

# M LOCAL BUSINESS MARKETING

*The Marketing Guide for Local Business Owners*

August 2025

## The Time Audit: How Small Business Owners Can Reclaim Their Schedule

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SHOULD YOU  
BE USING  
PINTEREST TO  
PROMOTE  
YOUR  
SMALL  
BUSINESS?

**Infographic:**  
Instagram  
in 2025



WHAT TO DO WHEN  
BUSINESS SLOWS  
DOWN: TURNING  
LULLS INTO  
LAUNCHPADS

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DON'T  
LET YOUR  
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HACKED:  
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TIPS FOR  
SECURING  
YOUR SITE

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RUN A  
SUCCESSFUL  
GIVEAWAY  
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# LOCAL BUSINESS MARKETING

Welcome to the August Issue!

As summer winds down, it's a great time to regroup, refocus, and gear up for a strong finish to the year. This month's issue is all about working smarter, protecting what you've built, and exploring new opportunities for growth.

*Here's what's inside:*

- The Time Audit – Learn how to reclaim your schedule and take control of your workday.
- When Business Slows Down – Smart ways to turn quiet times into strategic wins.
- Should You Be on Pinterest? – Discover if this visual platform is a good fit for your business.
- Website Security Tips – Keep your site safe from hackers with practical, easy-to-implement steps.
- Running a Successful Giveaway – How to attract attention without hurting your bottom line.

We hope this issue leaves you feeling motivated and equipped to tackle whatever comes next. If it sparks an idea or helps your business grow, share it with another local entrepreneur who might benefit too!

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.

## 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
	16th - Rum Day
1st - World Lung Cancer Day	17th - Nonprofit Day
1st - Spider-Man Day	18th - Couple's Day
1st - International Beer Day	19th - Potato Day
2nd - Ice Cream Sandwich Day	19th - World Photo Day
2nd - 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 - Waffle Day
9th - Book Lovers Day	26th - Dog Day
9th - International Day of Indigenous People	26th - Women's Equality Day
10th - S'mores Day	28th - Red Wine Day
10th - Spoil Your Dog Day	30th - Beach Day
11th - National Son and Daughter Day	31st - Eat Outside Day

## September

Suicide Prevention Month	14th - Eat a Hoagie Day
Childhood Cancer Awareness Month	15th - World Engineers Day
Hispanic Heritage Month	16th - Guacamole Day
	17th - Apple Dumpling Day
Sept 1 - Labor Day (U.S.)	18th - Equal Pay Day
Sept 11 - Patriot Day (U.S.)	18th - Cheeseburger Day
Sept 22 - First Day of Fall	18th - U.S. Air Force Day
	19th - Talk Like a Pirate Day
1st - World Letter Writing Day	21st - International Day of Peace
4th - Wildlife Day	21st - World's Alzheimer's Day
5th - Cheese Pizza Day	21st - World Gratitude Day
6th - World Beard Day	21st - Miniature Golf Day
6th - Read a Book Day	22nd - Ice Cream Cone Day
7th - Beer Lovers Day	22nd - Family Day
7th - Grandparents Day	22nd - Hobbit Day
8th - Physical Therapy Day	25th - Lobster Day
10th - World Suicide Prevention Day	25th - Daughters Day
12th - Video Games Day	28th - Sons Day
12th - Chocolate Milkshake Day	29th - World Heart Day
13th - International Chocolate Day	29th - Coffee Day
13th - Peanut Day	30th - International Podcast Day



## **The Time Audit: How Small Business Owners Can Reclaim Their Schedule**

Let's be real for a moment: running a small business often feels like juggling flaming swords while riding a unicycle. There's marketing to plan, invoices to send, customer issues to solve, and somehow, in the chaos, you're expected to find time for growth, creativity, and your personal life. If your calendar is bursting at the seams and your to-do list only ever seems to grow, it might be time to take a hard look at where your hours are really going.

Enter: the Time Audit, a practical, eye-opening process that can help small business owners stop the clock from running their lives. When done right, a time audit not only highlights time leaks and inefficiencies but also lays the groundwork for strategic delegation, automation, and sustainable productivity.



magic starts. Chances are, a shocking amount of your day is spent on tasks someone else could easily do—with the right systems in place.

