

# M LOCAL BUSINESS MARKETING

*The Marketing Guide for Local Business Owners*

August 2024

**How to Make  
Your Small  
Business  
Stand Out  
from the  
Competition**

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**HOW TO  
ATTRACT  
AND KEEP  
TALENTED  
EMPLOYEES**

**Infographic:**  
2024 Instagram  
Statistics

**HOW A MARKETING  
AGENCY CAN HELP  
YOUR SMALL BUSINESS**

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**HOW TO GET THE  
MOST OUT OF  
YOUR CHAMBER  
OF COMMERCE  
MEMBERSHIP**

**FREE!**

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# LOCAL BUSINESS MARKETING

Greetings!

Our hope is that our magazine will help provide you some insight into current marketing trends, and contain information you can utilize to help you grow your business.

This month's articles and infographic cover many topics that we hope will be relevant to your business, including how to stand out from the competition, keeping talented employees, and more.

If you and the magazine helpful, and know other local business owners that could benefit from receiving our magazine each month, please do us (and them) a favor by forwarding a copy to them.

Have a topic that you'd like to see us cover? We welcome any suggestions, comments or questions you might have. Of course, we always welcome the opportunity to explain how we've been able to help businesses just like yours increase their revenue by using our effective, yet affordable marketing solutions.

To Your Success!

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.

WE ARE A ONE STOP SHOP FOR EVERYTHING YOUR COMPANY NEEDS TO INCREASE YOUR VISIBILITY ONLINE, ACCELERATE LEAD GENERATION, AND INCREASE CONVERSIONS OF WEBSITE VISITORS & LEADS TO CLIENTS

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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.

## August

Black Business Month	12th - International Youth Day
Eye Exam Month	13th - International Lefthander's Day
Immunization Awareness Month	13th - Filet Mignon Day
Traffic Awareness Month	14th - Financial Awareness Day
Sandwich Month	15th - Relaxation Day
1st - World Lung Cancer Day	16th - Rum Day
1st - Spider-Man Day	17th - Nonprofit Day
1st - IPA Day	18th - Couple's Day
2nd - International Beer Day	19th - Potato Day
2nd - Ice Cream Sandwich Day	19th - World Photo Day
3rd - Play Outside Day	20th - Radio Day
3rd - Watermelon Day	20th - Lemonade Day
4th - Chocolate Chip Cookie Day	20th - Bacon Lovers Day
4th - International Friendship Day	21st - Senior Citizen's Day
5th - Oyster Day	22nd - Eat a Peach Day
8th - International Cat Day	24th - Kobe Bryant Day
9th - Book Lovers Day	24th - Waffle Day
9th - International Day of Indigenous People	26th - Dog Day
10th - S'mores Day	26th - Women's Equality Day
10th - Spoil Your Dog Day	28th - Red Wine Day
11th - National Son and Daughter Day	30th - Beach Day
	31st - Eat Outside Day

## September

National Service Dog Month	12th - Chocolate Milkshake Day
Hispanic Heritage Month	13th - International Chocolate Day
Baby Safety Month	13th - Peanut Day
Self Improvement Month	14th - Eat a Hoagie Day
Blood Cancer Awareness Month	15th - World Engineers Day
National Organic Month	16th - Guacamole Day
Suicide Prevention Month	16th - World Barber Day
Sept 2 - Labor Day (U.S.)	17th - Apple Dumpling Day
Sept 11 - Patriot Day (U.S.)	18th - Equal Pay Day
Sept 22 - First Day of Fall	18th - Cheeseburger Day
2nd - World Beard Day	18th - U.S. Air Force Day
4th - Wildlife Day	21st - International Day of Peace
5th - Cheese Pizza Day	21st - World's Alzheimer's Day
6th - Read a Book Day	21st - World Gratitude Day
7th - Beer Lovers Day	22nd - Ice Cream Cone Day
8th - Grandparents Day	23rd - Family Day
8th - Physical Therapy Day	25th - Lobster Day
10th - World Suicide Prevention Day	25th - Daughters Day
12th - Video Games Day	28th - Sons Day
	29th - World Heart Day
	29th - Coffee Day



