

Clicks

The Online Marketing Guide for Small Business

8

SOCIAL MEDIA

Myths to Leave Behind in
2021

Direct Response Marketing Campaigns

That Deliver Results



Where Are YOUR Customers:

HOW TO IDENTIFY YOUR

AUDIENCE

AND FIND THEM ONLINE

How to Reduce Your

UNSUBSCRIBE

RATE



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There's no question that social media marketing is, and will continue to be, important for local businesses. That said, there are a lot of social media myths that are annoyingly persistent and believing them can hurt your

business. So, let's bust some myths! Here are 8 of the most widely believed myths that you need to stop believing if you want to grow your business with social media.

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There's no denying that direct response marketing – when done right – is hugely effective. The problem is that it is often attempted in ways that are ill-conceived and poorly executed.

When that happens, the results aren't good, and people give up on it. So what does it take to create a direct response marketing campaign that delivers results? Here's what you need to know.

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For a business owner, there's nothing more frustrating than knowing there's an audience for your product or service and not knowing who they are – or where to find them. In this article, I'll break down the process to help you first identify and then locate your audience, so you can fine-tune your marketing and get the leads you need.

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Wouldn't it be great if nobody ever unsubscribed from your list? It's easy to fantasize about a world where every subscriber is a paying customer, and everybody loves you and your company forever. That is a fantasy. Unsubscribes are a part of life in the world of email marketing. The key is to keep enough of the subscribers who will eventually take the leap from subscriber, to customer. Here's how.

Welcome To Clicks Magazine

Thanks for checking out our 77th issue of Clicks, your online marketing resource 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 conveniently located in Worcester, MA, and Ocala, FL.

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.



8

SOCIAL MEDIA MYTHS

TO LEAVE BEHIND IN 2021

There's no question that social media marketing is, and will continue to be, important for local businesses. That said, there are a lot of social media myths that are annoyingly persistent and believing them can hurt your business.



#1: You Need a Presence on Every Social Media Site

The notion that you need a presence on every social media site is one of the most harmful myths for business owners. It takes time, effort, and money to maintain an active presence on ANY social media site and nobody has time for all of them.

What you need is an active and meaningful presence on the sites that offer you the best opportunity to connect with your target audience and engage your customers. Nothing else

matters. Most local businesses should be on Facebook. B2B companies should have a presence on LinkedIn. If you're selling an aspirational product or service, then it makes sense to be on Instagram or Pinterest.

Does this mean you should never try something new? Of course not! Set up a profile and give it a try. But if the site you choose isn't giving you the results you want, cut it loose.

#2: Fans and Followers are Worthless if They Don't Become Paying Customers

You should use social media to attract new customers. That's obvious and it makes sense. But I hear a lot of business owners who think that followers who aren't paying customers aren't worth having – and that's not true.

Your fans and followers don't need to buy from you to be useful. Having a large following can raise your profile and help new customers find

you. If you've got fans or followers who have a lot of clout, you'll get some of it by association.

Most importantly, a follower who doesn't buy your products could still refer their friends and followers to your business. You should run ads designed to attract paying customers but don't ignore the benefits of followers who aren't your customers. They're still helpful.



#3: It's Useful to Have Your Friends and Family “Like” Your Posts

It's a common misconception among business owners that asking friends and family to “Like” your posts will help you get more engagement. The bad news? Social media algorithms are more sophisticated than that and you need a wide range of people to engage with your posts.

Does this mean you should tell the people who care about you not to like your posts? Of course

not! What it means is that you should always be asking your fans and followers to engage with your posts – and giving them a reason to do so. Ask a question, encourage them to share your posts, and most of all, share content that's useful and entertaining so they'll want to engage with you.

#4: You Shouldn't Schedule Posts on the Weekend

It's a common practice for businesses not to share new social media content on the weekend. While it's true that some of your followers might not spend as much time on social media on the weekends as they do during the week, you shouldn't assume that weekend content is unnecessary.