### **Spot Your Time Thieves**

There are always a few sneaky culprits eating away at your productivity. It could be endless email checking, unnecessary meetings, or doing things manually that could be automated. Identify these “time thieves,” and don’t just acknowledge them—put them on notice.

### **Why Time Management Isn’t Just About Working Harder**

Many small business owners wear hustle like a badge of honor. But working 70 hours a week isn’t a strategy—it’s a slow march to burnout. The truth is, time is a non-renewable resource. You can always make more money. You can’t make more time. That’s why reclaiming your schedule isn’t about squeezing in more tasks—it’s about doing the right things with the time you have.

### **What Is a Time Audit, Really?**

Think of a time audit like your business’s version of a financial audit. It’s a systematic breakdown of how you’re currently spending your hours—day in, day out. But instead of spreadsheets and P&L statements, we’re tracking meetings, emails, admin tasks, and everything in between.

The goal? To gain clarity, cut the clutter, and create space for the high-impact work that moves the needle.

### **Start With a Simple, Honest Inventory**

You don’t need fancy tools to begin. Grab a notebook, spreadsheet, or use time-tracking software like Toggl, RescueTime, or Clockify. Track every task you do for at least three business days—ideally a full week. Write down what you’re doing, how long it takes, and how important it really is. Be brutally honest.

Yes, even that 20-minute scroll through Instagram counts.

### **Categorize Your Tasks: CEO or Assistant?**

Now, take your list and divide it into two buckets: CEO-level tasks (strategic, growth-driven, creative) and assistant-level tasks (repetitive, admin, or logistical). Here’s where the

### **Embrace the 80/20 Rule**

Also known as the Pareto Principle, this classic productivity rule says that 80% of your results come from 20% of your efforts. Your time audit will show you what that 20% is. These are the tasks you want to protect, prioritize, and double down on. Everything else? It’s time to reassess.

### **Start Delegating Like a Pro**

Delegation isn’t about handing off your headaches—it’s about giving your team (or future team) the chance to do what they’re best at. Start small. Outsource data entry, social media scheduling, customer service emails, or bookkeeping. Virtual assistants,

part-time contractors, and automation tools can all free you up to focus on your zone of genius.

## Build SOPs to Make Delegation Easier

SOPs (Standard Operating Procedures) are the secret weapon of high-functioning teams. Don't wait until you're overwhelmed to document your processes. Every time you do a recurring task, take an extra 5–10 minutes to write down the steps. Over time, you'll build a library of instructions you can hand off with ease.

## Batch Tasks and Theme Your Days

Multitasking is a myth. It's actually task-switching, and it kills productivity. Instead, try batching similar tasks—like emails, content creation, or meetings—into dedicated time blocks. Or go a step further and assign themes to your days: Marketing Monday, Finance Friday, etc. It reduces decision fatigue and keeps you laser-focused.

## Automate the Repeatable

If you're doing something more than twice and it's not strategic, automate it. Use tools like Zapier to connect apps, Mailchimp or ConvertKit for email automation, Calendly for appointment scheduling, and QuickBooks for invoicing. You'd be amazed at how

many tasks don't require a human at all.

## Set Boundaries—And Stick to Them

Part of reclaiming your time is protecting it. That means saying no to things that don't align with your goals. It means carving out time for deep work without distractions. And yes, it means shutting the laptop at 6 p.m. and resisting the urge to “just check one more thing.”

## Track Progress, Not Just Tasks

Your to-do list should serve you, not rule you. Stop measuring productivity by how busy you are and start measuring it by the results you're achieving. Set weekly goals that align with your business priorities, and let your time support that—not just whatever screams the loudest in your inbox.

## Revisit and Repeat

The time audit isn't a one-and-done deal. Schedules shift. Priorities change. Revisit your audit quarterly or when your workload starts feeling heavy again. Treat it as a reset button—a chance to reflect, refine, and realign with what really matters.



## The Ripple Effect of Better Time Management

When small business owners take control of their schedule, the benefits ripple outward. You show up with more energy. You have space to innovate. You make better decisions. And perhaps most importantly, you build a business that supports your life—not one that consumes it.