## How to Make Your Small Business Stand Out from the Competition

In the vast ocean of small businesses, making a mark can feel like trying to find a needle in a haystack. With so many companies vying for attention, how can your small business stand out from the crowd? The key lies in a blend of innovation, customer focus, and smart marketing strategies. Let's dive into some effective ways to ensure your business not only survives but thrives in a competitive market.

## Understand Your Unique Selling Proposition

Every business has something unique to offer. Whether it's your product quality, exceptional customer service, or a niche market, identifying and promoting your unique selling proposition (USP) is crucial. Think about what makes your business different from others. Is it the locally sourced ingredients in your café's menu? Or perhaps the personalized customer service you offer? Highlighting these aspects can make your business more attractive to potential customers.

## Create a Strong Brand Identity

Your brand is more than just a logo or a catchy tagline; it's the personality of your business. A strong brand identity can set you apart from the competition. Invest time in developing a brand that reflects your business values and resonates with your target audience. Consistency is key – ensure your branding is uniform across



all platforms, from your website to social media profiles.

## Leverage Social Media Marketing

In today's digital age, social media is a powerful tool for small businesses. Platforms like Facebook, Instagram, and LinkedIn offer an excellent opportunity to connect with your audience, showcase your products, and build a loyal customer base. Regularly posting engaging content, responding to comments, and running targeted ads can significantly boost your online presence.

## Offer Exceptional Customer Service

Customer service can make or break your business. Outstanding customer service can

turn first-time buyers into loyal customers and brand advocates. Ensure your team is well-trained to handle customer queries and complaints efficiently. Personalized follow-ups, quick response times, and going the extra mile to satisfy customers can set your business apart.

## Invest in High-Quality Content

Content is king when it comes to marketing. High-quality, relevant content can attract and engage your target audience. Consider starting a blog on your website where you can share valuable information related to your industry. This not only positions you as an expert in your field but also improves your website's SEO, driving more organic traffic to your site.

## Utilize Email Marketing

Email marketing remains one of the most effective ways to reach your customers. Build a strong email list and send out regular newsletters with updates, promotions, and valuable content. Personalization is crucial

– tailor your emails to the interests and behaviors of your subscribers to increase engagement and conversion rates.

### **Network and Collaborate**

Networking is essential for business growth. Attend industry events, join local business groups, and collaborate with other businesses. Partnerships can open up new opportunities and help you reach a broader audience. For instance, a local bakery could collaborate with a nearby coffee shop to offer combined deals.

### **Stay Ahead with Market Research**

Keeping an eye on market trends and competitor activities can give you a competitive edge.

Conduct regular market research to understand your customers' needs and preferences. This information can guide your business decisions and help you stay ahead of the curve. Adapting to market changes and continuously improving your offerings is key to staying relevant.

### **Embrace Innovation**

Innovation can set your business apart in a crowded market. Whether it's adopting new technologies, offering unique products, or implementing creative marketing strategies, innovation can make your business stand out. Encourage a culture of creativity and experimentation within your team to drive continuous improvement and growth.

### **Focus on Customer Reviews and Testimonials**

Positive reviews and testimonials can significantly influence potential customers. Encourage satisfied customers to leave reviews on your website and social media platforms. Showcase these testimonials prominently to build trust and credibility. Addressing negative reviews promptly and professionally can also turn a dissatisfied customer into a loyal one.

### **Offer Promotions and Loyalty Programs**

Everyone loves a good deal. Offering promotions and discounts can attract new customers and boost sales. Implementing a loyalty program can encourage repeat business



and reward your regular customers. Consider offering exclusive deals, early access to new products, or special discounts for loyal customers.

