

Clicks

The Online Marketing Guide for Small Business

LET'S TALK ABOUT HOW TO
PROMOTE
YOUR BUSINESS WITH
 **TikTok**

10 MARKETING
TOOLS WE ARE
GRATEFUL
TO HAVE IN 2021



IMPROVE YOUR
EMAIL MARKETING
WITH THESE TIPS FROM THE PROS

 HOW TO GET MORE
CONVERSIONS
with **Facebook Ads**

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It's a new year and most of us are happy to be leaving 2020 in the rearview mirror. It was a tough year at almost every level and marketing is no exception. And as businesses and the economy reopen, there's no shortage

of marketing tools that can help you navigate whatever lies ahead. Here are 10 that we're grateful to have.

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Everybody who hasn't been in a cryogenic state for the past couple of years has heard about TikTok. It's the newest social media platform where users create and share 15-second

videos known as TikToks. But more local businesses who target young audiences are turning to TikTok as a way of connecting with potential customers and in this article, you'll have the basics down and you'll be ready to get started.

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Even though it has now been around for decades, email marketing is still one of the least expensive, most effective forms of digital marketing. That's good news because it means

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Facebook is still the most widely used social media platform with 2.54 billion active daily users as of the third quarter of 2020. But because of Facebook's algorithm, non-paid content from

family and friends are given priority in users' feeds, making Facebook "Pay to Play" advertising a must for local businesses. Here's what you need to know.

Welcome To Clicks Newsletter

Thanks for checking out this issue of the Click Magazine, your online marketing guide for small business. Each month we will be covering topics that resonate with local businesses just like yours.

Our goal is simple. We want to enable you to do big things online, and it all starts by breaking down the complexities of marketing your business online.

It doesn't matter if you're just starting out, or an established business owner in your local community, you can always benefit from increasing your brand's visibility online.

To your Success,
Jack Barros
App Direct Marketing

CLICKS IS BROUGHT TO YOU BY APP DIRECT MARKETING

App Direct Marketing is a small business-focused marketing service with offices in Worcester, MA, and Ocala, FL. We help small businesses connect with more customers online.

If you want to build your business, you need to market, it's that simple. But you can lose thousands of dollars if you don't know what you are doing. So, we urge you to take action with some of the strategies we recommend.

For a more "hands-off" approach, we offer affordable solutions and can deliver results. We hope you enjoy this issue of Clicks and feel free to reach out to us anytime.

10

Marketing Tools

WE ARE GRATEFUL TO HAVE IN

2021



It's a new year and most of us are happy to be leaving 2020 in the rearview mirror. It was a tough year at almost every level and marketing is no exception.

2021 promises to be challenging as well, but we hope that also means an eventual return to something that feels like the old normal as vaccines are distributed and society recovers and reopens. There's no shortage of marketing tools that can help you navigate whatever lies ahead. Here are 10 that we're grateful to have.

Content Decay by ClickFlow (Free)

CONTENT DECAY

30 Brands With the Best Digital Marketing Campaigns

[View Page](#) [Start Test](#) [Ignore for Now](#)

The 12 Most Engaging Types of Video Content For 2019 (Actual Examples Included)

[View Page](#) [Start Test](#) [Ignore for Now](#)

Effective SEO Techniques that Work in 2019 & Beyond (With Case Studies)

[View Page](#) [Start Test](#) [Ignore for Now](#)

20 Pre-Production Tips to Create Successful Video Content in 2019

[View Page](#) [Start Test](#) [Ignore for Now](#)

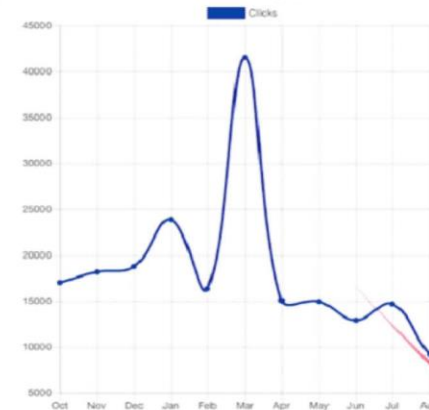
53 Ad Networks that Will Open Up New Channels of Growth in 2019

TRAFFIC LOSS SINCE PEAK (%)

99.14%

TRAFFIC LOSS SINCE PEAK (se

41,205



#1 clickflow

If you've ever spent time and money designing a landing page, an opt-in form, or anything else devised to drive conversions – only to be disappointed by the results – then Clickflow is the marketing tool for you this year. It's a robust, SEO-driven A/B testing apparatus that you can use to test every aspect of onsite SEO.

While Clickflow isn't cheap – you'll pay \$109 per month – you can get a free trial to check it out. Using it for a couple of months can help you improve your meta data, tags, and content to improve your rank on Google and get more conversions than ever before. It's a worthwhile investment.

#2 Google Analytics

Google Analytics isn't new but don't roll your eyes because we've included it here. A lot of small business owners don't bother checking their Google Analytics and that's a mistake that costs them customers and revenue.

For a free tool, Google Analytics provides a ton of relevant (and actionable) information about your website visitors and their behavior. You can use it to determine which resources are sending you the most traffic and which content is driving conversions. You already have access to it – so start using it!

#3 Screamingfrog

What if you could chase Google's spiders with a frog and spy on your competitors' SEO? You can with the free version of Screaming Frog, an SEO crawler that can give you a leg up on your competitors.