Instead, try scheduling a few weekend posts to see how they do. You can use Facebook Insights or whatever analytics tool you prefer to determine which days and times are the best for posting.



#5: You Must Respond to Social Media Comments Immediately

There's no doubt that it's important to respond when a social media follower asks a question or leaves a comment. But responding in a timely manner doesn't mean you must drop everything to respond immediately – with one exception. If you have incorporated your customer support with social media, then you should be sure that you can respond as quickly as possible. A lot of

local businesses have added chatbots to Facebook Messenger to minimize wait times for their customers.

However, a comment that doesn't require customer support involvement can wait a little while for a response. As a rule, try to respond within 24 hours.

#6: Social Media Posts Must Always Be Businesslike

Social media is social first and media second, but a lot of business owners forget that. Their social media posts are as dry as dust and don't get any engagement. And they wonder why.

Don't be afraid to inject some personality into your social media posts. Even if you offer a pro-

fessional service, you can still use appropriate humor or compassion in your posts. This is the place to showcase your brand personality. Make sure that anybody who is empowered to post on your social media accounts understands the persona you want to project.





#7: You Need Endless New Content to Post

You need to have some new content to post on your social media sites. However, there's nothing wrong with repurposing or resharing old content if you don't have time to write something new.

Keep in mind, too, that you can "curate" content by finding articles in industry publications and posts from influencers to share with your followers. Provided that you keep the content you post relevant your followers will be happy to see it.

#8: Social Media Marketing is Free

This final myth is one that I hear often. While it is free to set up a social media account for your business, you're unlikely to get the results you want without spending some money.

Social media algorithms have grown increasingly sophisticated. The only way you can be sure that your followers will see your most important content is to boost it. Social media marketing

can help you get your content in front of potential customers. The good news is that you don't need to spend much to get the results you want.

The 8 myths I have listed here are all past their prime. Let go of them and you'll see your social media marketing results improve – and your business grow.





Direct Response **MARKETING CAMPAIGNS** That Deliver Results

There's no denying that direct response marketing – when done right – is hugely effective. The problem is that It is often attempted in ways that are Ill-conceived and poorly executed. When that happens, the results aren't good, and people give up on it.

“Direct response marketing is a type of marketing that is designed to provoke an immediate response.”



What is Direct Response Marketing?

Let's start with the basics and explain what direct response marketing is. An example that most people have probably seen is a sales page for a product. The page might include benefits of the product, customer testimonials, and a per-

sonal story that's engaging and gripping.

In most cases, direct response copywriting includes multiple attempts to get the person being targeted to take the desired action. The action might be

buying a product, subscribing to a service, or filling out a lead form. When it's done well, direct response marketing should generate leads and sales at a higher rate than other types of marketing.

What Are the Elements of an Effective Direct Response Marketing Campaign?

1. A personalized message for a targeted audience. The only way direct response marketing can be effective is when it is targeted to a carefully chosen audience. That way, the content can be personalized to address the needs and pain points of anybody who reads or watches it.

2. Content that is clear and compelling. Direct response copy isn't effective if it can't be easily understood. It should avoid jargon or confusing language and get right to the point. At the same time, it should offer a compelling argument to take the desired action. The argument might include a personal story and research to support the argument. It often uses psychological triggers to compel the people who see it to act.

3. A sense of urgency. Because direct response marketing is designed to get an immediate re-

sponse, building a sense of urgency into your content is a must. There are multiple ways to do it, from putting a countdown on the page to articulating a deadline for the deal being offered.

4. An irresistible call to action. CTAs are used everywhere in marketing, but some are more compelling than others. With direct response marketing you'll need a CTA that is clear, direct, personalized, and easily accessible. It should focus on a single action that readers can take immediately.

If your direct response marketing campaign has these four things, the chances are good that it will elicit the response you want and generate leads or sales at a high rate.

