the SET approach: Leverage social channels to build community, ask for customer feedback, and reveal what’s under the hood so your audience knows they can trust your product.

Polar Monkeys sells high-end cold plunges and uses an emotional marketing strategy that goes beyond product features and benefits. CEO Eric Halfen explains, “We’re not just selling a product—we’re inspiring growth, encouraging transformation, and creating a community driven by wellness and self-discovery.”

They market the plunge as a tool customers can use for personal growth. In this Instagram campaign, they use images that invite

customers to visualize themselves on a transformative journey to a better, healthier, more fulfilling version of themselves:



# How to Build, Spend and Invest in the Social Media Economy

We all reach a breaking point.

Yes. That moment when we're so strained that we know something has to give. That moment when we realize we need help.

Research shows that, on average, **companies invest 32% of their marketing budget** in social media. That's a whole lot. Now, imagine losing all that investment continuously.

Heartbreaking.

So, if you've invested so much into the social media economy, have not seen any significant results and are on the verge of throwing in the towel, drag your seat a little closer.

You're about to unlearn failed tips and learn time-tested tactics of building, spending and investing successfully in social media. When you're done reading this article, you'll wish you'd read it earlier.

But, better late than never, isn't it? Let's hit the learn button!

## Understanding the social media economy

Why do we first read the manual of an appliance before using it? Simple – to understand the appliance and be able to use it according to design. Without a proper understanding of how an appliance works, its abuse is inevitable. And with abuse comes failure and frustration.

**Likewise, to effectively use, invest in and benefit from social media, we must first understand how it works.** This stage is very crucial and is not to be skipped. The loss of investment and

frustration many people experience on social media today is a result of skipping this all-important step.

**To thrive on social media, understand the multi-faceted nature of the platform.** Also, be familiar with social media components and the symbiotic relationships among these components.

Here are some essential aspects of social media you must know like the back of your hand:

- Content creation
- Networking and engagement
- Groups and communities
- Marketing
- Data analytics and insights

The elements listed above control the economy on social media. Therefore, a mastery of these social media essentials will give you an upper hand and enable you to build and invest effectively in social media.

## Building in the social media economy

**Building a presence on social media** requires careful and strategic planning. It requires identifying your target audience, knowing where they are, meeting them there, engaging with them and gradually building your brand identity. Here are some tested tips on how to build a presence on social media.

### Define your goals and objectives

Barging into social media without clear-cut goals and objectives will amount to a waste of time and resources. Businesses have different reasons for being on social media; define yours and stay in your lane. **Without well-defined goals and objectives, it's easy to get carried away.** And when you're carried away, nothing gets built.

Setting goals ahead gives you a headstart and helps guide your strategy.

## Know your target audience

As simple as this tip sounds, not many companies have a clear definition of who their target audience is. Knowing your audience isn't just about naming them, you must be a little bit more detailed and describe their demographics and psychographics. **Know their interests, pain points and needs.** Understand why they behave in a certain way. This understanding will position you to tailor your content accordingly.

## Choose the right platforms

The social media platforms you choose to be active in will determine how fast you build your presence. If you select the wrong platforms, it's as good as storing water in a colander. So, how do you [choose the right social media platforms](#) for you? Here are some tips:

- **Consider your industry and niche:** your industry and niche also determine your choice of social media platform. If you're in the fashion industry, for example, Twitter is not the right platform for you. Yes, you might have a Twitter account where you can be reached but it won't be your main platform as it has a different purpose. A platform like Instagram is more suitable for your business as it is visually oriented, unlike Twitter.
- **Look out for the right features:** the features each platform offers also determine if they're right for you. If your business needs a lot of writing and explanations, consider Twitter and LinkedIn. If you need to post loads of pictures and short videos, consider Instagram. If you're into long videos, consider YouTube.
- **Be familiar with platform growth and trends:** changes occur often in the social media world and a vibrant platform today

might not be so vibrant tomorrow. A new platform may come on board with more features and popularity, attracting your target audience. Therefore, staying abreast of trends enables you to be on the right platform at the right time.

The advantages of choosing the right social media platform are many, but here are three. First, you will be positioned where your target audience is located, enabling effective marketing. Second, you will be able to optimize your content to meet your audience's needs. And lastly, you will increase audience engagement.