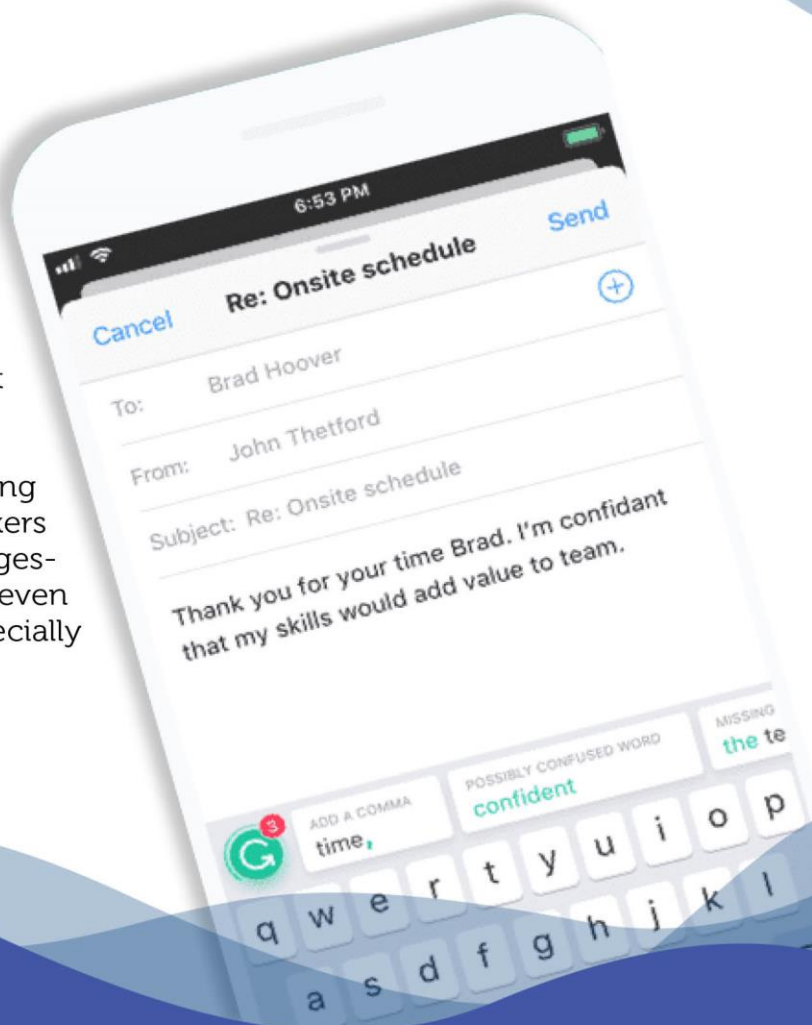
Using Screaming Frog, you can scan up to 500 URLs and collect technical optimization data. It

allows you to check tags, identify broken links, and find duplicate content. It's a great way to audit your own site and spot holes in your competition's SEO.

#4 grammarly

If you do your own content writing and grammar isn't your strong suit, Grammarly is an indispensable tool. They have free and paid versions, and the free version should be robust enough for most small businesses.

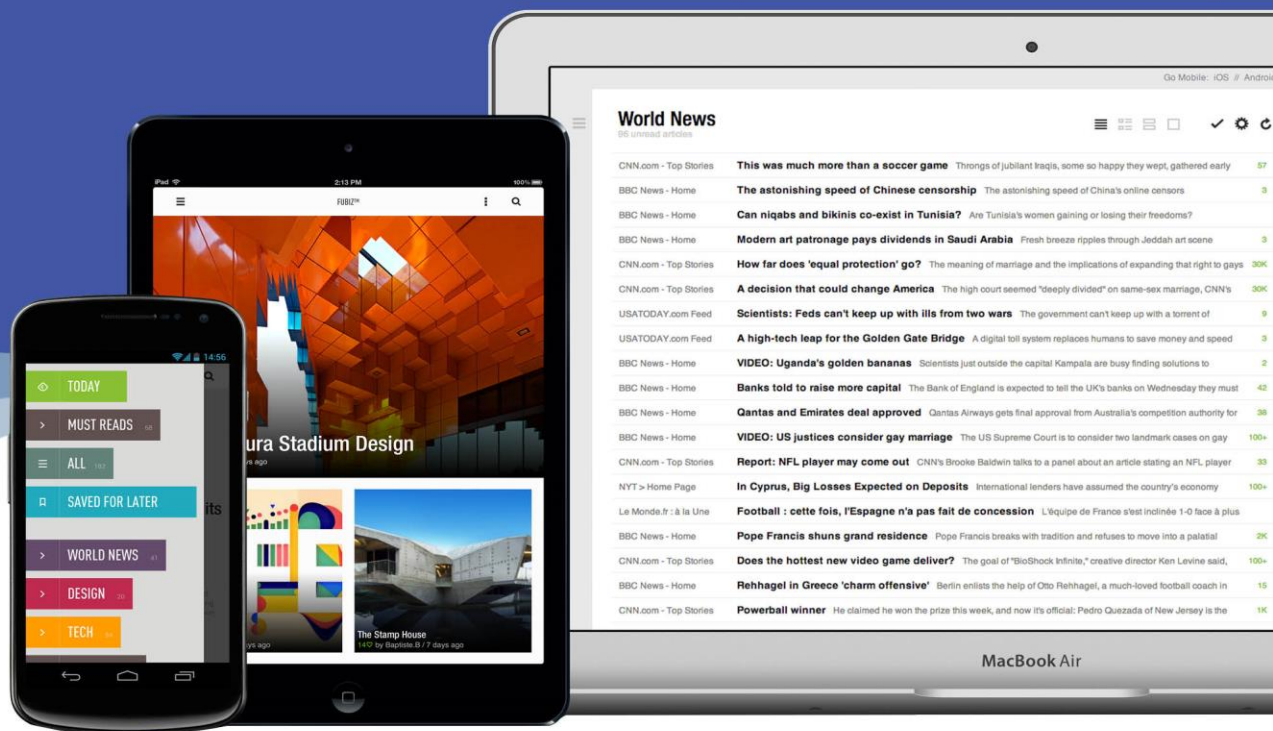
Grammarly will spot spelling errors, including pesky contextual errors that most spellcheckers miss. It'll also correct your grammar, make suggestions to tighten up your content, and you can even use it to flag duplicate content online – especially useful if you outsource your writing!



#5 Buzzsumo

A lot of small business owners struggle to come up with great ideas for content. BuzzSumo is a tool that can help you find content ideas with its keyword search function. You can also use it to identify potential influencers to promote your products and brand.

You can try BuzzSumo free for 30 days. After that, pricing begins at \$99 per month. Because their search bar is located on the home page, you can get a few freebies a day even if you don't sign up for an account.



#6 feedly

Businesses that are active on social media must share a combination of original and curated content. But where can you find quality content to share with your followers? That's where Feedly comes in.