Ideas for Direct Response Marketing Campaigns

There no one "correct" format for direct response marketing. That said, some types of direct response marketing work better than others and it's your job to choose the campaign that will resonate with your target audience. After all, they're the people you want to impress. Here are 6 different ideas for direct marketing campaigns that you may want to try.

CONTESTS OR GIVEAWAYS

Everybody loves a freebie which is why contests can be a terrific way to generate leads. Your direct response copywriting should indicate:

- The requirements for entering the contest
- The rules and prizes to be awarded
- The benefits of the prizes

Running a contest can help you to collect leads. They can





REFER A FRIEND!

REFERRAL PROGRAM

Referral programs are a preferred form of marketing for a reason. Consumers are four times as likely to buy a product or use a service when they are referred by a friend. They also tend to be more loyal when they find a company through a referral than they are when they find it on their own.

Direct response marketing can be an effective way to generate referrals. In most cases, consumers expect a reward in return for a referral, so it's important to remember that when creating your campaign. Money (which can be in the form of a discount) or free merchandise are the two most preferred rewards.

SOCIAL MEDIA ADS

Social media platforms such as Facebook and Instagram offer an affordable way to run a direct response marketing campaign. People on social media are there to emotionally engage with content and that's what direct response campaigns do, too.

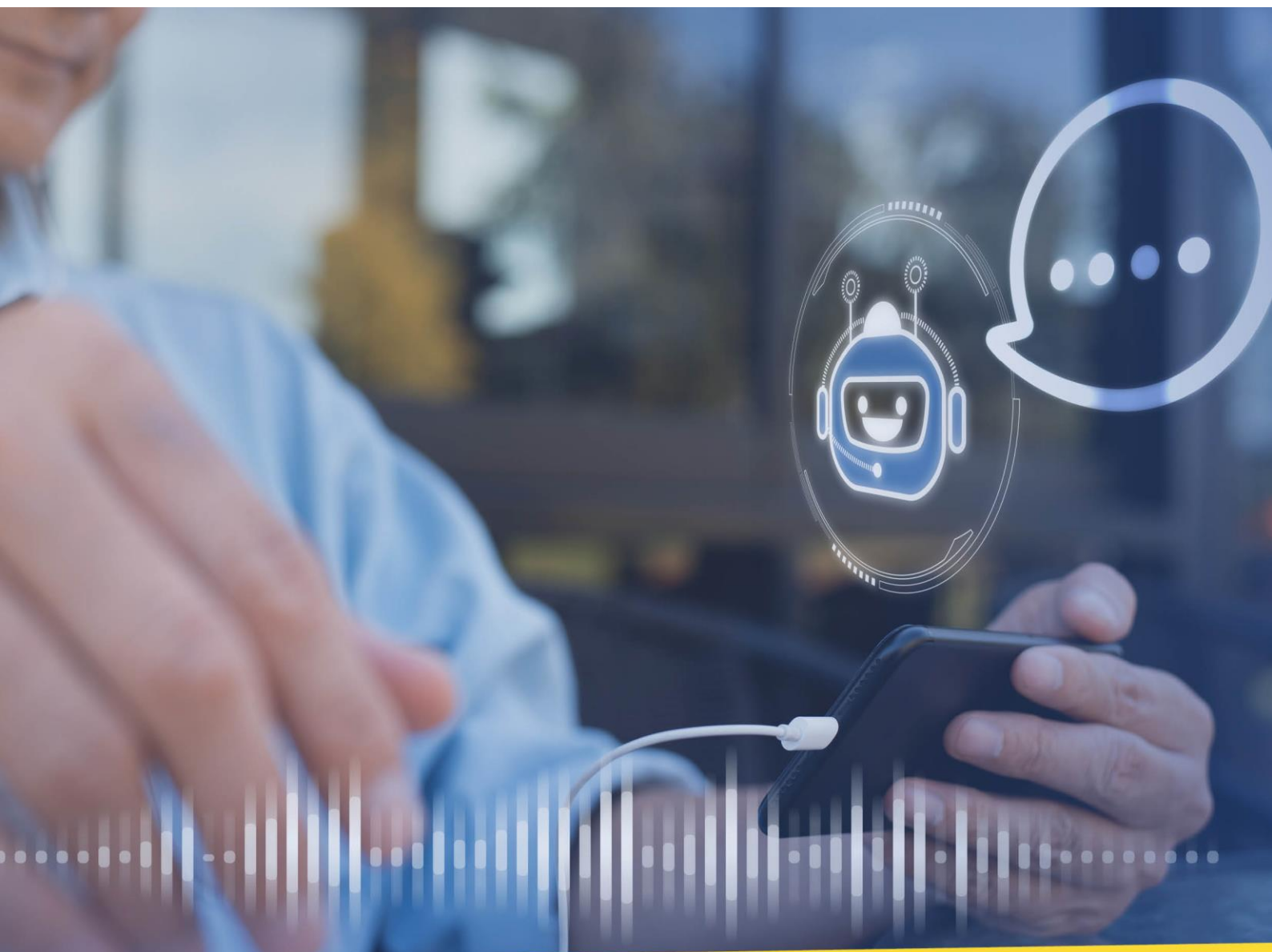
Both Facebook and Instagram offer users the chance to create Stories, which can be an effective form of direct response marketing. You can also create visual or video ads to engage your target audience and convince them to take the desired action.

