

M LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

April 2025

**Creative Ways
to Attract New
Customers
to Your Local
Business**

**CAN DIRECT
MAIL WORK
FOR SMALL
BUSINESSES?**

**USING
EVERGREEN
CONTENT FOR
YOUR SMALL
BUSINESS**

**AVOIDING THE
TOP 7 MARKETING
CHALLENGES
FOR SMALL
BUSINESSES**

**HOW TO
LEVERAGE
STATIC AND
DYNAMIC QR
CODES FOR
YOUR SMALL
BUSINESS**



**Infographic:
Top Marketing
Channels of
2025**

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LOCAL BUSINESS MARKETING

Welcome to the April Issue!

This month, we're diving into fresh, creative strategies to help local businesses grow smarter—not just bigger. Whether you're looking to attract new customers, avoid common marketing pitfalls, or strengthen your long-term strategy, there's something in this issue for you.

Here's a quick peek at what you'll find inside:

- Creative Ways to Attract New Customers – Out-of-the-box ideas to bring in fresh faces.
- Avoiding the Top Marketing Challenges – Learn how to sidestep mistakes that hold businesses back.
- Can Direct Mail Still Work? – A look at how this traditional method can still deliver big results.
- QR Codes: Static vs. Dynamic – Discover smart ways to use QR codes to engage customers.
- Using Evergreen Content – Build marketing assets that keep working long after you hit publish.

As always, we're here to provide practical tips and inspiration you can actually use. If you enjoy this month's content, pass it along to another local business owner—and don't forget to subscribe if you haven't already! Let's make this a month of progress and connection.

Don Franklin
Founding Partner

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A Little About Us

When it comes growing your local business, the task is the same – be visible online, stand out from the competition, generate new leads, and convert visitors & leads into customers.

The success of digital marketing relies on your strategy and the way that you implement that strategy. For Local Business Marketing, we use all of the tools at our disposal to make sure that our clients enjoy the online success they deserve.

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- Content Marketing (Part of our SEO)



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Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

April

Parkinson's Awareness Month
National Volunteer Month
Autism Awareness Month
Sexual Assault Awareness Month
National Humor Month
Lawn and Garden Month
Stress Awareness Month

April 12th to April 20th - Passover
April 2th - Easter
April 22nd - Earth Day

1st _ April Fool's Day
2nd - World Autism Awareness Day
2nd - Walking Day
3rd - Burrito Day
5th - Handmade Day
6th - Student Athlete Day
7th - World Health Day
7th - Beer Day

7th - Walk to Work Day
10th - Hug Your Dog Day
10th - National Siblings Day
11th - Pet Day
12th - Record Store Day
13th - Scrabble Day
14th - Gardening Day
15th - Laundry Day
15th - Art Day
20th - Look Alike Day
22nd - Jelly Bean Day
23rd - Picnic Day
23rd - World Book Day
26th - Pretzel Day
27th - Prime Rib Day
28th - Superhero Day
28th _ Blueberry Pie Day
29th - International Dance Day
30th - Adopt a Shelter Pet Day
30th - Bugs Bunny Day

May

Mental Health Awareness Month
Military Appreciation Month
Employee Health & Fitness Month
National Pet Month
National Barbecue Month
National Blood Pressure Month

May 1 - May Day
May 5 - Cinco de Mayo (US)
May 11 - Mother's Day
May 26 - Memorial Day (US)
May 29 - Ascension Day

1st - Learn to Ride a Bike Day
2nd - Harry Potter Day
2nd - Brothers and Sisters Day
2nd - Space Day
3rd - Fitness Day
3rd - Herb Day
4th - Star Wars Day

4th - International Firefighters Day
5th - Hoagie Day
6th - Nurses Day
6th - Teacher Appreciation Day
7th - Children's Mental Health Awareness Day
10th - Small Business Day
10th - Shrimp Day
10th - Fair Trade Day
13th - Apple Pie Day
15th - Chocolate Chip Day
16th - Barbecue Day
16th - Love a Tree Day
16th - NASCAR Day
17th - Armed Forces Day
18th - World Baking Day
20th - Rescue Dog Day
20th - World Bee Day
25th - Wine Day
28th - Hamburger Day
28th - Brisket Day



Creative Ways to Attract New Customers to Your Local Business

Running a local business is no small feat. Between managing inventory, training staff, handling marketing, and staying on top of customer service, it's easy to feel like you're juggling flaming swords. But let's face it—none of it matters if you're not bringing new customers through the door. So, how do you get noticed without breaking the bank or blending into the background? The answer lies in getting creative with your marketing strategy.