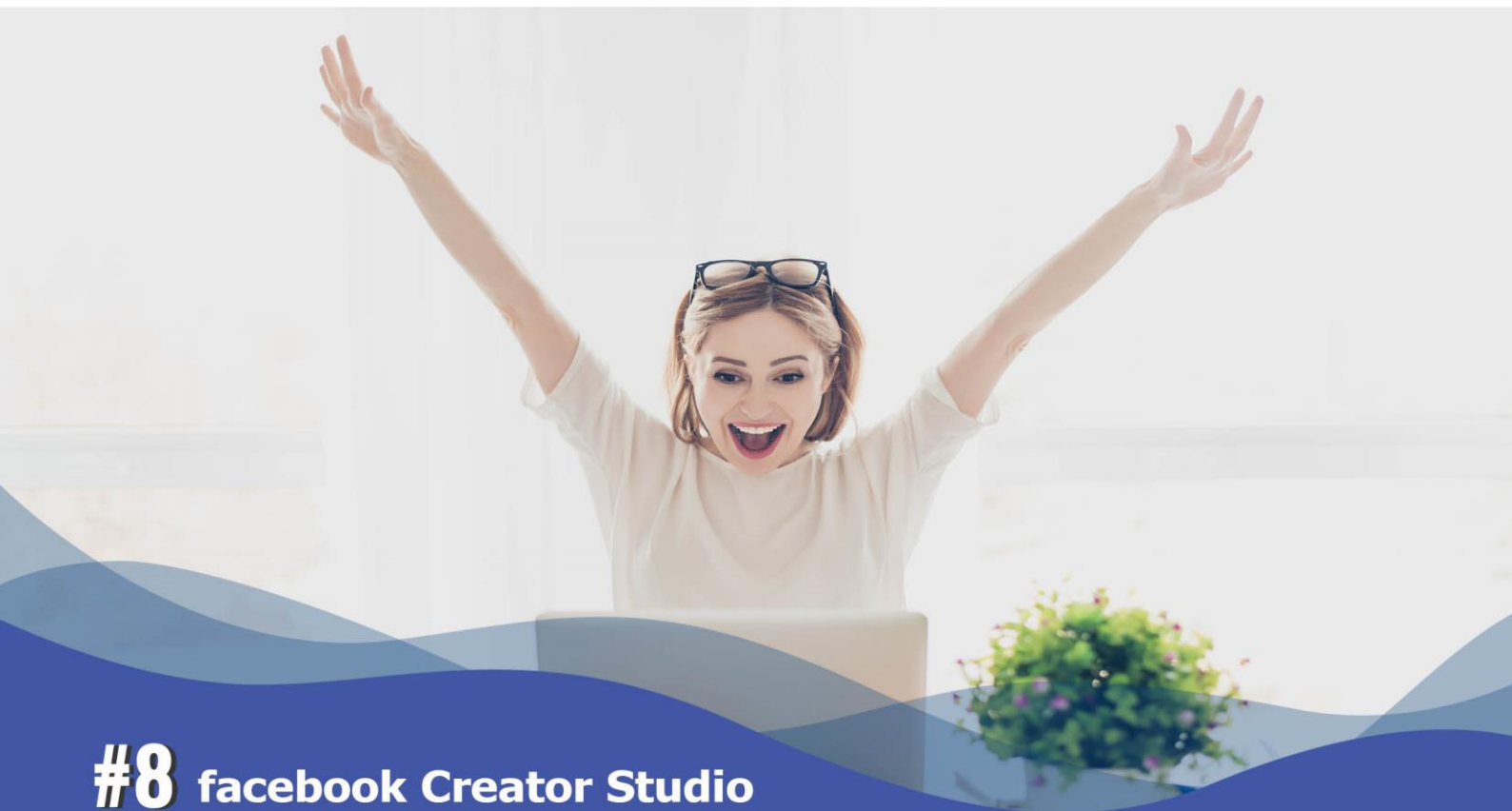
Feedly is a news aggregator that will collect all relevant news in your specified niche or industry. Then, you can comb through, read what interests you, and find the best content to share with your followers on Facebook or Twitter. They offer a free trial and monthly pricing starts at just \$6.

#7 MailChimp

Email marketing is still one of the most affordable and effective ways to connect with your audience. We like MailChimp for its robust free option that allows small business owners to send up to 12,000 emails per month.

While there are some email marketing providers that are better suited to huge enterprises, MailChimp offers enough features to allow local companies to build a list and create email sequences that convert subscribers into paying customers.





#8 facebook Creator Studio

If you already have a Facebook business account, then you have access to Facebook Creator Studio. It's a tool that allows you to view everything you've posted on Facebook and create new content to share with your followers – and it's free.

What we love about Facebook Creator Studio is that you can use it to schedule and test posts.

Scheduling means that you can have content going live while you're busy doing other things. The testing features allows you to compare the performance of multiple posts and determine which content does the best with your audience.

#9 Canva

We've written about Canva before, but it remains one of the most versatile content creation tools around. You can use it to resize images to use in your social media profiles, create memes, and so much more.

Canva's free option gives you access to 250,000 templates and robust design features. If you want to upgrade to the Pro version, it'll cost you \$12.99 per month. In return, you'll get a free Brand Kit and access to Canva's massive library of 75 million premium stock images.

#10 CapCut

There's no denying that TikTok has become a social media and marketing powerhouse. CapCut is a video editing app that's designed by the creators of TikTok – and you can use it to create the kind of video content that will grab your followers' attention.

CapCut is available for both Android and Apple devices. You can use it to cut videos, change or reverse their speed, and add custom TikTok

stickers and music. Best of all, it's free!

The marketing tools we've listed here are only a small sample of what's available, but these are the ones we recommend as invaluable as we head into 2021. As we look forward to the end of the pandemic and a return to normal, these tools can help you boost your business and increase your profits.