UPSELLING

The Sunk Costs Fallacy is a psychological phenomenon that encourages people to double down on expenditures and investments. For that reason, upselling is a highly effective form of direct response marketing.

a related offer that adds immediate value to the purchase they have already made.

For example, a consumer who purchased lawn care services would be inclined to purchase



TEXT MESSAGING

Text messages have a 98% open rate, making them far more likely to be opened than email. They also provide a perfect format for short direct response marketing campaigns designed to encourage an immediate response.

The chances are good that you have received at least one direct response text. Most include an embedded link that allows the recipient to take the desired action with a tap of the finger.

CHATBOT MESSAGING

On a related note, programming a chatbot to interact with your followers via Facebook Messenger can be an effective direct response marketing technique.

Chatbots can be programmed to make product recommendations and link to special offers for the people who message you.



Where Are YOUR Customers:

HOW TO IDENTIFY YOUR

AUDIENCE

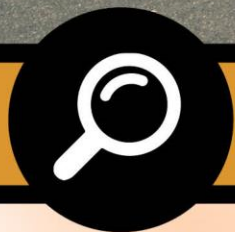
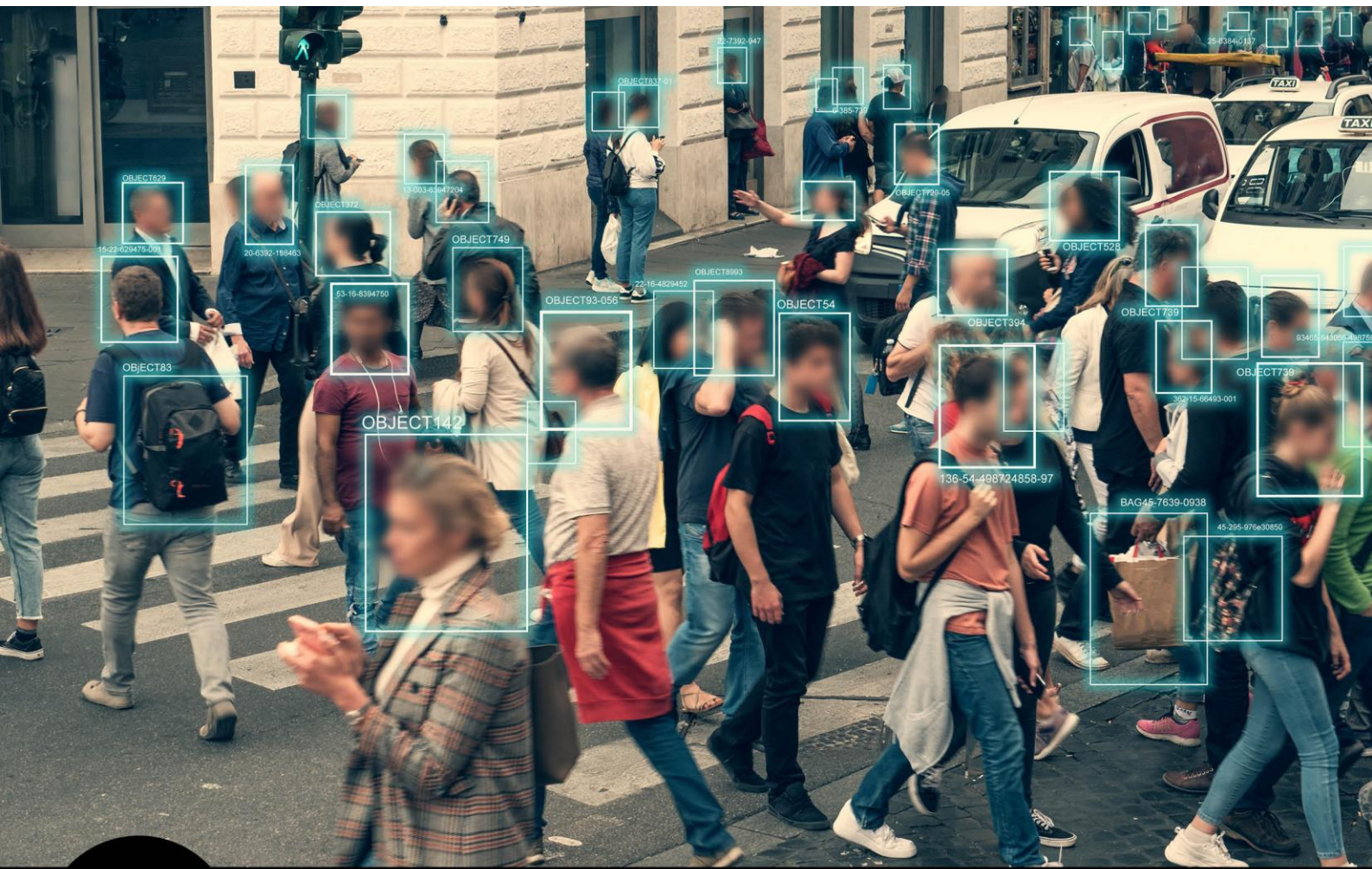
AND FIND THEM ONLINE

We've all had the experience of looking for something and not being able to find it. It's frustrating and time consuming and can feel like a pointless exercise if we're forced to keep at it for long.

For a business owner, there's nothing more frustrating than knowing there's an audience for your product or service and not knowing who they are – or where to find them. In this article, I'll break down the process

to help you first identify and then locate your audience, so you can fine-tune your marketing and get the leads you need.





IDENTIFYING YOUR AUDIENCE

We can look to social media for some guidance in how to identify an audience. If you have an existing customer base, you can begin by analyzing it using two categories of information: demographics and psychographics. From there, you can use information about the problems your product or service solves to narrow your search.

DEMOGRAPHICS

Demographics are easy, so let's start there. Demographics are facts about your customers (and your target audience) that can help you identify them. They include:

- > Age
- > Gender
- > Geographical location
- > Education level
- > Income level

Having basic information about who your customers are can help you identify the right target audience for your services or products.

PSYCHOGRAPHICS

Psychographics illustrate your target audience's interests and preferences. For example, if you run a gym, some interests to consider might include the following.