## Your Time Deserves Respect

At the end of the day, your time is your most valuable asset—and it's also the easiest to squander without realizing it. A time audit shines a light on where your hours are truly going, so you can stop reacting and start designing your day with intention. Combine that awareness with smart delegation, automation, and focused strategy, and you won't just reclaim your schedule—you'll reclaim your sanity, too. And that, friend, is the kind of ROI we all need more of.



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## Should You Be Using Pinterest To Promote Your Small Business?

Small business owners are constantly looking for new platforms to reach their ideal audience. You've probably tested the waters with Instagram, dabbled in Facebook, maybe even tried a TikTok trend or two—but have you considered Pinterest? If not, it's time to give this visual search engine a serious look. Spoiler alert: it's not just for recipes and DIY crafts anymore.

### **Pinterest Isn't Just a Social Media Platform—It's a Search Engine**

Here's the first thing you need to understand about Pinterest: it operates more like Google than Instagram. People come here with intent. They're searching, planning, dreaming—and, most importantly, buying. Unlike other

platforms where users might scroll aimlessly, Pinterest users are looking for solutions. That makes it a goldmine for small businesses that offer products or services with strong visual appeal.



encourages users to leave the platform and visit your website—something most social media platforms actively discourage. Every Pin includes a link. That means with the right strategy, Pinterest can become one of your top traffic

### **Over 450 Million Monthly Users—And They're Ready to Spend**

According to Pinterest's latest statistics, over 450 million people use the platform every month. And here's the kicker: 83% of weekly Pinner have made a purchase based on content they saw on Pinterest. That's a huge chunk of potential customers actively seeking inspiration—and ready to open their wallets. For small businesses, especially in e-commerce, home decor, fashion, food, wellness, and events, this is not an opportunity you want to miss.

### **The Power of Evergreen Content**

One of Pinterest's superpowers? Longevity. While your Facebook post might disappear into the void within hours, and your Instagram Reel may fizzle in a day, a Pinterest Pin can

continue driving traffic for months—even years. Imagine planting seeds today that continue blooming season after season. That's the kind of ROI every small business dreams about.

### **Visual Storytelling Is the Name of the Game**

Let's face it—people are visual creatures. On Pinterest, images are everything. You don't need a million-dollar production budget to stand out; you just need high-quality, branded visuals that tell a story. Whether it's a stunning flat lay of your product, a graphic that shares helpful tips, or a mood board that reflects your brand aesthetic, every Pin is a chance to visually connect with your audience.

### **It's Ideal for Driving Website Traffic**

One of the best reasons to use Pinterest? It actually

sources, funneling interested users straight to your blog, product pages, or booking site.

### **You Don't Need a Huge Following to Succeed**

Unlike platforms that reward influencers and mega brands, Pinterest levels the playing field. Success isn't about followers—it's about searchability. With well-optimized Pins and smart use of keywords, even a brand-new account can see traffic and engagement quickly. That's a big win for small business owners with limited time and resources.

### **Perfect for Seasonal and Trend-Based Marketing**

Whether you're launching a holiday collection, promoting a summer event, or tapping into the latest color trend, Pinterest is built for seasonal

discovery. Users plan ahead—often 45 days or more before a major holiday. That gives small businesses a unique chance to get in front of shoppers before their competitors even start thinking about promotions.

### **Tailored Content Works Wonders**

Pinterest lets you get hyper-specific. You can create Boards and Pins around niche topics that speak directly to your target audience. For example, if you sell handmade candles, you might create Boards like “Relaxing Evening Rituals,” “Fall Home Decor,” or “Self-Care Sunday Essentials.” It’s not about selling—it’s about inspiring. And when you inspire, sales follow.

### **Don’t Sleep on Pinterest Ads**

Yes, Pinterest has its own advertising platform—and it’s surprisingly effective. Pinterest Ads blend seamlessly into organic content and often perform better over time because they keep circulating after the campaign ends. Plus, you can target users based on interests, behaviors, and keywords, which is ideal for honing in on your ideal buyer.

### **Pinterest Analytics: Insight Goldmine**

The platform also offers built-in analytics that allow you to track your top-performing Pins, engagement rates, and traffic sources. You’ll quickly

see what resonates with your audience—and what doesn’t—so you can keep refining your content strategy and maximizing your impact.