Start with a Local Hook

Every town has its quirks, charm, and community vibe. Why not tap into that? Think about what makes your city or neighborhood unique and build a campaign around it. Host a “Local Legends” trivia night or name a menu item after a well-known street. These small touches make your business feel more connected and rooted in the community—and people notice that.

Host an Irresistible Event

People love events, especially when there’s free food, live music, or giveaways involved. Organizing an in-store event—even if it’s just a pop-up product launch or a customer appreciation day—creates buzz and brings foot traffic. Add a little flair like a photo booth or themed decor, and you’ve got something share-worthy for social media.

Partner with Other Local Businesses

Teamwork makes the dream work, right? Collaborating with another local business opens the door to new audiences without doubling your marketing spend. A coffee shop could team up

with a bookstore. A salon could work with a local boutique. Cross-promotions, bundle deals, or joint events give both brands extra visibility and customer love.

Get Involved in Local Causes

Customers love supporting businesses that give back. Sponsor a little league team, donate to a food drive, or participate in a neighborhood clean-up. Not only are you doing good, but you’re also putting your name in front of people in a genuine, heartwarming way. That kind of goodwill turns into loyal customers faster than any billboard ever could.

Run a “Bring a Friend” Promotion

Word of mouth is still king—and one of the most underrated marketing tools out there. Create a limited-time “bring a friend” promo where existing customers get a discount or freebie for introducing someone new. It’s simple, cost-effective, and leverages the trust people already have in their own networks.



Gamify the Experience

Who doesn’t love a game or a challenge? Loyalty punch cards are a classic, but there’s so much more you can do. Try a “Spin the Wheel” discount day, a scavenger hunt around your store, or even a social media challenge. Making shopping fun encourages people to visit, spend, and—most importantly—come back.

Make Your Windows Work Overtime

Your storefront is valuable real estate, so let’s not waste it with generic signage. Turn your window display into a conversation starter. Change it up frequently, highlight products in a creative way, or share quirky messages that make passersby smile. Eye-catching visuals don’t just stop traffic—they start conversations.

Offer Something Exclusive

Exclusivity breeds curiosity. Create a VIP shopping hour,

members-only flash sale, or secret menu items only accessible via QR code or email list. When people feel like they're part of an "insider club," they're more likely to return—and bring friends along for the ride.

Get Social—Literally

Of course, social media should be part of the mix, but let's make it engaging. Instead of just posting promotions, create interactive content like polls, questions, or local shoutouts. Share behind-the-scenes moments and customer stories. Better yet, encourage user-generated content by offering a prize for the best photo taken in your shop.

Tap Into Local Influencers

You don't need to aim for big-name influencers. Local micro-influencers often have more trust and relevance in the community. Reach out to local bloggers, content creators, or even neighborhood Facebook group admins. A genuine review or feature post can bring in curious customers who've never noticed you before.

Build a Strong Google Business Profile

It might not sound sexy,

but having an optimized and active Google Business Profile is like having a digital welcome mat. Add high-quality photos, update your hours, respond to reviews, and post updates regularly. When someone searches for your type of business nearby, you want to be the one that pops up—complete with glowing stars and an inviting message.

Leverage Local Media Outlets

Local radio, newspapers, or community blogs are always looking for interesting stories. Pitch a unique angle—maybe your business has a fascinating origin story or you're launching something new and unusual. Getting featured in the media adds credibility and reaches people who might not be active on social media.