- > Health
- > Fitness
- > Weight loss
- > Running

You could also consider pop culture interests. If you own a clothing boutique, you might target people who watch fashion shows such as Project Runway or Say Yes to the Dress, or who follow fashion designers such as Christian Siriano

BENEFITS/PROBLEM SOLVING

Finally, you should give some thought to what problems your product or service solves, or what benefits it provides to the people who are likely to buy it. Here are some questions to ask yourself.

- > What types of people might have the problem I'm trying to solve?
- > What solutions are they looking for?

- > Why do they need a solution – that is, what are their pain points?
- > What am I offering that's different from my competitors?

Asking these questions may help you fine-tune your demographic and psychographic requirements. By the time you have worked your way through all three categories here, you should have a good idea of who is in your target audience.



HOW TO FIND YOUR AUDIENCE ONLINE

After you have identified your target audience, it's time to think about where to find them online. Here again, there are multiple methods you can use, alone or in combination, to find your audience.

Let's start with social media, which can be extremely useful for connecting with your target audience. You can use demographics to identify the sites where your audience is most likely to be, so let's start there.



Facebook is the largest social media site and skews the oldest. 69% of Americans have a Facebook account and



Instagram users skew much younger than Facebook users, with approximately two-thirds of Americans under



Twitter users encompass only about 22% of the US adult population and more men than women use the platform.



Users of **Pinterest** skew heavily female and tend to be affluent and educated. They encompass every age group,



LinkedIn users tend to be under the age of 65 and highly educated. They mostly live in cities and suburbs and are

You should also consider the type of product or service you sell and where people are likely to look for it. We'll talk about Google later, but on social media, here are some general guidelines.



Facebook users look for all types of goods and services, ranging from consumer goods to business products and services at every level.



Instagram is likely to be most useful for selling products although some services can lend themselves to Instagram as well. For example, any service where you can show before and after photos is a good match for Instagram.



Pinterest users are accustomed to finding products on the site and often "Pin" products for later purchase.



LinkedIn users tend to be professionals and are most likely to search for business products and services.

For example, if you have a clothing store, it probably makes sense to find your audience on Instagram and Pinterest. If you own a law firm, LinkedIn and Facebook might be the best choices.



SEARCH ENGINE MARKETING

In addition to finding your audience online, you must make it easy for your audience to find you. Search engine optimization and marketing are designed to help people in search of your products and services find you.

SEO comes down to having a properly optimized website and a well-established online presence. You'll need to target the right keywords and identify the search terms that people in your target audience will use when searching for a business like yours. You'll need to make sure that your site is mobile-friendly and optimized for voice search.

At the same time, you should standardize your online listings and claim your listings on review sites such as Yelp and Google. Most consumers search for businesses online before they decide where to buy a product or obtain a service. Having reliable information about your business and good reviews will make your business more visible on Google and other search engines.

Understanding who your audience is and where to find them is a must for every business. Once you have identified who you're selling to, you'll be able to fine-tune your marketing



HOW TO REDUCE YOUR **UNSUBSCRIBE RATE**



Wouldn't it be great if nobody ever unsubscribed from your list? It's easy to fantasize about a world where every subscriber is a paying customer, and everybody loves you and your company forever.

That is a fantasy. Unsubscribes are a part of life in the world of email marketing. Sometimes

to send email to people who aren't interested in what you're selling.

But sometimes, people unsubscribe for other reasons. They could be in the market for your products – and they might buy them if your emails were engaging. If you have a high unsubscribe rate – the all-industry average is 0.1%



STOP SENDING SO MANY (OR SO FEW) EMAILS

How often are you emailing your subscribers? There's a sweet spot that allows you to stay on their minds without irritating them.

I've sometimes subscribed to a list that emails me every day. That's too much and I'm likely to unsubscribe, if only to keep my inbox under control. I've also had the reverse experience,

where I sign up and the emails come so infrequently that by the time a message arrives, I've forgotten why I subscribed in the first place.

So, where is that sweet spot? I think the magic number is once a week. Send your emails on the same day and at the same time and subscribers will know what to expect and when to expect it.

