12 Marketing Tips for 2014

Penheel Marketing

Marketing solutions for small businesses.

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2. Share Contact Points with Clients
3. Write Content
4. Know Your Customer

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1 Connect with Customers

Connect with customers online and engage with them.

Creating an online presence is more than just having a website and joining a few social media platforms. Increase customer engagement with regular postings, questions, trivia, and more. Post answers, reply to comments, and share insights in to your brand's response to any questions being asked. Remember to keep things conversational.

Take any challenges offline as quickly as possible. Be sure to respond to them as well.

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2 Connect with Customers

Share contact points with clients.

Share all the connection points you have for clients to reach you, including social media, traditional methods, such as mail or office location, email contact, and phone.

Also include your website and any social media handles you will be monitoring on a daily basis. Include the contact points in email signatures, social media profiles, like LinkedIn, and eBusiness cards.

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3 Write Content

Writing content is half the battle.

Writing content is half the battle. The other half is promoting it. Spend as much time promoting it as you do writing it.

Share social media posts about various content throughout the year. Be sure to use a content calendar to keep track of:

- When it was shared;
- How many posts/comments/likes it received; and
- Who was sharing it.

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4 Know Your Customer

Know your customer.

Steve Jobs often said to think not about what your customer needs, but about what they don't even know they need — yet. If you are one step ahead of your customers on their needs, wants, and desires when it comes to their clients, then, you are doing your job.

Think like a customer when considering your marketing plan. Send emails that are timely. Share social media posts that are relevant. And, most of all, give them tools they can use to make their jobs more productive and easier.

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5 Email Subject Lines

Email Subject Lines

Email subject lines should be short. Here's a great tip. Think of them like a Tweet. Keep them short and relevant. Include a keyword in the subject line. Develop a formula for best subject line length, click-thru, and call to action.

Be sure to split test any new email campaigns. Then measure and report on those samples to leverage in future campaigns.

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6 Facebook Photo Tip

Facebook Photo Tip

When writing and sharing posts on Facebook, or just about any social media platform, be sure to include a photo with the post. Photos garner more attention than text, so make it your own best practice to include one each time you post.

Most times the photo will be carried over from a blog post, so be sure the photo that's on the blog is appropriate. Also, be sure to tag the photo for optimal search engine best practices by using the image "alt," "title," and "description" tags.

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List on Local Places

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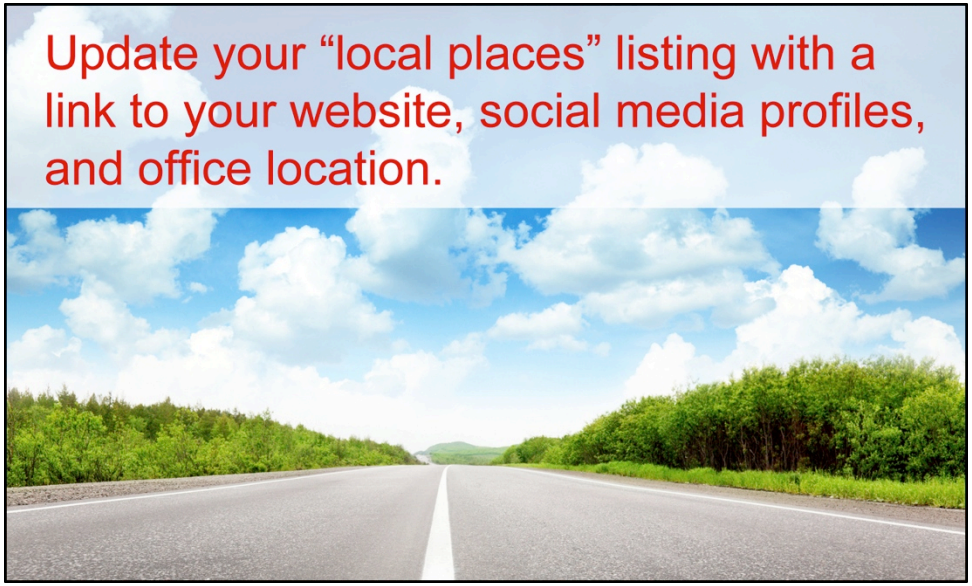

If you have a business, think about having your company’s name listed on local searches for Google, Yahoo!, and Bing. All three have a local search features, and there are hundreds more to boot.