Create a Memorable Referral Card

Referral cards are old-school, but they still work—especially when they look great and offer real value. Give customers a few cards that say "Give \$5, Get \$5" or something similar. Not only does it reward loyalty, but it also gives new customers a reason to check you out.

Keep It Personal

Personalization goes a long way in a local setting. Remember repeat customers' names, their favorite products, or ask about their last visit. Send thank-you notes or small birthday discounts to your email list. The more your customers feel seen and valued, the more likely they are to spread the word.

Surprise and Delight

Every now and then, do something unexpected. Offer a free coffee with purchase on a rainy day. Give a little extra to someone just because. Those spontaneous moments of generosity create a story people want to tell—and that's marketing magic you can't buy.

Get Creative, Stay Genuine

Attracting new customers doesn't have to mean throwing money at ads or chasing trends. It's about building connections, offering value, and creating experiences worth talking about. When you combine creativity with consistency, your local business becomes more than a place to shop—it becomes part of the community fabric. And that's the kind of marketing that lasts.



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Avoiding The Top 7 Marketing Challenges for Small Businesses

Let's be honest—marketing a small business is no walk in the park. It's more like hiking up a steep mountain with an overloaded backpack, while the weather changes every five minutes. One day, it's all going smoothly; the next, your social media engagement tanks, leads dry up, or your ad budget vanishes into thin air. Sound familiar?

The truth is, marketing challenges are part of the game. But here's the good news: most of them are avoidable with the right mindset, tools, and strategy. So, let's dig into the top seven marketing pitfalls small businesses face—and how to steer clear of them like a pro.

1. Lack of a Clear Marketing Strategy

Too many small businesses operate on a “post and pray” strategy. You post something on Facebook, maybe run an ad, and hope for the best. The problem? Hope isn’t a strategy. Without a clear roadmap—complete with goals, channels, budget, and key performance indicators (KPIs)—you’re just spinning your wheels.

Instead, build a marketing plan with intention. Ask yourself: Who is your target audience? What platforms are they using? What problem are you solving? When every move has a purpose, results tend to follow.

2. Inconsistent Branding Across Channels

Your brand isn’t just your logo or your color scheme—it’s your personality, your voice, and your promise. And when that brand feels different across your website, Instagram, flyers, and emails, it confuses people. Inconsistency chips away at trust.

Take time to create brand guidelines. Define your tone, visual style, and messaging. Then stick

with it. Consistency builds familiarity, and familiarity builds trust—which leads to sales.

3. Failing to Identify and Understand the Target Audience

Let’s put it bluntly: if you’re trying to speak to everyone, you’re speaking to no one. One of the biggest traps small businesses fall into is casting too wide a net. You need to know exactly who you’re trying to reach—and more importantly, why they should care.

Use customer surveys, reviews, and analytics to build detailed buyer personas. Understand their pain points, their goals, and their behavior online. When you truly understand your audience, your messaging becomes magnetic.

4. Relying Too Heavily on One Marketing Channel

We’ve all seen it—businesses who live and die by Facebook or put all their eggs into the SEO basket. While focus is great, over-dependence on one platform is risky. Algorithms change, costs rise, and trends shift. What works today might flop tomorrow.

The solution? Diversify.

Balance paid ads with organic content. Combine email marketing with search and social. Spread your risk and increase your reach by meeting your audience in multiple places.

5. Not Tracking the Right Metrics

Likes and shares are nice, but they don’t pay the bills. Too many small businesses focus on vanity metrics instead of tracking what actually matters: conversion rates, cost per lead, customer lifetime value, and ROI.

Use tools like Google Analytics, Meta Ads Manager, and email platform dashboards to monitor real-time performance. Don’t just gather data—interpret it, adjust based on it, and make it the engine behind your decision-making.

6. Poor Website Design and User Experience

Let’s say your marketing works and people visit your website. But then—uh oh—it’s slow, cluttered, outdated, or hard to navigate. Guess what? You just lost a sale.