KEEP YOUR EMAILS RELEVANT TO THE RECIPIENT

People are a lot less likely to hit that unsubscribe button at the bottom of your email if the emails you send them are relevant to them. That means two things: Segmentation and Personalization.

Segmentation involves sending email only when it is relevant to the recipient. Some marketers allow subscribers to self-segment by selecting products and topics that interest them. Others segment based on past behavior. For example,

Personalization is about making your subscribers feel seen and heard. It can be as simple as including their first name in an email and as complex as collecting birthdays and sending personalized greetings on their special day.

Either way, the point is that your subscribers don't want to feel that you see them as numbers. They're people and personalizing your emails can help them feel special.

MAKE YOUR SUBJECT LINES IRRESISTIBLE

Are people unsubscribing because they think your emails are boring? Maybe! Fortunately, there's something you can do about it.

The subject line of your email is the recipient's first impression of your email. If you have a dull subject line, they might not even open your email. If they do open it, they might not bother reading it – and opt to scroll down to the unsub-

scribe button instead.

The key, then, is to craft a snappy and irresistible subject line that will spark the recipient's interest and make them want to open and read the email. Stay away from spammy words and instead, give them a short and sweet hint of what waits for them in the email itself.

KEEP YOUR CONTENT INTERESTING AND ENTERTAINING

Even with a compelling subject line, the content of your email can still fall short and prompt people to unsubscribe. You need to think about creating relevant and actionable content that people will want to read immediately.

If writing isn't your strong suit, hire a professional to craft effective marketing emails for you. Keep the content brief and compelling. You can always link out to longer content if you want to.

Don't be afraid to inject some personality into your emails. The more entertaining your emails are, the more likely people are to read and enjoy them – and stay away from that unsubscribe button.





MAKE YOUR EMAILS EASY TO READ

Readability is a huge factor with email. People want to be able to skim content where it makes sense. They don't want to have to decipher impenetrable jargon or scroll horizontally to read the end of a sentence.

Here are some pointers to help keep your emails readable.

1. Use lots of white space. Short paragraphs give readers' eyes a break and facilitate skimming.
2. Break up text with images that are compelling and relevant to your content.

3. Speaking of images, make sure to always include descriptions of images for people who are vision impaired or using technology to read your emails.