Let's Talk About How to

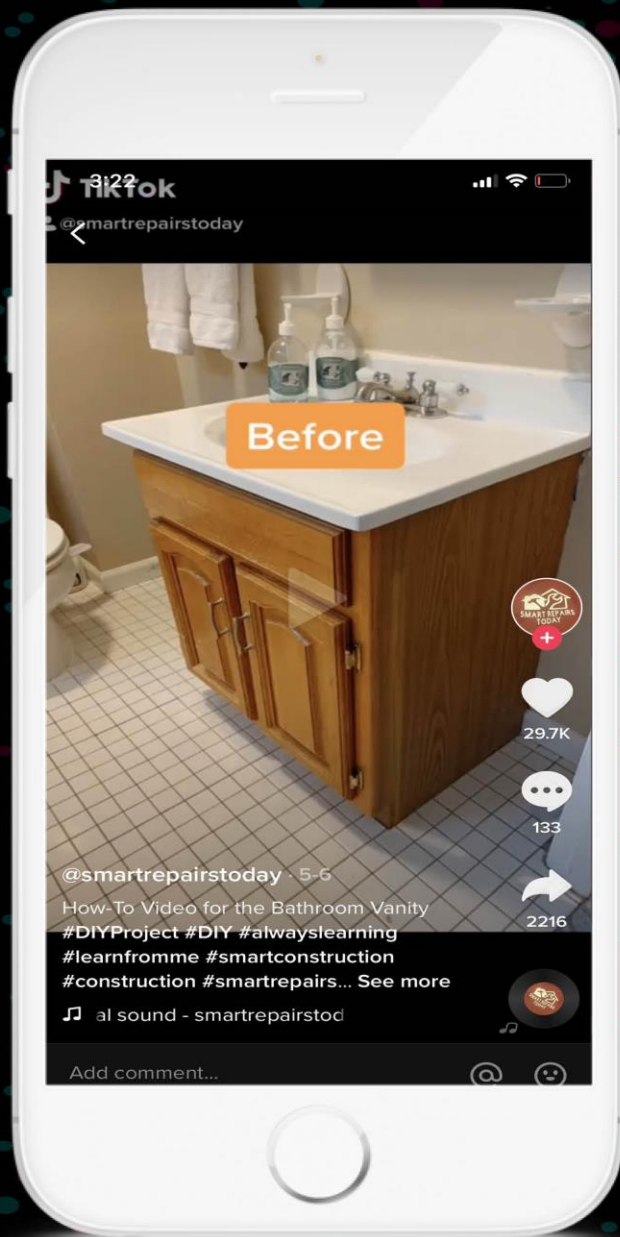
PROMOTE

Your Business with

TikTok

Everybody who hasn't been in a cryogenic state for the past couple of years has heard about TikTok. It's the newest social media platform where users create and share 15-second videos known as TikToks. While a lot of the content includes lip synching or dancing, more local businesses who target young audiences are turning to TikTok as a way of connecting with potential customers.

You might be thinking, great – how do I do that? I know nothing about TikTok! Not to worry. We're here to help, and by the time you're finished reading this article, you'll have the basics down and you'll be ready to get started.



Who's Using TikTok?

Let's start with audience because honestly, TikTok isn't for everybody. If your target audience is businesspeople, you should be focusing on LinkedIn and Facebook, not TikTok.

Here are the numbers you need to know:

TikTok has 800 million active users worldwide

60% of US users are between 16 and 24 years

The average user spends 500 minutes each month on the TikTok app

Nine out of 10 TikTok users access the app more than once per day

23% of internet users in the US have seen at least one TikTok

TikTok is used by twice as many women in the US as men

Businesses have spent more than \$50 million on TikTok

We should also note that the average age of TikTok users is increasing with the age of the app, which was first launched in September of 2016. While businesses have been slow to adopt its use, we expect that to change in 2021.

How to Create a TikTok Business Account

Creating a business account on TikTok is easy. Download the app to your phone or tablet and then follow these steps:

- Tap "Me" on the menu bar at the bottom of the page and then tap "Sign up" to connect with your mobile number or email address.
- From the "Me" menu, click the three dots at the upper right corner of the page and then tap "Manage My Account."
- Choose "Business Account" from the "Switch to Pro Account" menu.
- Choose the business category that best describes your company.

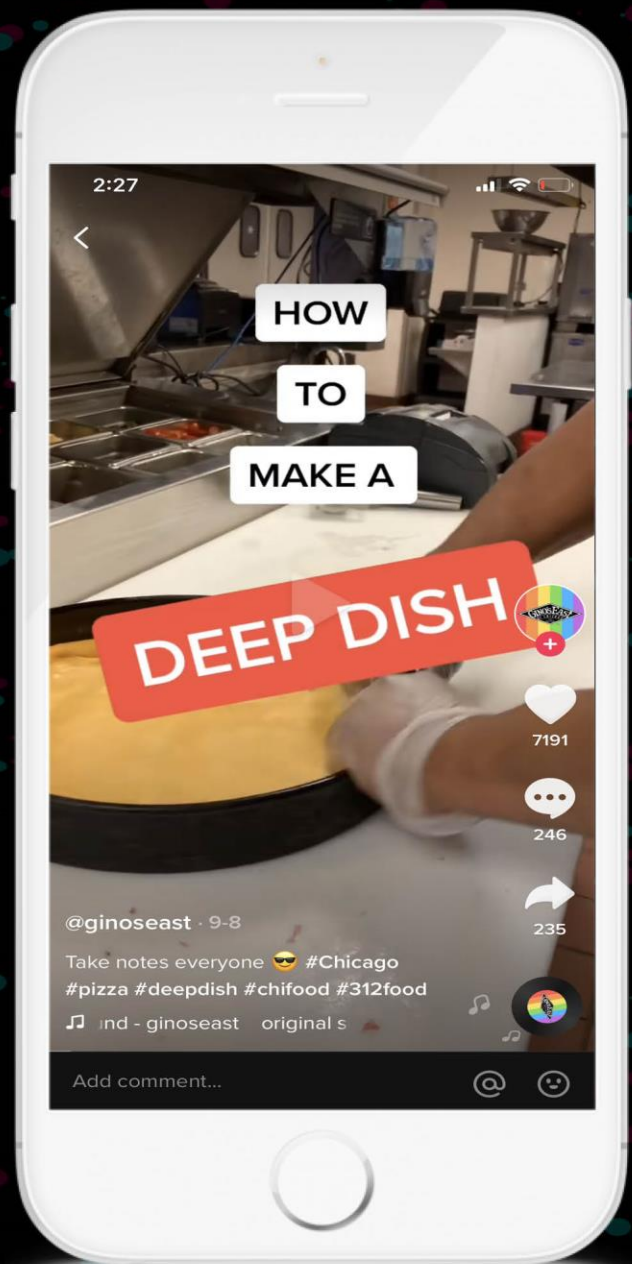
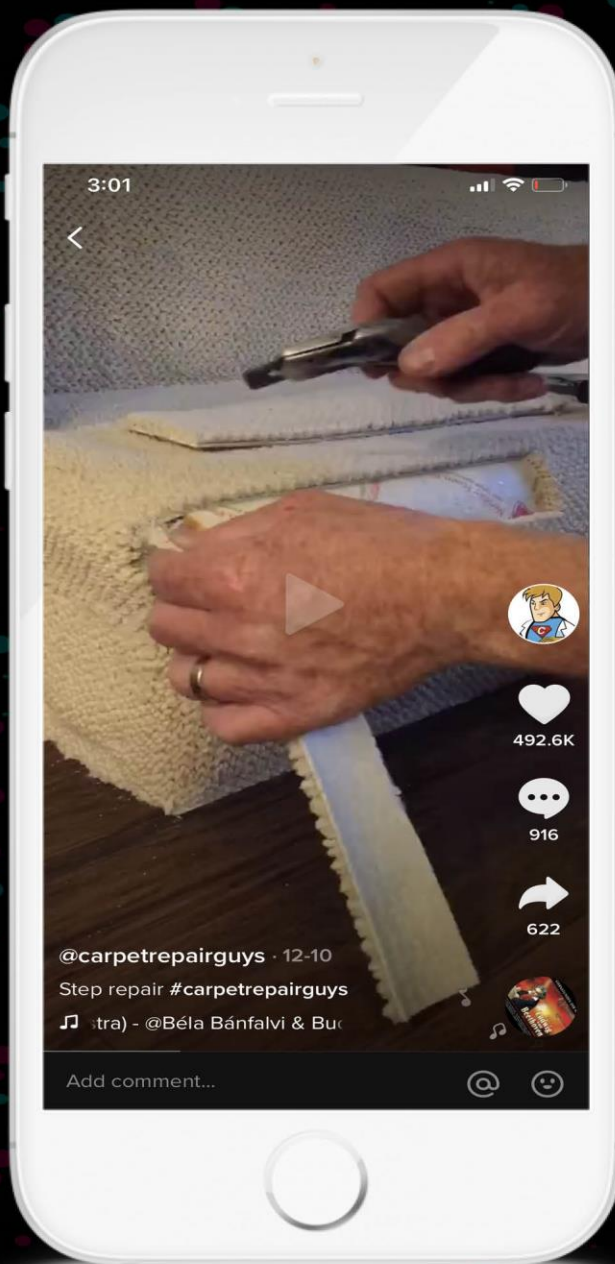
Choosing a business category allows TikTok to provide you with customized content via its algorithm. These four easy steps will enable you to set up your TikTok business account quickly – and you're ready to go!