Your website is often your business’s first impression. Make sure it’s fast, mobile-friendly, and designed with

the user in mind. Highlight your value upfront, make calls to action crystal clear, and guide the visitor from curiosity to conversion.

7. Not Having a Content Strategy

Content isn't just blog posts or pretty pictures—it's the voice of your brand, the education you offer, and the trust you build. Yet many small businesses create content on the fly, without consistency or direction.

Develop a content calendar. Mix evergreen posts with trend-based pieces. Create how-to guides, behind-the-scenes videos, customer stories, and FAQs. And don't forget to repurpose—one great blog post can fuel a week's worth of social content and email blasts.

Bonus Challenge: Fear of Experimenting

Let's add one more challenge to the mix—playing it too safe. Fear of failure often stops small businesses from trying new tactics, testing ads, or jumping into a new platform. But growth happens outside your comfort zone.

Try a new video format. Test a bold headline. Launch a mini-campaign just to see

how it goes. Not everything will work, and that's okay. The more you test, the more you learn—and that knowledge is marketing gold.

Why Most Challenges Come from a Lack of Planning

If we zoom out, many of these issues trace back to one root cause: poor planning. Without a clear vision, strategy, and systems in place, it's easy to get lost in the weeds. But once you put structure behind your efforts, everything starts to align—from branding and targeting to performance and profit.

The Power of Community and Learning

No small business is an island. One of the smartest things you can do is surround yourself with fellow entrepreneurs, marketing pros, and online communities. Learning from others' successes and mistakes can save you time, money, and stress. Don't be afraid to ask for help or invest in training—it pays off.

Tech Is Your Friend, Not Your Foe

It's 2025, and the tools

available to small businesses are more powerful (and more affordable) than ever. Automation, AI, scheduling apps, CRM platforms—you don't need a giant team to market like a pro. Leverage the tools that save time and give you data-driven insights, so you can focus on creativity and connection.

The Marketing Mindset Shift

Marketing isn't just about promotion. It's about connection. Education. Storytelling. When you shift your mindset from "selling" to "serving," your marketing becomes more authentic—and far more effective.

Avoiding Mistakes Starts With Awareness

Avoiding the top marketing challenges isn't about being perfect—it's about being prepared. When you understand the common pitfalls and put systems in place to address them, you gain control. You stop reacting and start leading. And that's when your small business moves from surviving to thriving.

Keep learning, keep testing, and most of all—keep showing up. Your future customers are out there. Let's go get them.



Can Direct Mail Work for Small Businesses?

Let's face it—when you hear the words “direct mail,” your mind probably flashes back to piles of junk in your mailbox, right? But hold up. In a world saturated with digital noise, that old-school envelope might just be your secret weapon. As odd as it may sound, direct mail is making a comeback—and for small businesses, it might be exactly the tool you've been overlooking.

The Digital Fatigue Is Real

We live in an age where the average person sees between 4,000 to 10,000 ads per day—mostly digital.

Emails, social media posts, banner ads, pop-ups... it's a constant scroll-fest. As a result, consumers are becoming immune to online ads. The click-through rate for display ads? Just 0.35%. That's where direct mail swoops in like a handwritten note among a sea of spam.

Direct Mail Feels Personal (Because It Is)

Think about it: when was the last time you got something in the mail that wasn't a bill or catalog? Something with your name on it, addressed specifically to you, that felt

intentional? Direct mail has the power to cut through the clutter because it's tactile, tangible, and yes—personal. People spend an average of 8.5 minutes with physical mail, compared to a few seconds on a marketing email.

It Builds Trust Faster Than You Think

Digital scams have made consumers wary. Phishing emails, fake ads, and bot-driven social media have created an environment of skepticism. But something about holding a postcard in your hand, seeing a local

business name, and reading a clear message—that builds trust. A recent USPS study showed 70% of consumers say direct mail feels more personal than online interactions.

You Can Target with Precision

Gone are the days of blindly mailing to “Resident.”