## Enhance Your Online Presence

A strong online presence is vital for any business today. Ensure your website is user-friendly, mobile-responsive, and optimized for search engines. An easy-to-navigate website with clear calls to action can improve user experience and increase conversions. Additionally, having a presence on local business directories and review sites can enhance your visibility.

## Use Data Analytics

Data analytics can provide valuable insights into your business performance and customer behavior. Use tools like Google Analytics to track your website traffic, understand user behavior, and measure the effectiveness of your marketing campaigns. Data-

driven decisions can help you refine your strategies and improve your business outcomes.

## Cultivate a Positive Work Environment

A happy and motivated team can significantly impact your business success. Cultivate a positive work environment where employees feel valued and appreciated. Regular training, team-building activities, and open communication can boost morale and productivity. A satisfied team can provide better customer service and contribute to a positive brand image.

Standing out in the competitive world of

small business requires a multifaceted approach. By understanding your unique selling proposition, creating a strong brand identity, leveraging social media, and offering exceptional customer service, you can make your business more appealing. Invest in high-quality content, utilize email marketing, and embrace innovation to stay ahead.

Focus on customer reviews, enhance your online presence, and use data analytics to refine your strategies. Finally, cultivate a positive work environment to ensure your team is motivated and productive. With these strategies, your small business can shine brightly in a crowded marketplace.



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## How To Attract and Keep Talented Employees

In the ever-evolving landscape of business, attracting and retaining talented employees is crucial for sustained success. Talented employees drive innovation, boost productivity, and contribute significantly to a company's growth. However, in a competitive

job market, securing top talent and keeping them engaged requires more than just offering a competitive salary. It involves creating a compelling employer brand, fostering a positive work culture, and providing opportunities for growth and development. Let's explore

how to attract and keep talented employees in your organization.

### **Crafting a Compelling Employer Brand**

Your employer brand is the image your company projects to potential and current employees. It's about

how you are perceived as an employer and what makes you stand out in the job market. A strong employer brand attracts top talent by showcasing your company's values, culture, and vision. Share stories of your employees' successes, highlight your company's achievements, and demonstrate your commitment to employee well-being. Authenticity is key – be genuine in your messaging to build trust and attract candidates who align with your values.

### **Providing Competitive Compensation and Benefits**

While salary isn't the only factor talented employees consider, it is undoubtedly important. Offering competitive compensation packages is essential to attract top talent. Additionally, comprehensive benefits such as health insurance, retirement plans, and paid time off can make your company more attractive.

Consider offering unique perks like flexible work hours, remote work options, and wellness programs. These benefits not only attract but also retain employees by



promoting a healthy work-life balance.

### **Creating a Positive Work Environment**

A positive work environment is a significant factor in employee satisfaction and retention. Foster a culture of respect, inclusion, and collaboration. Encourage open communication, where employees feel heard and valued. Create a supportive atmosphere that promotes teamwork and camaraderie. Recognize and celebrate achievements, both big and small, to boost morale and show appreciation for your employees' hard work.

### **Offering Opportunities for Growth and Development**

Talented employees are often driven by

the desire to grow and advance in their careers. Provide opportunities for professional development through training programs, workshops, and mentoring. Encourage continuous learning and skill development. Create clear career paths and provide regular feedback to help employees achieve their goals. By investing in your employees' growth, you demonstrate your commitment to their success and keep them motivated.

### **Promoting Work-Life Balance**

In today's fast-paced world, achieving a work-life balance is more important than ever. Talented employees value flexibility and the ability to balance their personal and professional lives. Offer flexible work schedules,

remote work options, and generous leave policies. Encourage employees to take breaks and vacations to recharge. A healthy work-life balance reduces burnout and increases job satisfaction, leading to higher retention rates.