How Do Businesses Use TikTok?

TikTok is a social media app and that means that there are two ways to use it. The first is to create content and hope that it gets attention without you paying to promote it. While that's not a great idea on Facebook thanks to its algorithm, TikTok users can go viral without spending any money. The second option is, of course, to use TikTok's advertising platform to run ads and get your content in front of your target audience.

If you know how to create an ad on Facebook, you can create an ad on TikTok because it works the same way. You'll select an ad objective and target audience, then create a headline, video, and call to action for your ad. Using TikTok business, you can access detailed analytics and metrics to track your ad's performance.



Ideas for TikTok Marketing

TikTok comes with a suite of video creation and editing tools. A hallmark of TikToks is that they are sped up, which allows users to share longer video content that still fits within the 15-second timeframe.

Of course, you can use other video editing software as well. The makers of TikTok have created CapCut video editor, a companion app that you can use to access additional video editing tools. It's available for both Android and Apple devices.

While a lot of TikTokers focus on creating silly content to share with their followers, there's a growing trend toward informative content ideas that can work for businesses. Here are some suggestions.



- **Create a tutorial or how-to video.** TikToks are ideal for how-to videos because speeding up the content allows you to put a lot of information into a brief video – ideal for today's short attention spans. A quick scan of TikTok will show you that even private users are making how-to videos for cooking and craft projects.
- **Day in the life video.** If you want to quickly introduce your TikTok followers to your team, you could do a series of day in the life videos introducing each team member and showing what they do in a day. A combination of video and graphics can put a human face on your business.
- **Product demo video.** Most people say they would rather watch a brief explainer video than read a product description. That makes TikTok ideal for demonstrating your product's capabilities in a way that's fun and easy to understand.
- **Before and after video.** If you sell a product or offer a service that leads to significant transformations, you can create TikToks that highlight the transformation. For example, an interior designer could show before and after videos – or even a sped-up video showing stages of the transformation ending with the finished design.
- **Case study video.** Case studies are great for attracting new leads. Choose a client, take video of their journey, and then use TikTok's editing tools to trim it into a 15-second clip that illustrates how your company can help people.
- **Song parody video.** Not every business TikTok needs to be serious. If you can find a way to take a popular song and create parody lyrics that relate to your business, it's a great way to go viral and get your company in front of a whole new audience.
- **How it's made video.** Do you have a unique creation or manufacturing process for your products? TikTok is a great place to show it off.

What we hope you'll take away from this is that making TikToks is easy and it can help your business connect with a whole new audience. There may be a bit of a learning curve, so we suggest searching for other businesses on the app and watching their content before you start to create your own.

A graphic illustration featuring several light blue paper airplanes scattered across a brown, textured map of the United States. The background is a solid orange color. The bottom of the image features a white, jagged, mountain-like shape with red outlines, containing the main title.

IMPROVE YOUR **EMAIL MARKETING** WITH THESE TIPS FROM THE **PROS**

Even though it has now been around for decades, email marketing is still one of the least expensive, most effective forms of digital marketing. That's good news because it means you can connect with your target audience without breaking the bank.

You already know the basics of email marketing, but you may not know how to get the most for your email marketing investment. Here are tips from email marketing pros to help you.

A woman with long brown hair is holding a red mug. In the background, there is a calendar grid with days of the week as columns and numbers 1-31 as rows. The calendar is partially obscured by the woman and the mug. The background is a blurred office setting with a laptop and some papers.

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

MAINTAIN YOUR LIST

Email list hygiene is a must if you want to avoid wasting money. Some people aren't going to open your emails. Others may abandon email addresses or provide fake addresses when they complete your opt-in form. Either way, cleaning up your list can help you save money.

You can do it by using a two-step subscription process where leads must enter their email address and then confirm the subscription by clicking a link. Research shows that this process increases open rates. For existing subscribers, send an email asking them to opt in for further emails – and delete anybody who doesn't respond.

SEND EMAILS REGULARLY

You may have heard this tip before, but a lot of companies follow it imperfectly and it hurts them. When experts suggest sticking to a regular email schedule, they don't mean "send an email two or three times a week and don't worry too much about the timing."

What they mean is that you should create an email schedule where emails are sent on the

same days, and at the same times, every week. If you decide you want your B2B emails to show up at 9:00 am on Mondays, that's when they should go out every week. That way, your subscribers know that they'll be hearing from you.

We are all creatures of habit – so let people know what to expect by sticking to a strict schedule.



REWARD LOYAL SUBSCRIBERS

While email has a higher ROI than many other types of marketing, that doesn't mean you can take it for granted. You probably have some subscribers who open every email you send – and they should be rewarded for that!

Every once in a while, the pros recommend sending out a special discount code or coupon

that's just for people who open your emails regularly. That means you won't hype it in the subject line. It's there for the people who open your emails even when there isn't an obvious reward.

The benefit is that a casual opener will see it too – and may be more likely to open your emails in the future.

GIVE SUBSCRIBERS CONTROL OVER WHAT THEY RECEIVE

Even people who love your emails probably see an occasional message from you that doesn't apply to them. Allowing them to self-segment and choose what to receive can increase your open rates – and conversion rates – by making them feel like they're in control.