Today, small businesses can use direct mail services that allow you to laser-focus your reach—by zip code, income level, lifestyle, purchase habits, or even recent movers. Want to send postcards only to families within five miles of your location? Done. With tools like USPS Every Door Direct Mail (EDDM), you can keep your campaign local and lean.

It’s Not Just for Boomers Anymore

Surprise! Millennials actually love getting mail. In fact, a Gallup poll revealed that 95% of 18-to-29-year-olds say they enjoy receiving personal mail. They grew up in a digital world, so when something physical shows up, it stands out. Smart



with your online presence. Use QR codes to drive recipients to your website. Include a promo code that can only be used online. Or direct people to your Google review page. Multichannel marketing increases response rates by up to 63%, according to a recent DMA report.

marketers are already using this insight to get ahead—so why not your business?

Creativity is the Currency

Here’s where small businesses have an edge: creativity. A national chain might send generic coupons, but you? You can create mailers that speak directly to your community. Maybe it’s a handwritten-style postcard with a “Hey neighbor!” message. Or a local event invite with a personalized map. You don’t need a big budget—you just need to be thoughtful and authentic.

Direct Mail Pairs Beautifully with Digital

Direct mail doesn’t have to stand alone. In fact, the best campaigns combine it

Trackable? Absolutely.

One of the biggest myths about direct mail is that you can’t track results. Not true. Use custom URLs, QR codes, unique discount codes, or dedicated phone numbers to measure response rates. Better yet, integrate it with your CRM so you can see exactly who’s taking action.

The ROI is Real

Let’s talk numbers. According to the ANA, the average ROI of direct mail is 112%—that’s higher than paid search and online display ads. Yes, there’s a printing and postage cost, but the return often justifies the spend. Especially for local campaigns, direct mail can be both cost-effective and powerful.

It's a Conversation Starter

People share interesting mail. Whether it's a quirky postcard or a clever flyer, if you make it memorable, there's a good chance it ends up on a fridge, bulletin board, or passed to a friend. That's earned media you didn't have to pay for.

Great for Promotions and Launches

Launching a new product? Running a seasonal promotion? Direct mail gives you a physical piece of advertising that people can hold onto. Unlike digital ads that disappear in a click, a well-designed mailer stays visible. And in marketing, repetition equals retention.

It's Underrated—and That's a Good Thing

While everyone is pouring their budgets into Instagram ads or SEO, there's less competition in your customer's mailbox. That's your opportunity. Think of direct mail as a blue ocean—fewer businesses are swimming in it, so your message stands out more.

Small Businesses, Big Impact

You don't need to mail to thousands to make

a difference. Start small. Test one neighborhood or customer segment. Track your results. Then scale from there. With smart targeting and compelling messaging, even a batch of 200 postcards can drive real traffic.

Start with What You Have

Already have a customer list? Great—send a re-engagement letter. Opening a new location? Announce it with a grand opening mailer. Celebrating an anniversary? Invite loyal customers to celebrate with you. The point is, there are dozens of ways to start using direct mail creatively.

The Bottom Line: Yes, It Works

Direct mail isn't dead—it's evolving. And for small businesses looking to break through the digital noise, it offers a golden opportunity to connect in a more meaningful, memorable way. It's not about replacing digital efforts; it's about enhancing them.

So, dust off the mailbox strategy, get creative, and start turning envelopes into real results. Because sometimes, the most effective marketing isn't on a screen—it's in your hands.

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How to Leverage Static and Dynamic QR Codes for Your Small Business



In today's fast-paced, digital-first world, small businesses need every tool available to stand out and streamline the customer experience. One underrated tool that's making a big comeback? QR codes. But we're not talking about the basic black-and-white square slapped on a poster with no strategy. We're talking about smart, intentional use of static and dynamic QR codes that drive real results.

What's the Deal with QR Codes Anyway?

Let's start with the basics. A QR (Quick Response) code is a scannable matrix barcode that can instantly take a smartphone user to a URL, digital form, payment platform, or just about anything online. But not all QR codes are created equal.

There are two main types—static and dynamic—and knowing how to use both can give your marketing strategy a serious edge.