## **Encouraging Employee Engagement**

Engaged employees are more productive, committed, and likely to stay with your company. Foster engagement by involving employees in decision-making processes and seeking their input on company initiatives. Create opportunities for employees to connect through team-building activities, social events, and collaborative projects. Regularly solicit feedback and act on it to show that you value their opinions and are committed to improving their experience.

## **Building a Strong Leadership Team**

Effective leadership is critical in attracting and retaining talented employees. Leaders set the tone for the company culture and influence employee morale. Ensure your leadership team

embodies the company's values, communicates effectively, and supports their teams. Provide leadership training and development to equip managers with the skills to lead, motivate, and inspire their teams. Strong leadership fosters trust and loyalty among employees.

## **Implementing Recognition Programs**

Recognizing and rewarding employees for their hard work and contributions is vital for motivation and retention. Implement recognition programs that acknowledge achievements, milestones, and exceptional performance. This can be through formal awards, bonuses, or simple gestures of appreciation like thank-you notes. Regular recognition boosts employee morale and reinforces a positive work environment.

## **Enhancing Onboarding Processes**

The onboarding process sets the tone for a new employee's experience with your company. A comprehensive and welcoming onboarding process helps new hires

feel valued and integrated into the team. Provide thorough training, introduce them to key team members, and clearly communicate expectations and goals. A positive onboarding experience increases the likelihood of new employees becoming long-term contributors.

## **Promoting Diversity and Inclusion**

A diverse and inclusive workplace attracts top talent from different backgrounds and perspectives. Promote diversity and inclusion by implementing fair hiring practices, offering diversity training, and creating employee resource groups. Celebrate different cultures and perspectives to create a sense of belonging. A diverse workforce fosters creativity, innovation, and a positive company reputation.

## **Maintaining Open Communication Channels**

Open communication is crucial for building trust and ensuring employees feel heard. Encourage regular check-ins between employees and managers, and create

channels for anonymous feedback. Transparent communication about company goals, changes, and achievements keeps employees informed and engaged. Address concerns promptly and demonstrate a commitment to continuous improvement.

### **Investing in Employee Wellness**

Employee wellness programs show that you care about your employees' physical and mental well-being. Offer wellness initiatives such as gym memberships, mental health support, and wellness workshops. Promote a healthy work environment by encouraging regular breaks, providing healthy snacks, and supporting physical activity. Investing in employee wellness

reduces stress and improves overall job satisfaction.

### **Fostering a Culture of Innovation**

Talented employees are often drawn to companies that value creativity and innovation. Foster a culture where new ideas are encouraged and rewarded. Create spaces for brainstorming and experimentation. Support employees in taking calculated risks and learning from failures. A culture of innovation attracts forward-thinking talent and keeps employees engaged and motivated.

### **Encouraging Work Autonomy**

Empowering employees with autonomy fosters a sense of ownership and responsibility. Trust your

employees to manage their tasks and make decisions. Provide clear goals and expectations, but allow flexibility in how they achieve them. Work autonomy boosts job satisfaction and productivity, as employees feel more in control and valued for their expertise.

Attracting and retaining talented employees requires a holistic approach that goes beyond competitive salaries. It involves creating a compelling employer brand, fostering a positive and inclusive work environment, and providing opportunities for growth and development. By promoting work-life balance, encouraging employee engagement, and investing in wellness programs, you can build a loyal and motivated workforce.

Strong leadership, effective communication, and a culture of innovation further enhance your ability to attract and keep top talent. By implementing these strategies, you not only secure the best employees but also create a thriving and successful organization.





# How a Marketing Agency Can Help Your Small Business

In the bustling world of small businesses, competition is fierce, and standing out can be a daunting task. The journey to building a successful business is paved with numerous challenges, from brand visibility to customer engagement. This is where a marketing agency can play a pivotal role. By leveraging their expertise, a marketing agency can transform your small business into a recognizable and respected brand. Let's explore how.