Include keywords related to your services. Add the company phone number, website, address, hours of operation, and a logo or image to help make the listing pop. Lastly, be sure to include any additional social media profile links. All of this helps not only with local searching, but also with overall search engine optimization.

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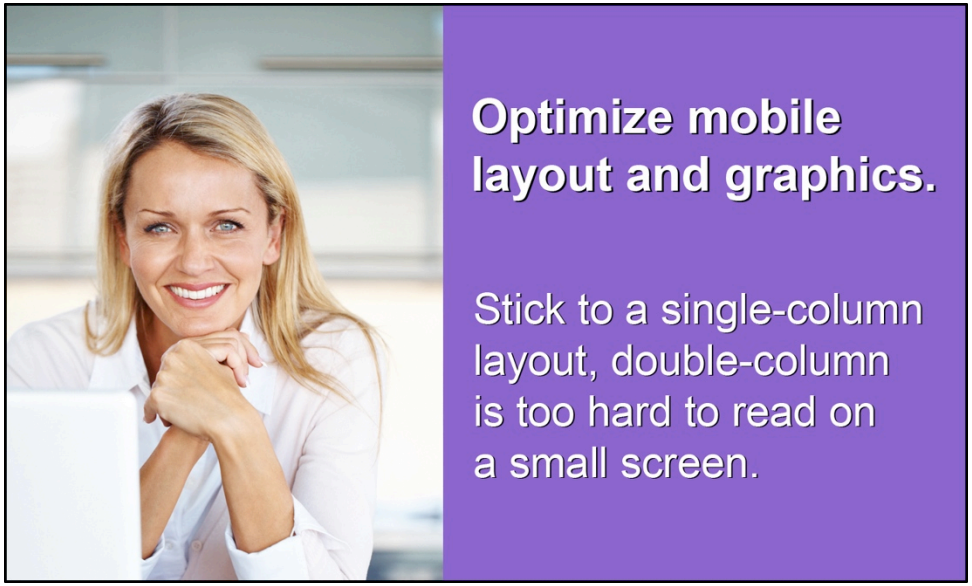
8 Optimize for Mobile

Optimize for Mobile



Even if you don't have a mobile website yet, you can prepare your site to be more mobile friendly by doing a few of these things:

- Use a single-column layout. It makes the content appear better on a mobile device.
- Use mobile-optimized photos and video on the site, with smaller image file sizes than on a traditional site, e.g., .png versus .jpg.
- Test your current site on a mobile device or two, just so you know what it looks like.
- Leverage web-friendly fonts to help ensure your site is easy to read.

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Write it once. Post it many.

Write it once. Post it many.

When thinking about your content, determine how you can write something one time and use it many times. For example, you might write a blog post. How does that content then feed into other uses, such as part of an email blast, or to be included in a slide deck, whitepaper, or eBook? Is there an opportunity to make the content into a quick, two-minute video?

Consider all the options when making one piece of content. Then spread the postings about those options over a period of several weeks to ensure maximum coverage.

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SEO

SEO

If you've been making changes to your website throughout the year, be sure to re-submit it to the search engines for indexing. This may be done at any point in a website life cycle; however, it's good practice to do it once a year to ensure the engines are still indexing your content.

If you haven't changed any content on the site in a year, consider ways in which you can make quick changes, such as refreshing photo content, editing web page copy, or updating keywords on the back end.

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Social Customers

Social Customers

Focus on the social platforms where your customers hang out.

Focus on the social platforms your customers are using rather than on the ones that may seem like the most trendy, or most well known.

Know your customer demographic and how they use social media. Provide them with the means to locate your content and website via those channels. Then be sure to share content with them via the media and tools of their choice — not yours.

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Be the Solution

Be your customer's solution.

It's more fun, as a marketer, to present new ideas and ways in which your clients can promote their products and services. Rather than just taking orders from your clients, find ways where you can *be* the solution.

Help them to find new and innovative ways to touch base with their clients and form new relationships with potential clients. Once you've become the "go-to" person for your customers, you will soon gain hero status.

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Want to know how these 12 steps can help in your overall marketing plan?

Contact us for a free, half-hour consultation about marketing plans for 2014. ContactUs@Penheel.com

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