## **Develop and execute a content strategy**

Building a social media presence involves developing and implementing a content strategy. This entails a lot of work, but not to worry, with the help of an [AI script generator](#), it becomes easier. Social media thrives on content and making these content pieces from scratch can be time-consuming and expensive. That's why an AI script generator is a lifesaver in this regard.

**This artificial intelligence-powered tool is designed to help you generate written content for various purposes.** If you're a YouTuber, for example, this app helps you generate scripts for your videos, making your work easier and faster. An AI script generator can also help with scenarios for storytelling, dialogues for video games, scripts for plays, screenplays for films and TV shows and voiceover scripts.

## **Spending in the social media economy**

To benefit from the social media economy, you have to do some spending. However, this has to be done strategically. Positioning and marketing yourself on social media comes at a cost, but this cost can be minimal if you know your way around. Find below areas to direct your spending to get a better ROI.

# Lead generation tools

[How to generate leads online](#) is a constant headache for businesses. Thankfully, lead generation software eases this pain and makes the process seamless and fast. This solution helps you attract and nurture customers all through the sales funnel. **With lead generation tools, you can identify and convert prospects into clients.** No doubt, lead generation tools are worth spending on as they come with a high return on investment.

A major lead generator tool is social media management software. This software assists you in managing the entire process of content creation, scheduling, monitoring and analytics. Examples of social media management tools are Hootsuite, Buffer and SproutSocial.

## Social media ads

Another way to spend gainfully on social media is through social media advertisements. Platforms like Facebook, Twitter, Instagram and YouTube, among others, have advert packages that help you reach a wider audience. These ad plans are often low-cost and affordable compared to traditional methods of advertising. Plus they're far more effective.

## Influencer marketing

Influencing on social media is more than a show of popularity. It is an effective social media marketing strategy. **Businesses now leverage the credibility and popularity of individuals with a high number of followers to promote their products, services and brand.** This is a profitable way of spending money on social media. However, it has to be done right.

To get the best out of [influencer marketing](#), take the following steps:

- Set clear marketing campaign goals

- Choose only influencers who operate in your brand's niche
- Evaluate influencers' engagement metrics and not just the number of followers they have
- Prioritize the content quality and authenticity of the influencer
- Negotiate compensation and terms that would benefit both parties
- Give your influencers creative freedom as long as they stay within the campaign guidelines
- Leverage micro-influencers with great engagement
- Build long-term relationships with your influencers

If well implemented, influencer marketing can bring a high return on investment. This is made possible by the wide reach and visibility influencers have. Engagement with your target audience also increases when you use influencers in your niche. Lastly, influencer marketing is largely cost-effective and can be accommodated by any [marketing budget](#).

## Investing in the social media economy

Every effort you make in growing your social media presence is an investment. However, you need to make specific investments to get more effective results. Listed below are three specific areas you must invest in to get the best outcomes.

### Career framework

A [career framework](#) is a structured and organized approach to career development. It is usually used in organizations as a guide for both employers and employees on career progression. So, why are we bringing a concept from the formal work setting into social media? The answer is simple – it's so that you can create a clear path for growth in your social media journey.

This framework is important if you already have staff who would be working on social media projects. It becomes even more useful as you grow and need to hire more hands to achieve your goals.

**Having a career framework in place builds transparency, trust, equity, employee engagement and employee-manager relationships.** With this, you position yourself for increased dividends in the social media economy.

## Brand image

Another area you must invest in is your **brand image**. And it must be a consistent effort. Companies with a consistent brand image are the ones who get the most benefits on social media platforms. **With a consistent brand image, you build familiarity, trust and loyalty among your audience as well as generate more leads.**

To craft and maintain a consistent image, take the following steps:

- **Clarify your brand identity:** a clear definition of your brand identity is the foundation of a consistent brand image. Define your vision and mission. Identify the values and personality that define your brand. This clarification will guide your messaging and visual representation on social media.
- **Craft brand guidelines:** your brand guidelines are a set of rules and standards for representing your brand across social media platforms. They comprise your logo, color schemes, tone and other branding elements.
- **Ensure uniformity in your visual components:** building a consistent brand image entails ensuring all your visual elements are uniform across all social media channels. This not only enhances *brand recognition*, credibility and trust, it also helps in differentiation.