## **Crafting a Robust Brand Identity**

A strong brand identity is the cornerstone of any successful business. It's not just about having a catchy logo or a memorable tagline. It's about creating a consistent and compelling image that resonates with your target audience. Marketing agencies specialize in developing brand identities that capture the essence of your business and distinguish you from competitors. They understand the nuances

of color psychology, typography, and visual storytelling, ensuring your brand communicates the right message.

## **Developing a Strategic Marketing Plan**

Without a strategic marketing plan, your efforts might feel like shots in the dark. A marketing agency helps you create a detailed roadmap to success. This plan includes market research, competitor analysis, and identifying your unique selling

proposition (USP). By understanding your market and your audience, the agency can craft targeted campaigns that maximize your reach and impact.

## **Enhancing Your Online Presence**

In today's digital age, having a strong online presence is non-negotiable. Marketing agencies excel at optimizing your website for search engines (SEO), ensuring your business appears at the top of search results. They also manage your social media profiles, creating engaging content that attracts followers and converts them into customers. From crafting compelling blog posts to producing eye-catching videos, a marketing agency can significantly boost your online visibility.

## **Managing Advertising Campaigns**

Effective advertising is more than just placing an ad; it's about reaching the right audience at the right time with the right message. Marketing agencies have the tools and expertise to manage your advertising campaigns across various platforms, including

Google Ads, Facebook, Instagram, and LinkedIn. They use advanced targeting techniques to ensure your ads reach potential customers who are most likely to convert, maximizing your return on investment (ROI).

## **Content Creation and Management**

Content is king in the realm of digital marketing. Quality content attracts, engages, and retains customers. Marketing agencies have teams of skilled writers, designers, and videographers who can create high-quality content tailored to your brand. Whether it's blog posts, infographics, or promotional videos, they ensure your content is informative, engaging, and aligned with your brand voice.

## **Leveraging Data Analytics**

In the world of marketing, data is gold. Marketing agencies use sophisticated analytics tools to track the performance of your campaigns. They analyze metrics like website traffic, conversion rates, and social media engagement to understand what's working and what's not.

This data-driven approach allows them to tweak and optimize your campaigns for better results continually.

## **Building and Nurturing Customer Relationships**

Customer relationships are the lifeblood of any business. Marketing agencies help you build and nurture these relationships through various strategies. They manage email marketing campaigns, send personalized newsletters, and engage with your audience on social media. By keeping your customers informed and engaged, they help foster loyalty and encourage repeat business.

## **Expanding Your Reach with Influencer Marketing**

Influencer marketing is a powerful way to reach new audiences. Marketing agencies have connections with influencers across various industries who can promote your products to their followers. This not only increases your brand visibility but also builds trust, as recommendations from influencers are often perceived as more genuine and trustworthy.

## **Optimizing Your Local Marketing Efforts**

For small businesses, local marketing is crucial. Marketing agencies can help you optimize your local SEO, ensuring your business appears in local search results and on platforms like Google My Business. They also assist in creating targeted local advertising campaigns and organizing community events to increase your local presence.

## **Saving Time and Resources**

Running a small business is time-consuming, and managing marketing efforts can take up valuable time and resources. By hiring a marketing agency, you can focus on what you do best – running your business. The agency takes care of all the marketing details, from strategy development to execution, freeing up your time to focus on other critical aspects of your business.

## **Providing Expert Insights and Advice**

Marketing trends and technologies are constantly evolving. Keeping up with these changes can be challenging for

small business owners. Marketing agencies stay on top of the latest trends and best practices, providing expert insights and advice. They help you stay ahead of the competition by implementing innovative strategies and leveraging cutting-edge technologies.

## **Ensuring Consistency Across All Channels**

Consistency is key to building a strong brand. Marketing agencies ensure that your branding and messaging are consistent across all channels, from your website and social media profiles to your email campaigns and advertising efforts. This cohesive approach helps build a strong, recognizable brand that resonates with your audience.