Static QR Codes: Set It and Forget It

Static QR codes are just what they sound like—once created, the destination can't be changed. They're great for simple uses where the URL or data won't change over time. Think of them as permanent signs. If you're printing them on business cards or flyers that live a long shelf life, static QR codes make sense.

Dynamic QR Codes: Your New Best Friend

Now, let's talk about the more powerful cousin—dynamic QR codes. These

are editable, trackable, and flexible. You can change the destination even after printing the code. That means if you're running a promotion, updating your website, or launching a seasonal product, you don't have to reprint everything. Just update the URL behind the scenes. Smart, right?

Why Should Small Businesses Care?

If you think QR codes are just for tech startups or big box retailers, think again. Small businesses can use them to bridge the gap between offline and online marketing. They're like tiny portals to your digital world. With just a scan, a potential customer can land on your product page, book an appointment, follow you on social media, or even leave a



Google review.

Use QR Codes to Drive Foot Traffic

Let's say you run a boutique or a local café. You can use a dynamic QR code on your shop window that takes passersby to your Instagram page or a special discount landing page. If they scan it after hours, they still get a taste of what you offer—and maybe even a reason to come back the next day.

Supercharge Your Print Marketing

Flyers, brochures, menus, direct mail—add a QR code, and suddenly those static pieces come alive. People are much more likely to take action when the next step is just one scan away. Want to track which print ad is performing best? Use different dynamic QR codes for each campaign, and monitor engagement in real-time.

Get More Reviews, Easily

We all know how important online reviews are for local visibility. But let's be honest—it's hard to get people to leave one. A well-placed QR code can make it a breeze. Place it near the checkout counter or on the receipt, linking directly to

your Google or Yelp review page. You're making it easy, and that makes all the difference.

Elevate Your Product Packaging

Whether you sell candles, coffee, or custom tees, packaging real estate is valuable. Use a QR code on the label to share your story, demonstrate how to use the product, or even upsell related items. It's a chance to extend the customer experience well beyond the point of sale.

Boost Event Engagement

Hosting an event, market, or pop-up? QR codes can simplify everything from RSVPs to check-ins. You can even use them during the event for things like live polls, feedback forms, or exclusive digital giveaways. It's a smooth way to interact without paper clutter or long URLs.

Turn QR Codes Into Lead Magnets

Want to grow your email list? Use a dynamic QR code that leads to a landing page offering a freebie or discount in exchange for an email. It's a frictionless way to build your list while giving something of value.

Plus, with a dynamic code, you can always tweak the offer based on performance.

Understand What's Working (and What's Not)

One of the biggest advantages of dynamic QR codes is analytics. You can see how many people scanned the code, what device they used, where they were, and when. That kind of data is marketing gold. It tells you what content is resonating and where to double down.

Make It Visual and Branded

Gone are the days when QR codes had to be ugly. Today, you can create branded QR codes in your business colors, with your logo in the center, and even custom shapes. A stylish QR code doesn't just function—it enhances your visual identity and invites engagement.

Educate and Entertain

QR codes can also be used to share value-added content. Imagine a yoga studio that includes a QR code on their welcome packet that links to a beginner's video. Or a local winery offering a tasting guide via code. You're not just selling—you're building

relationships.

Pair QR Codes with Other Marketing Tools

QR codes aren't a silver bullet, but they work beautifully when paired with email campaigns, social media, and SMS marketing. For example, someone scans a code on a menu, signs up for your email list, and then receives a welcome email with a coupon. Boom—your funnel is working.

Keep It Fresh, Keep It Useful

QR codes should never feel

like an afterthought. They need context. Add a call to action near the code: "Scan to Book," "See It in Action," or "Leave Us a Review." The more obvious and enticing the next step, the better your results.

Think Beyond the Scan

So, what's the takeaway here? QR codes—both static and dynamic—offer a smart, scalable, and surprisingly versatile way for small businesses to engage with customers. Whether you're looking to inform, promote, collect data, or

drive conversions, there's a QR strategy that can help.