Investing in a consistent brand image is non-negotiable if you aim to get significant gains from social media. When you make this



investment, you win your audience's trust and confidence. You also boost memorability and convey professionalism.

## Online communities

Social media is about connection and communities; that's why you cannot ignore investing in online communities. To succeed on social media, you must build and cultivate communities. **When you create and nurture online communities, you provide platforms for people of like minds to come together, share experiences and support one another.**

Here are some best practices for creating and nurturing online communities:

- Define the purpose and goals of your online community
- Ensure you choose a platform that aligns with your community's values
- Opt for a platform with sufficient features for a high level of interactivity
- Make sure your community is welcoming and inclusive
- Encourage and create meaningful discussions
- Moderate the community effectively

When you follow the above-listed practices, you will create and nurture online communities that provide networking and support for members. You will also build your brand and generate more revenue in the process. That's some impressive return on investment, don't you think?

## Build, spend and invest rightly for a bountiful ROI

Putting so much effort and resources into social media without getting commensurate results could be really disheartening. But



you know what's more painful? Seeing others with less monetary investment gain so much from social media. How does this happen? They simply have better strategies – they build, spend and invest rightly.

Fortunately, those strategies have been well-discussed in this article. You've learned how to build your social media presence by defining your goals and objectives, knowing your target audience, choosing the right platforms and developing and implementing a content strategy.

Spending should also be done right by putting money in the areas that yield the most ROI like lead generation tools, social media ads and influencer marketing. Lastly, invest in core areas like career framework, brand image and online communities and watch your profit margin shoot up.

So, what is your next step? It is not enough to just get information. What you do with the information determines if you will thrive in the social media economy or not. The ball is now in your court. You can keep it or you can kick it. We hope you kick it.

## **How to Turn One-Time Buyers Into Loyal Customers**

by Davis Tucker | Dec 12, 2023 | Consumer Behavior | 0 comments

Have you ever gone to a restaurant, had an amazing dining experience, and immediately wanted to go back? That's the power of loyalty. Just like that restaurant, businesses strive to turn one-time buyers into loyal customers. But how can you achieve this? By understanding their needs, providing exceptional customer service, personalizing the shopping experience, offering loyalty rewards and incentives, and staying connected through effective communication.

This guide will show you how to build lasting relationships with your customers, ensuring that they keep coming back for more. So, let's dive in and discover the key strategies to turn those one-time buyers into loyal customers who will support your business for years to come.

## **Understand Your Customers' Needs**

To understand your customers' needs, you must gather specific data on their preferences and behaviors. This is crucial in building a successful business and establishing long-term customer loyalty. By collecting and analyzing data, you can gain valuable insights into what drives your customers' purchasing decisions and how to meet their expectations.

One way to gather this data is through surveys and feedback forms. By asking targeted questions, you can gain insights into what products or services your customers prefer, what features they value the most, and what improvements they would like to see. Additionally, monitoring customer behavior through website analytics and sales data can provide valuable information on their browsing patterns, purchase history, and overall engagement with your brand.

Furthermore, social media platforms offer a wealth of information about your customers. By monitoring their interactions, comments, and reviews, you can gain insights into their opinions, preferences, and even their lifestyle choices. This information can help you tailor your marketing strategies and product offerings to better meet their needs.

## **Provide Exceptional Customer Service**

Once you have a clear understanding of your customers' needs, you can provide exceptional customer service to ensure their

satisfaction and loyalty. Here are three key ways you can deliver outstanding service:

- **Prompt and Personalized Responses:** Responding to customer inquiries quickly and addressing their specific concerns shows that you value their time and are committed to meeting their needs. Personalize your interactions by using their name and referencing previous interactions to create a more meaningful connection.
- **Proactive Communication:** Don't wait for customers to reach out to you with problems or questions. Be proactive in keeping them informed about relevant updates, promotions, or any potential issues that may affect their experience. This proactive approach shows that you are proactive, attentive, and genuinely care about their satisfaction.
- **Empathy and Understanding:** Treat each customer interaction as an opportunity to empathize with their situation and provide solutions tailored to their unique circumstances. Show understanding and patience, even when faced with challenging situations. This will create a positive impression and build trust, leading to long-term loyalty.