Segmentation can be handled easily with a robust marketing email solution. You can send a survey that allows people to opt into various topics or types of emails, or you can allow them to opt out by including a link to your segmentation survey at the bottom of every email.

DON'T SWEAT UNSUBSCRIBERS

Speaking of putting users in control, a lot of business owners fret when people unsubscribe from their lists. Pros don't do that because they recognize that hanging onto a bunch of uninterested subscribers doesn't help them.

When people don't open your emails, they're more likely to get flagged as spam. Ultimately, you want your emails to be going to the people who are eager to get them – and thus, more likely to buy your products or sign up for your services. When someone unsubscribes, let them go. They weren't helping you anyway.



USE ALT TEXT

It drives us crazy when we get a marketing email and the images don't load – especially if there's no alt text to tell me what we are missing. Don't make that mistake.

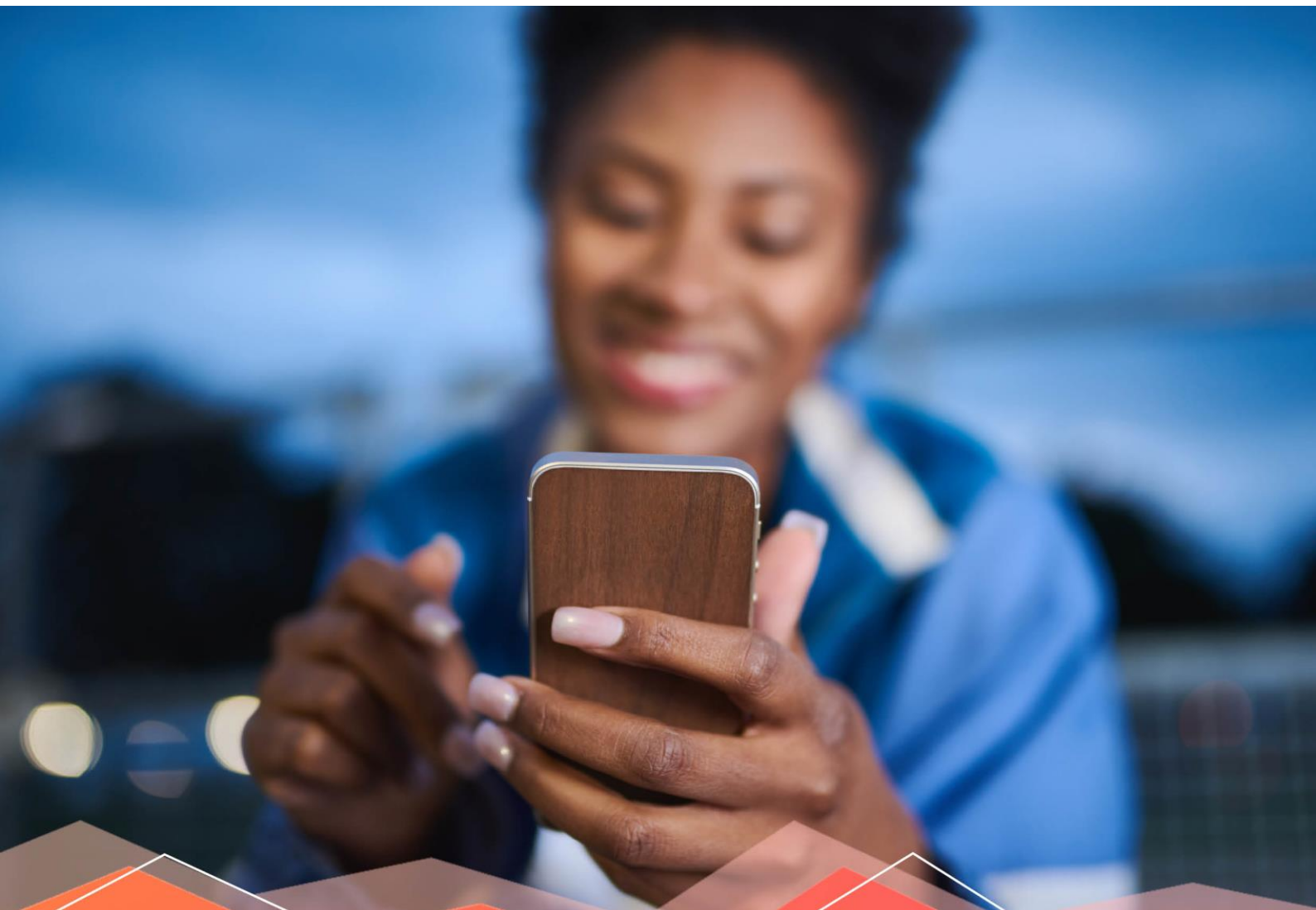
Every image you include in a marketing email should have alt text attached that describes

what's in the image. That way, users with a slow internet connection can see them. It also helps vision impaired people who may be using a reader. The reader can understand alt text, but it can't understand images. This is an easy fix that ensures every recipient will be able to understand your content.

USE LINK TRACKING

If you include links in your marketing emails, you'll need to track them to find out how many of your readers click the link. Most email automation services include a link tracking option.

Tracking links can help you fine-tune your email marketing campaigns and include links that are relevant to your readers. Without tracking, you won't be sure whether your links are getting any traction at all – and that's a mistake.



MAKE YOUR EMAILS MOBILE FRIENDLY

More people read their emails on mobile devices than on computers, and that means that every marketing email you send must be optimized for mobile users. That means:

- > Single column content that can be easily scrolled
- > Buttons that are large enough to be tapped by a finger

- > Subject lines of no more than 25-30 characters
- > Pre-header text that shows readers what's in the email
- > CTAs that are easy to find

You should use responsive email templates that adapt to any mobile device. That way, a user can access your email on a laptop, tablet, or smart phone and get the same experience each time.

KEEP FILES SMALL

Are you attaching photos or files to your emails? If so, keep the file size as small as possible. This step is extremely important for mobile users. If they're using data to read your emails, you don't want them to blow through their monthly limit because you couldn't be bothered to resize an image or zip a file.

You should always look at the total file size of the email and adjust it accordingly. As a rule of thumb, you should aim for images to be under 1 MB.

As a business owner, you need to make the most of your marketing budget. These email marketing tips from the pros will help you do that – and to increase your ROI and profits.



HOW TO GET MORE CONVERSIONS WITH **facebook** Ads

I'm willing to bet you already know a lot about Facebook ads. Facebook is still the most widely used social media platform with 2.54 billion active daily users as of the third quarter of 2020. Because of Facebook's algorithm, non-paid content from family and friends are given priority in users' feeds, making Facebook advertising a must for local businesses.