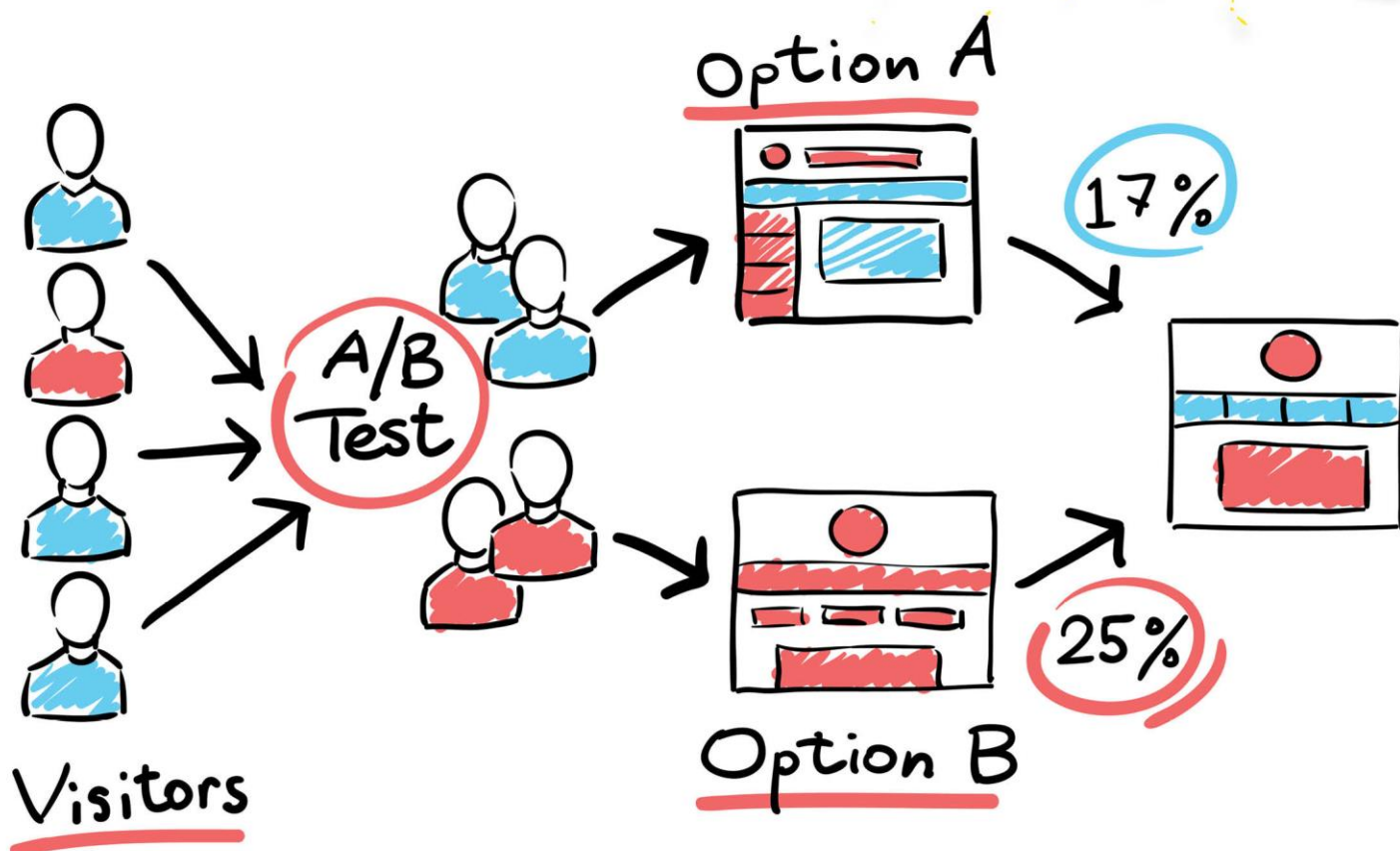
4. Optimize your emails for mobile users. Nobody should need to scroll horizontally to read and any CTA buttons you include should be big enough for mobile users to access without having to zoom in.

It should never feel like a chore to read your emails.

USE DOUBLE OPT-INS

When people subscribe to your list, you want to make sure they're genuinely interested in what you have to say. Using a double opt-in can help to weed out people who aren't interested and

A [double opt-in](#) requires people to confirm their subscription by clicking a link in an email. It's an easy change to make. Since people who are only subscribing to get your lead magnet may



TEST YOUR EMAILS

Finally, you should be testing your emails. Even experienced email marketers sometimes fall short in creating compelling content. Sometimes there's just no way to predict what's going to resonate with readers and what isn't.

The answer is to A/B test your marketing emails. Sure, it's an extra step and you'll need to spend a little money to do it. But when you do, you'll be able to fine-tune your email campaigns and minimize unsubscribe rates by ensuring that your emails are hitting the mark.

Having people unsubscribe to your list isn't the end of the world but that doesn't mean you shouldn't try to keep them interested. Using the tips that I've outlined here will help you keep subscribers and turn them into paying customers.



CONFUSED ABOUT HOW TO GET MORE PEOPLE TO VISIT YOUR WEBSITE?

IT CAN BE SO FRUSTRATING!

You spend a fortune building your website and hours setting your Facebook page and then you wait... and you wait. Months later you are still waiting for customers to flock to your website and boost your sales.

WE CAN HELP

We're a small team of passionate professionals that work with businesses just like yours to help them generate the exposure they need online to thrive.
We want to do the same for you!

**Call us today, for a friendly no-obligation chat and
find out what we can do for your business.**

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