

Top 12 Marketing Strategies for Success

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As a local business owner, you wear many hats, and this can be quite challenging at times. In addition to your day-to-day business, you are constantly moving from one “fire” to another, dealing with everything from financial issues to sales challenges. This leaves little time to properly manage an effective marketing plan. Embracing these Top 12 Marketing Strategies could be exactly what your local business needs to help you see an increase in traffic and sales...efficiently, affordably and with less stress.

1 Build Database

To increase customer retention and create a loyal base for local marketing

How do you get your customers to return after they have left your location? In today's competitive marketplace, a database is at the core of all marketing. Building a database helps you develop a relationship with your customers that extends beyond you and your location. Your database securely holds all of your customer's information and helps you increase customer retention. Having this information allows you to connect with your customers, and persuade them to return in the future. Building your customer database will only benefit you in the long run – as long as you properly implement ways of using it!

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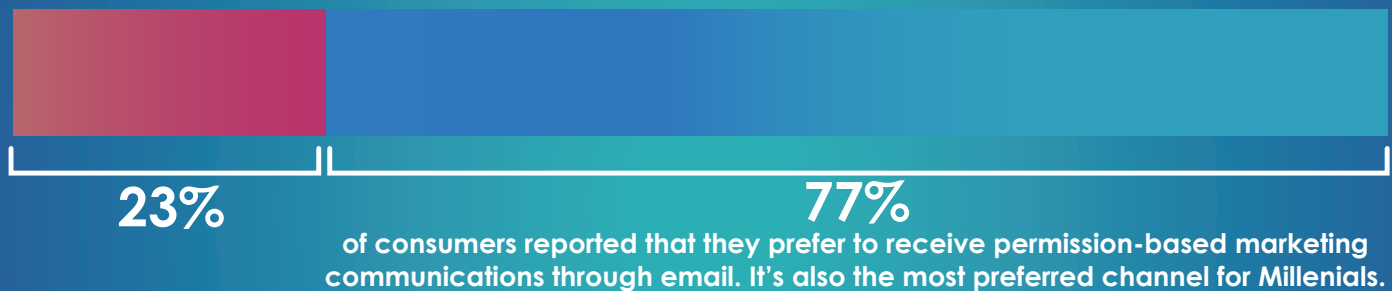
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Stay Connected

By creating a customized E-Newsletter

Some people think that using email is an outdated way of connecting with customers, but E-Newsletters can be a very effective tool.

Using E-Newsletters is the best form of communication to provide important brand information to your customers. Sending out an E-Newsletter each month reminds your customers of your brand and entices them to make a purchase, provided the messaging is targeted and strategic.



3

Get Social

By developing a successful social media program

How often do you post on your social media, and are you using it correctly? Social media is a free form of advertising that allows you to keep up continuous communication with your audience. The possibilities with social media are endless and provide a powerful, effective way to build your brand. Depending on the platform, you can use fun and interactive content to engage with your customer base on a more personal level. This, in turn, helps increase your exposure in your community. Of course, as with all media, effective engaging posts require a strategy.



There are over **80 million small businesses** using Facebook's free business tools.

Facebook, Instagram, and Twitter lead the pack as the most common social media platforms used by marketers.

The number of global social media users is expected to reach almost **3.4 billion in 2023.**

4 Grow Awareness

Through regular contests

Running contests is a fun way of engaging with your customers and getting them excited about your business. Contests will also raise brand awareness about your business on the social media platforms you use for the contest.



6 Create and Manage an Effective Website

To ensure it does what you need it to do!

Do you have a website? What do you use it for? Websites are the most credible and visual source for you to provide information to potential customers. If your website appears professional and is easily accessible, users will feel more comfortable with your brand. Depending on your business, having an effective website allows you to feature or sell products online even when your bricks and mortar store is closed, which will help you increase revenue and form and/or maintain a relationship with customers.

5 Be Discovered

By correctly setting up and optimizing your Google profile

Is your business correctly listed on Google? A full 97% of consumers use the internet for information regarding a local business. Since Google is the leading search engine, an accurate profile will make it easier for people to discover your business. Remember, if they can't find you, they will find your competition instead. Correctly listing your business is an easy way for your business to get more traffic and find your location. There are ways of optimizing it, so your business shows up first when someone uses Google to search for your specific business category. While you're at it, make sure you set a review portal so you can start building up positive reviews and testimonials for others to see. Anyone not familiar with your brand will often be swayed by a history of positive reviews.



56%

of local businesses haven't claimed their Google My Business listing

Slow-loading websites cost retailers

\$2.6 billion
in lost sales each year

In 2020
78%

of location-oriented searches resulted in an offline conversion

57%

of internet users say they won't recommend a business with a poorly designed website on mobile



7 Offer Discounts

By creating coupon offers

Every business will go through slower periods, so it makes sense to try to bring in customers during those times. One easy solution for that is to create time-sensitive coupon offers! If your restaurant is slow between 1 pm & 3 pm on a Monday, for instance, why not offer a discount during that time to bring people in? The discount cost will be offset by increased traffic. You may also attract people who have never previously visited your location. Of course, coupons have long been a successful way to attract new and existing customers at all times of the day, month, and year!



8 Tell Your Story

By creating a strong brand identity with blogs, videos and more

The creation of brand identity is essential when you are operating a locally owned business. By making your local business more personal, it will differentiate you from your competitors. Tell people your story – why you started this business, why it's your passion, and what you love most about it. You can quickly get the word out by posting blogs or videos of you talking about your business, your mission, etc. A quick 30-second video may make all the difference in your community,



9 Be Seen as a Good Community Partner

By helping local charities

The local community supports your business. So it makes good business sense to support your local community too. Supporting local charities builds trust and awareness and conveys a positive image (plus it just feels good!). If you don't have deep financial pockets that allow you to write a big cheque, you can find other ways to provide support, from offering time, in-kind donations, and participating in local fundraising efforts. Research shows that 90% of consumers want to know what charities the businesses they patronize support.



10

Use Strong, Professional Branding

By investing in targeted design

If your brand was a person, how do you picture that person? A brand is the face of your business and it should be reflected through a strong logo, and ultimately your signage, website, videos and more. Having a logo that stands out and captures people's attention is an absolute must. It can communicate a sense of trust and security, and bolster recognition of your brand.



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Be An Effective Advertiser

Be smart and it will pay off

How often do you spend money on advertising, and where do you advertise? Are you allocating an appropriate budget that gives you a return on your investment? Being an effective advertiser is very important and so is determining a dedicated budget. It's all about using your money to make money.

The top two ways to do that:

1. **Ensure you use the proper tools and channels for advertising to potential leads and consumers.**
2. **Test offers and platforms to see what works best.**

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Consult Professionals

To help you get out of your own "thought bubble" and get a fresh perspective.

It's true – when it comes to marketing, two heads (or more) are better than one. Having a professional that you can bounce ideas off can provide you with a productive outcome. Doing things on your own can be overwhelming and exhausting, especially if you have no background in marketing. And results will reflect that. At certain points, consulting a professional to get an objective approach can be the best decision you make for yourself and your small business.



Contact us to book your no obligation & confidential consultation today!

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