## Personalize the Shopping Experience

After providing exceptional customer service, you can further enhance customer satisfaction and loyalty by personalizing their shopping experience. Personalization is a powerful tool that allows you to create a unique and tailored experience for each customer. By understanding their preferences, needs, and buying habits, you can deliver targeted recommendations, promotions, and offers that resonate with them on a personal level.

One effective way to personalize the shopping experience is by using customer data. By analyzing their past purchases, browsing history, and demographic information, you can gain valuable

insights into their preferences and behavior. This information can then be used to create personalized product recommendations or send targeted emails with relevant offers and promotions.

In addition to using customer data, you can also personalize the shopping experience by providing personalized customer support. This can include offering personalized product recommendations based on their specific needs, providing personalized styling advice, or even offering customized packaging or gift wrapping options.

Another way to personalize the shopping experience is by creating a personalized loyalty program. By offering exclusive perks, rewards, and discounts based on each customer's individual preferences and purchase history, you can make them feel valued and appreciated.

## Offer Loyalty Rewards and Incentives

Reward your one-time buyers with an [easy to use platform](#) and incentives to encourage them to become loyal customers. By offering these benefits, you not only show appreciation for their business, but also provide them with a reason to keep coming back. Here are three ways you can effectively offer loyalty rewards and incentives:

- **Points-based system:** Implement a points-based system where customers earn points for every purchase they make. These points can be redeemed for discounts, free products, or exclusive perks. This encourages repeat purchases and keeps customers engaged with your brand.
- **Exclusive discounts and promotions:** Offer exclusive discounts and promotions to your loyal customers. This could include early access to sales, special pricing on select products, or limited-time offers. By providing these exclusive benefits, you create a sense of exclusivity and make your customers feel special.

- **VIP programs:** Create a VIP program for your most loyal customers. This could include additional benefits such as free shipping, extended return policies, or dedicated customer support. By treating your VIP customers like VIPs, you not only reward their loyalty but also foster a sense of belonging and make them feel valued.

## Stay Connected Through Effective Communication

To maintain a strong connection with your one-time buyers and transform them into loyal customers, it is essential to prioritize effective communication strategies. In today's fast-paced digital world, staying connected with your customers is more important than ever. Effective communication allows you to keep your customers informed, engaged, and satisfied with their purchase.

One way to stay connected with your customers is through personalized emails. Sending targeted emails that provide relevant information, such as product updates, special offers, or helpful tips, shows that you value their business and are committed to meeting their needs. Personalization is key here, as customers are more likely to engage with content that is tailored to their preferences and interests.

Another effective communication strategy is to leverage social media platforms. Engaging with your customers on platforms like Facebook, Twitter, and Instagram allows you to create a community where they can share their experiences, ask questions, and provide feedback. By responding promptly and engaging in meaningful conversations, you build trust and strengthen your relationship with your customers.

Furthermore, consider implementing a live chat feature on your website. This allows customers to reach out to you in real-time with

any questions or concerns they may have. By providing immediate assistance, you demonstrate your commitment to customer satisfaction and show that you value their time.

## **Conclusion**

To turn one-time buyers into loyal customers, make sure you understand their needs and provide exceptional customer service. Personalize their shopping experience and offer loyalty rewards and incentives to keep them coming back. Stay connected through effective communication to build strong relationships. By doing these things, you can create a loyal customer base that will support your business for the long term.

# **Understanding Business Liability: Protecting Your Assets and Reputation**

You have poured your heart and soul into building your business from the ground up. Endless hours of effort, investments from family and friends, and customer support have brought you where you are today. However, if you do not keep an eye on business liability to protect company and personal assets, you could lose everything from a single incident.

As a business owner, you are responsible for ensuring your space is free of things that might harm someone else. Even e-commerce brands without a physical location or more than a solopreneur have items they must consider to keep buyer information safe and protect any future employees that might work on site. Here is what you can do to ramp up your protective measures and ensure you safeguard your brand.