The key is to be thoughtful. Don't just stick a code on a flyer and hope for the best. Think about the user journey, add a clear call to action, and make it part of a bigger plan.

With just a little creativity and a few clicks, you can turn those square-shaped codes into powerful tools that move your business forward—one scan at a time.

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CONTENT MARKETING

Using Evergreen Content for Your Small Business

When it comes to digital marketing, small business owners often feel like they're on a never-ending hamster wheel—constantly trying to keep up with trends, post new content, and chase that elusive algorithm. But what if there were a smarter way to create content that works for you day after day, month after month, even year after year? Enter: evergreen content. It's the powerhouse of any smart content marketing strategy, and today, we're diving deep into why it's a must for your small business.

What Is Evergreen Content, Really?

Let's break it down. Evergreen content is content that stays relevant and valuable over time. Just like pine trees that remain green throughout the seasons, evergreen content doesn't lose its luster after a week or even a year. It's not tied to trends or time-sensitive topics—it's timeless, practical, and often answers common questions people are always asking.

Why Should Small Businesses Care?

We get it—your plate is full. Between managing operations, servicing customers, and handling your marketing, you don't have hours to spend churning out new blog posts or social media captions. That's where evergreen content becomes your best friend. It's a way to work smarter, not harder. Create it once, and it can continue attracting traffic, generating leads, and boosting SEO long after you hit publish.

Examples That Actually Work

So, what does evergreen content look like in the real world? Think how-to guides,

tutorials, product usage tips, FAQs, customer stories, or even checklists. If you're a bakery, a post like "How to Choose the Perfect Wedding Cake" never goes out of style. If you're a plumber, a guide on "How to Prevent Frozen Pipes in Winter" can bring in seasonal traffic every single year.

The key? Solve a problem people are consistently searching for.

Boost Your SEO Without the Burnout

Evergreen content is an SEO goldmine. Search engines love valuable, in-depth content that answers searchers' questions. When you create a well-optimized evergreen article, it has a much longer lifespan in search rankings compared to news or trend-based posts. This means your content has the chance to keep climbing the ranks and bringing in new eyeballs over time.

Build Trust with Your Audience

Not everything has to be flashy and new to grab attention. In fact, consistent, helpful information builds trust. When your content answers a common question or eases a pain

point, you position your business as the go-to expert in your industry. It's like planting seeds that grow strong roots. People remember where they found the answer—and they come back for more.

Make Social Media Work for You—Not the Other Way Around

We've all felt the pressure to feed the social media beast. But here's a little secret: you can repurpose evergreen content across your platforms repeatedly. Turn that blog post into a carousel on Instagram, a short video for TikTok, or a discussion starter on LinkedIn. Don't reinvent the wheel every week. Let your evergreen content drive your social calendar.

Set It and Forget It (Almost)

While evergreen content doesn't need daily attention, it's smart to revisit it periodically. Update statistics, refresh visuals, and make sure all links are still working. A little TLC goes a long way. Think of it like keeping a garden—you don't have to replant every year, but you do have to prune and water.

The Compound Interest of Content Marketing

Here's a powerful analogy: evergreen content is like a savings account that earns compound interest. Every view, click, or share adds value over time. A single blog post might only get a few views initially, but over six months or a year? That adds up. Multiply that by several pieces of evergreen content, and you've built a long-term asset for your business.

Create Once, Profit Forever

Let's talk ROI. Paid ads can be effective, but once your budget runs out, so do the leads. Evergreen content, on the other hand, keeps paying dividends. You invest time upfront, and the returns keep coming. It's not about replacing paid strategies but supplementing them with something more sustainable.

Give Your Sales Funnel a Boost

Evergreen content doesn't just attract leads—it helps convert them. A helpful guide or explainer video can walk potential customers further down the sales funnel. Whether someone is

just discovering your brand or ready to make a purchase, having evergreen resources available nurtures that journey.