The good news is that it's easy to use Facebook ads to drive traffic to your website and increase conversions. The key is choosing the right objective and then designing an ad that will help you to accomplish it. Here's what you need to know.



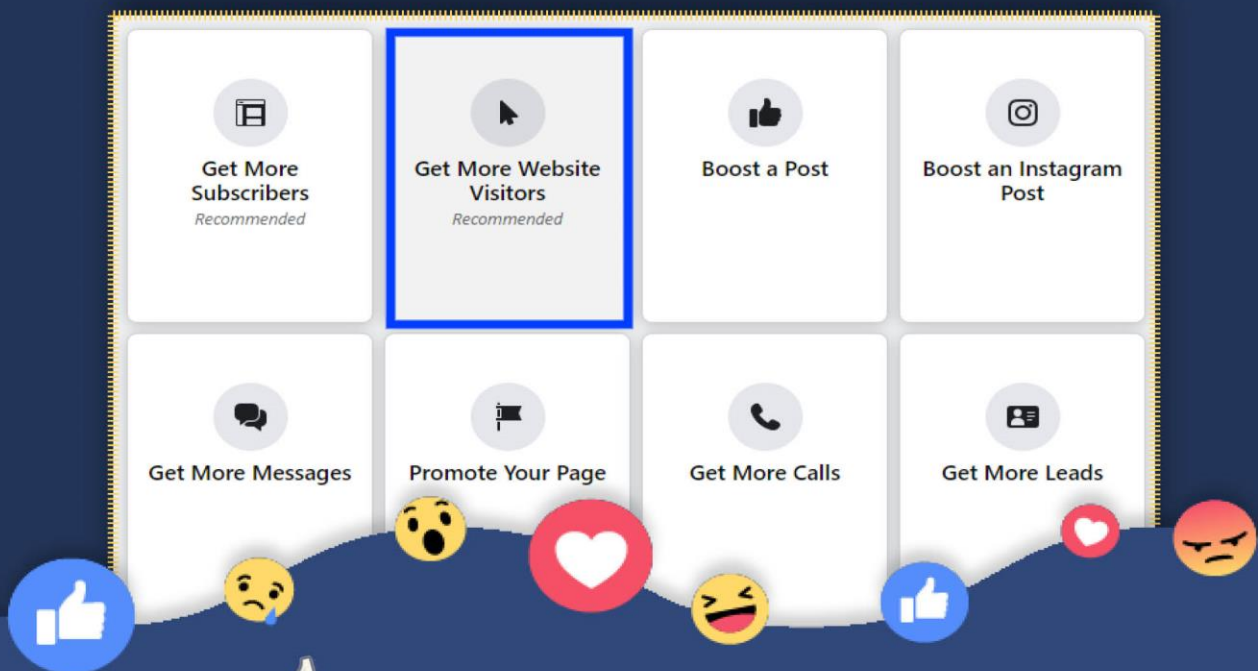
WHAT IS A FACEBOOK CONVERSION AD?

Any time you create an ad on Facebook, you must choose the type of ad you want to run. The options are:

- > Get more website visitors
- > Boost a post
- > Get more messages
- > Promote your page

- > Get more calls
- > Get more leads

For conversions, you should choose the “Get more website visitors” option. That’s the one that will allow you to advertise to your target audience while enticing them to visit your website with a single click.



HOW TO CHOOSE A CONVERSION OBJECTIVE

What's your marketing objective? Help: Choosing an Objective

Awareness	Consideration	Conversion
<input type="checkbox"/> Brand awareness	<input type="checkbox"/> Traffic	<input checked="" type="checkbox"/> Conversions
<input type="checkbox"/> Reach	<input type="checkbox"/> Engagement	<input type="checkbox"/> Catalog sales
	<input type="checkbox"/> App installs	<input type="checkbox"/> Store visits
	<input type="checkbox"/> Video views	
	<input type="checkbox"/> Lead generation	
	<input type="checkbox"/> Messages	

Conversions

Get people to take valuable actions on your website or app, such as adding payment info or making a purchase. Use the Facebook pixel or app events to track and measure conversions.

Campaign Name

Create Split Test ☐ Use this ad campaign to test creative, placement, audience, and delivery optimization.

NEW Budget Optimization ☐ Optimize budget across ad sets

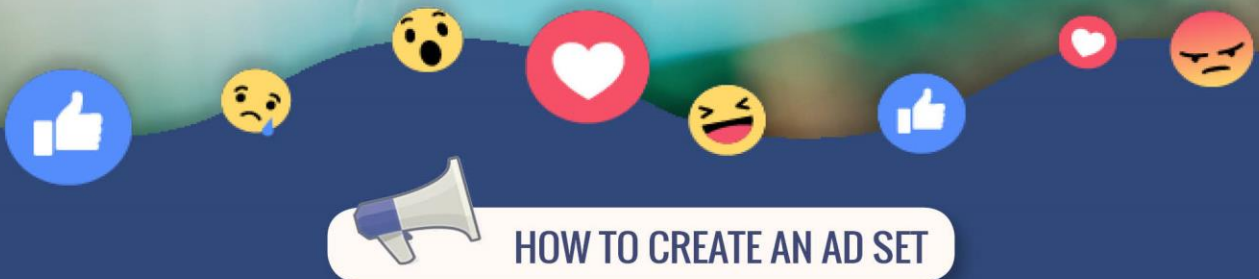
Continue

While you need to increase traffic to your website to increase your conversions, you also need to choose a conversion objective. Depending upon the nature of your business and your marketing goals, your conversion objective could be any of the following:

- > Opt-ins to build your list
- > Opt-ins to generate leads
- > Downloads of a lead magnet
- > Sales of your products

Whatever objective you specify, Facebook will provide you with a pixel (a tiny snippet of code) to embed in your website to track conversions.

You should choose an objective that aligns with your marketing goals. If your company is B2B, you may want to focus on lead generation. B2C local businesses are more likely to focus on sales.



Once you have chosen an ad objective, you'll need to create an Ad Set. This is where you'll decide who you want to see your ad and figure out how to achieve that goal. In other words, you need to find your audience.

You can select your audience using basic demographics such as age, location, marital status, and income level. You can also use psychographics that target people based on their interests. For example, if you own a pet supply store, you can target pet owners and people who follow dog and cat-related pages on Facebook.

Keep in mind that a single ad campaign may have multiple ad sets. For example, your campaign might be aimed at increasing sales and you could create ad sets targeting different age groups, genders, or locations.

Creating your ad set also means that you'll need to set a budget. We suggest beginning with a short-term ad at a low budget. That way, you can collect some data and decide whether you need to revamp your ad or expand your audience.