## **Improving Your Competitive Edge**

In a crowded marketplace, standing out from the competition is essential. Marketing agencies conduct thorough competitor analysis to identify gaps and opportunities. They use this information to develop strategies that give you a competitive edge, helping you attract more customers and increase your market share.

## **Adapting to Market Changes Quickly**

The business landscape is constantly changing, and the ability to adapt quickly is crucial. Marketing agencies are adept at responding to market shifts and adjusting your marketing strategies accordingly. Whether it's a change in consumer behavior, a new competitor entering the market, or a shift in industry trends, they ensure your business remains agile and resilient.

Partnering with a marketing agency can be a game-changer for your small business. From crafting a robust brand identity and developing strategic marketing plans to enhancing your online presence and leveraging data analytics, marketing agencies provide a comprehensive suite of services that drive growth and success. By saving you time, providing expert insights, and ensuring consistency across all channels, they allow you to focus on what you do best – running your business. In a competitive marketplace, a marketing agency can be your secret weapon to standing out and achieving long-term success.



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# How to Get the Most Out of Your Chamber of Commerce Membership



Joining your local Chamber of Commerce is like opening a door to a treasure trove of opportunities. It's more than just a business network; it's a community dedicated to helping you thrive. But how can you maximize your membership benefits? Let's dive into practical ways to get the most out of your Chamber of Commerce membership and ensure your business reaps the rewards.

## **Understand the Benefits**

First and foremost, it's crucial to understand what your Chamber of Commerce offers. Most chambers provide a range of benefits, from networking events and business expos to educational workshops and marketing opportunities. Take time to familiarize yourself with these offerings. Knowing what's available is the first step to making the most of your membership.

## **Attend Networking Events**

Networking events are the heartbeat of any Chamber of Commerce. These gatherings offer a golden opportunity to connect

with fellow business owners, potential clients, and community leaders. Attend as many events as you can. Whether it's a casual mixer, a business luncheon, or an industry-specific meeting, these events are fertile ground for building relationships and expanding your network.

## **Participate in Committees**

Getting involved in committees is a fantastic way to deepen your engagement. Committees focus on various aspects of community and business development, such as economic development, education, or public policy. By joining a committee, you can work closely with other members, influence the Chamber's direction, and gain visibility for your business.

## **Leverage Marketing Opportunities**

Many Chambers of Commerce offer advertising and sponsorship opportunities. Whether it's a spot in the Chamber newsletter, a banner at an event, or a feature on their website, these platforms can significantly boost your

visibility. Don't overlook these opportunities – they can help you reach a wider audience and reinforce your brand presence in the community.

## **Take Advantage of Educational Resources**

Continuous learning is vital for business growth. Chambers often host workshops, seminars, and webinars on a variety of topics, from marketing and finance to leadership and technology. These educational resources are designed to help you stay ahead of industry trends and sharpen your business skills. Make a habit of attending these sessions to continually improve your business acumen.

## **Utilize Member Directories**

Chamber directories are a valuable resource for finding potential business partners and clients. These directories list all member businesses and often include detailed contact information. Use the directory to identify potential partners, suppliers, or customers. Reach out and introduce yourself – a simple email or phone call can open the door to new opportunities.

## Engage on Social Media

Most Chambers of Commerce have a robust social media presence. Follow your Chamber on platforms like LinkedIn, Facebook, and Twitter. Engage with their posts by liking, sharing, and commenting. This not only keeps you informed about upcoming events and opportunities but also increases your visibility among other members.

## Attend Ribbon Cuttings and Community Events

Ribbon cuttings and community events are great ways to show support for fellow members and increase your own visibility. These events often attract media attention and community leaders, providing you with an excellent opportunity to network and promote your business. Plus, showing support for other businesses helps build a strong, collaborative community.

## Offer Member-to-Member Discounts

Consider offering discounts or special deals to other Chamber members. This can encourage fellow members to do business



with you and help build a loyal customer base. In return, take advantage of discounts offered by other members. This mutual support can strengthen your business relationships and create a win-win situation for everyone involved.