Start Small and Scale Up

Don't feel like you need to launch a library overnight. Start with one solid piece of content. Think about your most frequently asked customer question and write a blog post about it. Then, expand. Over time, your evergreen content bank will grow—and so will your traffic, engagement, and brand authority.

Tell Stories That Stick

People love stories. If you have customer testimonials or case studies, those can be powerful evergreen pieces, too. They show your real-world impact and give potential customers a glimpse into what working with you is like. Bonus points if you add a few quotes or visuals to make it even more compelling.

Use Data to Guide Your Topics

Not sure what to write about? Let your analytics be your compass. Look at which pages are already performing well or what questions your audience

is asking on social media. Tools like Google Analytics, Google Search Console, or even Answer the Public can help spark ideas for high-impact evergreen content.

Don't Forget the Call to Action

Evergreen content is great, but don't leave your reader hanging. Always include a next step. Whether it's signing up for a newsletter, scheduling a call, or downloading a free guide, make sure your content leads somewhere. Guide your audience from interest to action.

It's Time to Get Evergreen

To wrap it all up, evergreen content isn't just another buzzword—it's a strategy. A lifeline for busy small business owners who want results without constantly being glued to their screens. By investing in content that stands the test of time, you're building something much bigger than a blog post. You're creating a digital foundation that supports your business 24/7.

So, the next time you're wondering what to write, post, or plan—go evergreen. Your future self (and your business) will thank you.



FUN FACTS

The name April is believed to come from the Latin word aperire, meaning “to open,” symbolizing the blossoming of flowers and trees in spring. In the early Roman calendar, April was the second month of the year, but it became the fourth month when January and February were added. Associated with renewal and growth, April has long been a time for festivals celebrating nature, fertility, and fresh beginnings.

April's Milestones:

- April 4, 1975: Microsoft was founded by Bill Gates and Paul Allen, setting the stage for a digital revolution that would change the world.
- April 6, 1896: The first modern Olympic Games opened in Athens, Greece, reviving an ancient tradition with a global twist.
- April 12, 1961: Yuri Gagarin became the first human in space, orbiting Earth aboard the Soviet spacecraft Vostok 1.
- April 22, 1970: The first Earth Day was celebrated, launching the modern environmental movement and raising awareness about protecting our planet.
- April 30, 1789: George Washington was inaugurated as the first President of the United States in New York City, setting a historic precedent.

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Email Marketing

- 88% of people check email every day, with 78% checking emails before going to work
- The average email engagement rate across all industries is 36.5%
- Consumers spend 128% more when shopping from emails than when using other methods.



Omnichannel Marketing

- 73% of retail shoppers are omnichannel shoppers who interact with six touchpoints before making a purchase.
- Omnichannel strategies boost customer retention by 89% and increase purchase rates by 287%.
- 90% of retailers plan to invest in omnichannel fulfillment technologies to streamline customer experiences.

Social Media Marketing

- Approximately 83% of marketers worldwide reported that increased exposure was a leading benefit of social media marketing in 2024.
- The global social media advertising market is projected to reach \$256.5 billion in 2025.
- 71% of consumers are likely to recommend a brand if they had a positive social media experience with it.



Video Marketing

- 96% of video marketers say video has helped them increase brand awareness, up from 90% in 2024.
- 95% of marketers believe video is important to their strategy in 2025, up from 88% in 2024.
- Short-form video delivers the highest ROI compared to other marketing trends and will secure more investment in 2025 than any other format.

Podcast Marketing

- Podcast revenue is forecasted to reach \$4 billion by 2024.
- As of 2024, 67% of Americans have listened to a podcast in their lives, an estimated 192 million people.
- In 2024, podcast ad spend reached \$2.28 billion, a 15.9% growth from 2023.



Influencer Marketing

- The global influencer marketing market size has more than tripled since 2020, reaching approximately \$33 billion in 2025.
- The 2024 Influencer Marketing Report found nearly half of all consumers (49%) make purchases at least once a month because of influencer posts.
- 36% of brands report that content created through influencer partnerships outperforms brand-created content, indicating the value of authentic influencer collaborations.

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