ANATOMY OF A FACEBOOK CONVERSION AD

The ad you create will play a significant role in the success of your campaign. A Facebook conversion ad consists of five basic parts. They are:

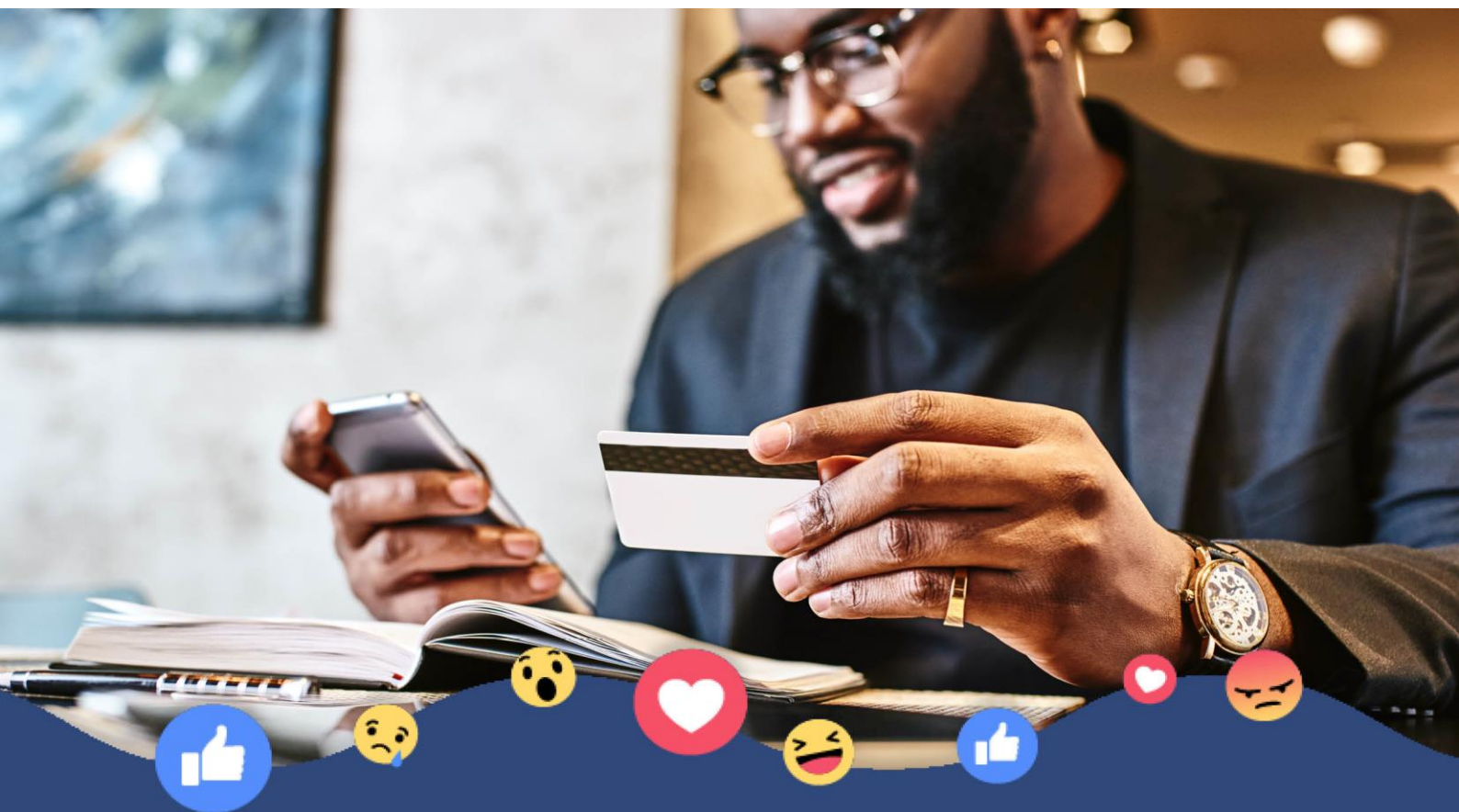
- > Image or video
- > Headline
- > Primary text
- > Call to action
- > Description

Let's run through the requirements for each. For your image or video, you need a square graphic with a recommended size of 1080 X 1080 pixels. Videos should be between 15 and 60 seconds long. The image you choose should be eye-catching. Remember, your ad will dis-

play in the feed and you don't want people to scroll past it.

The headline is the next most important part of your ad. You only have about seven words to attract your audience's attention, so make sure you spend some time on your headline. It should be short and to the point. It's always great to use words like sale, free, limited time, or anything like that since these terms spur people into action.

The primary text appears beneath the headline and is limited to about 125 characters. You can create longer text, but Facebook will truncate it, so make sure to include your most important content at the beginning.



Your call to action tells your audience what to do next. It should include active verbs such as buy, get, go, apply, contact, and so on. A lot of effective CTAs use “now” as a modifier, so consider something like:

- > Apply now
- > Buy now
- > Contact now

Finally, the description is limited to six to eight words and will display only to users who might find it helpful. Examples include:

- > Free shipping
- > Offer ends Tuesday
- > Limited time only

It’s essential to think carefully about each element of your ad as you create it.



HOW TO TRACK THE PERFORMANCE OF YOUR FACEBOOK CONVERSION AD

The final step is to track the performance of your Facebook conversion ad using Facebook Ads Reporting. Your Ads Reporting is linked to your pixel and will tell you how many people have seen your ad, what their demographics are, and whether they clicked through and did what you wanted them to do.

You can use Ads Reporting to create customized reports about the performance of your ads. You’ll be able to see who viewed your ads in any timeframe, what time of day your ads performed the best, and how many people clicked the ad, converted, and more.

Using the data that you collect, you can then refine your ads, run tests, and figure out how to improve the quality and performance of your ads to get the results you want. Ads Reporting is free for all Facebook business users.

Facebook Conversion ads are one of the best tools we know to increase traffic to your website and help local businesses increase sales. The key is to target your ads properly and then create compelling content that your audience won’t be able to resist.



Do you have
BIG GOALS
for your
business in
2021?

You should... And it all starts NOW!

Because there's never been a better time to boost your visibility online.

WHETHER YOU NEED:

- » Celebration Marketing
- » Responsive Web Design
- » App Development
- » Social Media Marketing
- » Lead Generation
- » Consulting & More!

Our team has the passion and expertise to help you meet your online goals. No matter what they may be. Connect with us today for a complimentary strategy session (Valued at \$149) and get the conversation started.

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