## Share Your Expertise

Position yourself as an expert in your field by sharing your knowledge. Offer to speak at Chamber events, write articles for the Chamber newsletter, or host a workshop. Providing valuable insights and advice can enhance your reputation and attract new clients. It also demonstrates your commitment to the success of the business community.

## Seek Out Mentorship Opportunities

Many Chambers of Commerce offer

mentorship programs, pairing experienced business leaders with newcomers. If you're new to the business world or looking to take your business to the next level, seeking out a mentor can provide invaluable guidance and support. Conversely, if you're an experienced business owner, consider becoming a mentor to help others succeed.

## Get Involved in Advocacy

Chambers of Commerce often advocate on behalf of the business community to local, state, and federal governments. Stay informed about the issues affecting your industry and get involved in advocacy efforts. Your voice can help shape policies that impact your business and the broader business community.

## Network Online Through Member Portals

Many Chambers provide online member portals where you can connect with other members, share news, and post updates. Utilize these platforms to network and promote your business. Regularly updating your profile and engaging with other members online can keep you top-of-mind and foster valuable connections.

## Build Lasting Relationships

Ultimately, the value

of your Chamber membership lies in the relationships you build. Take the time to get to know other members on a personal level. Building genuine relationships based on trust and mutual respect can lead to lasting business partnerships and friendships.

Maximizing your Chamber of Commerce membership involves active participation and engagement. By attending events, joining committees, leveraging marketing opportunities, and sharing your expertise, you can significantly

enhance your business's visibility and growth. Utilize educational resources, engage on social media, and get involved in advocacy to further integrate into the business community.

Remember, the strength of your Chamber membership lies in the relationships you build and the support you provide and receive. Embrace these strategies, and watch your business thrive in the vibrant community fostered by your local Chamber of Commerce.



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# FUN FACTS

August was named in honor of Augustus Caesar. It has 31 days because Augustus wanted as many days as Julius Caesar's month of July had. They took that extra day from February.

## August Milestones:

- August 1st, 1981 - MTV network debuted on cable television, actually playing music videos 24 hours a day. The Buggles' "Video Killed the Radio Star" was the first video shown
- August 5th, 1957 - American Bandstand debuted on the ABC television network, with host Dick Clark.
- August 12th, 1981 - The IBM Personal Computer was released.
- August 21st, 1911 - The Mona Lisa was stolen by a Louvre employee, Vincenzo Peruggia. It was returned in 1913
- August 30th, 1984 - The Space Shuttle Discovery took off on its maiden voyage

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*72.5% of the US population is active on social media*

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# 2024 Instagram Statistics

**2 Billion**

Monthly Active Users

**33 Minutes**

per day spent on Instagram on average

**7am to 9am**

on weekdays are the best times to post

**79%**

of posts with a tagged location receive a higher engagement rate

**61.8%**

of the user base is aged 18 to 34

**80.8%**

of marketers plan to use Instagram for Influencer Marketing in 2024

**50%**

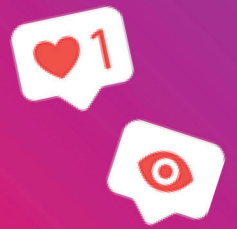
of users are more interested in a brand when they see ads for it on Instagram

**50%**

of the time people spend on Instagram is on Reels



Marketers saw the **Highest Engagement Rates** on Instagram from any other platform in 2024



**46%**

of marketers leverage Instagram Shop

**70%**

of shoppers look to Instagram for their next purchase

**37%**

Sales increase with Product Tagging

**26.7%**

of the platform's total ad revenue comes from ads on Instagram Stories

**500 Million+**

accounts use Instagram Stories every day

**33%**

of the most viewed Stories come from businesses

# LOCAL BUSINESS @ MARKETING SUCCESS



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