## **1. Add Cybersecurity**

In a survey of 2,508 United States consumers, researchers found 79% felt it was easier to trust a business they knew protected their personal information. You may also have a legal obligation to protect information if your customers reside in the European Union and fall under the General Data Protection Regulation Act.

Some states now have laws regulating how companies collect and store details on their consumers. Even if your area does not yet monitor data, it is smart to put practices in place to reassure your customers their sensitive information is protected.

## **2. Be Transparent**

Reduce your business liability by being upfront and transparent. If you experience a data breach or a product fails repeatedly, admit the issue and explain what you are doing to fix it.

Sweeping a problem under the rug only leads to potential harm and lawsuits. If you find an issue with one of your offerings, inform your customers immediately and take steps to avoid injury to your patrons.

### 3. Secure Insurance

Insurance can help with common issues such as personal injury, natural disasters and workers' compensation. The **most common type of business insurance** is a "Business Owners Policy" (BOP), which covers property and liability.

In a perfect world, you will never need insurance. However, it is there to cover you in case of a catastrophe. A solid BOP can keep you from losing your livelihood to damages from a lawsuit for not having a replacement for damaged property.

### 4. Assess Risks

Best protect yourself from business liability by assessing potential risks. A small brand that operates daily axe-throwing competitions is going to need different insurance and safeguards than one that offers transcription services. Make a list of potential issues you might run into, such as physical hazards around your property that could worsen over time.

### 5. Protect Your Reputation

ur company's reputation can impact whether customers decide to purchase from you. A 2023 report on Statista found **58% of**



consumers were more likely to buy from an enterprise known to have good character.

You can protect your reputation by keeping an eye out for mentions on social media. Engage with users who make positive posts and follow up with any stating negative things. Doing so shows you take complaints seriously and have the heart to fix any issues.

Be upfront with the disgruntled customer. Do your best to make them happy and solve the problem. When you do, ask them if they would consider adding a note to their original post that you resolved the issue so it does not damage your reputation.

Although rare, should you run into an instance where the user posts untrue statements, you might have to involve lawyers. Defamation can damage your reputation and your revenue. You can usually work things out by communicating with the irate person, but have a lawyer on retainer should you absolutely need to go that route.

## 6. Install Quality Control

You must pay attention to quality on the front end so you can handle any problems before the back end. Test everything you sell to failure and talk to your customers about what they would like to see improved.

It is crucial to fix any issues before sending more items out so you avoid running into a situation where you know there is a problem and do not solve it. Being aware and not doing anything does make you liable if someone suffers an injury.

## 7. Register Intellectual Property

Nearly five billion people use the internet and the number grows every year. Some countries do not have the same copyright laws as

the United States. Prosecuting offenders around the globe comes with so many obstacles that it is hard to stop them.

Although you should register copyrights and trademarks, you will also want to add some additional protections to prevent unsavory brands from using your images. People might start to associate you with their poor customer service.

One online reseller ran into this issue when a company utilized a name extremely similar to his, collected funds and never delivered the items. Suddenly, he received angry messages on social media from people who tracked down his page. The reputation damage was already done and it took him weeks to clean up the mess. Have a plan in place for what you will do if someone uses your intellectual property to try to make their shady brand look better.

## 8. Plan for a Crisis

What would you do if a tornado swept through your town and wiped out your store? If hackers got into your databases, do you have a plan to secure your information and clean up the mess?

When you plan for a crisis, you can shift immediately into damage-control mode. This action minimizes the risks of a disaster and helps you bounce back quickly. Make sure to plan for natural and human-made disasters.

## 9. Audit Potential Lawsuits and Fines

Fines, lawsuits and damages can harm your bottom line and might even drive you to bankruptcy. Reports show **\$1.2 billion was the largest fine** in the last four years, going to Didi Global. Amazon's \$877 million fine was the next highest. You should conduct an audit to see what you can avoid.

Ask outside companies to audit your risks, having them walk through your store or warehouse to spot perils. In the digital sphere, hire white-hat hackers to break into your databases and send you recommendations on creating a more secure server.

## **Protect Yourself from Business Liability**

The issues that might damage your brand are numerous. Focus on the most common culprits, fix any problems, and keep adding to your list to protect your company from lawsuits or reputation damage. With a little attention to detail, you can reduce your risks considerably.