### **It’s a Fantastic Tool for Content Planning**

If you’re ever stuck in a creative rut (and let’s be honest—we all are sometimes), Pinterest is a goldmine of inspiration. By spending just 15 minutes browsing keywords related to your niche, you’ll walk away with weeks’ worth of content ideas. It’s like market research and mood boarding rolled into one.

### **SEO Meets Visual Marketing**

One of Pinterest’s biggest benefits is the way it merges SEO and visuals. The platform reads your Pin descriptions, Board titles, and profile bio—so using strategic keywords can dramatically boost your visibility. If you’re already doing SEO on your website, Pinterest is a natural extension of that strategy.

### **Showcase Customer Testimonials and UGC**

Want to build trust? Start Pinning your customer reviews, before-and-after shots, or user-generated content. These Pins feel authentic, human, and relatable—and they perform really well. After all, people trust other people more than polished brand content.

### **It Complements Your Existing Marketing Strategy**

Pinterest doesn’t have to replace your other platforms—it’s the perfect complement. Use it to reinforce your branding, drive traffic to your blog or shop, and repurpose content you’ve already created. A blog post can become a graphic. An Instagram photo can become a Pin. It’s about working smarter, not harder.

### **Easy to Automate and Schedule**

Tools like Tailwind and Canva make it easy to batch-create Pins, schedule them ahead of time, and keep your content flowing consistently—even on busy weeks. With a little up-front planning, Pinterest can become your set-it-and-forget-it marketing machine.

### **So, Should You Be Using Pinterest to Promote Your Small Business?**

If you’re looking for a platform that combines visual appeal, evergreen content, targeted traffic, and real buying intent—then yes, absolutely. Pinterest isn’t just another social app—it’s a discovery engine, a sales funnel, and a brand-building powerhouse wrapped into one. Whether you’re a local shop or a nationwide e-commerce brand, there’s room for you to thrive here. So go ahead—start Pinning, and let your content do the selling.



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## How to Run a Successful Giveaway Without Losing Money

Let's be honest—who doesn't love free stuff? Giveaways are one of the most powerful tools in a small business's marketing toolkit. They create excitement, spark engagement, and bring in fresh eyes to your brand. But here's the catch: if not done right, giveaways can turn into a costly mistake that brings in the wrong audience—or no lasting impact at all.

That's why we're here to break it all down for you. From planning and promoting to choosing prizes that actually drive results, this guide will

help you run a successful giveaway that builds your audience and your bottom line.

### Why Giveaways Work (When Done Right)

When you think of giveaways, you might picture a flurry of likes, shares, and follows—and sure, that's part of it. But the real magic of a well-executed giveaway lies in its ability to generate qualified leads, increase brand awareness, and convert curious onlookers into loyal customers. In fact, a 2023 study by Tailwind found that

Instagram accounts grow 70% faster when they run regular contests.

### Start With a Clear Objective

Before you toss up a "Like to Win" post and cross your fingers, ask yourself: What do I want to achieve with this giveaway? More followers? Email subscribers? Website traffic? Actual sales? When you define your end goal, it becomes much easier to build a giveaway that's strategic—not just flashy.

For example, if your goal is

email list growth, you'll want a platform that allows for email entry. If brand awareness is the priority, social shares and tags might be more effective.

## Know Your Audience (and Attract the Right People)

Here's where many small businesses go wrong—they give away something too generic. Think iPads, Amazon gift cards, or cash. Sure, those prizes will get attention, but not necessarily from people who will ever buy from you. Instead, choose a prize that's directly aligned with your brand and attracts your ideal customer.

Sell handmade candles? Give away your best-selling scent bundle. Run a boutique? Offer a seasonal wardrobe refresh. The more niche and relevant your prize, the more likely you are to draw in the right crowd.

## Choose the Right Platform for Your Audience

Where does your target audience hang out? That's where your giveaway should live. Instagram is perfect for visually appealing products, while Facebook tends to perform well for local or community-based businesses. TikTok thrives on creative engagement, and your email list or website can be ideal if you're trying to build owned assets.

Don't overlook using your

website to host the giveaway and driving traffic from multiple platforms. This gives you more control over the experience and lets you collect data like email addresses and phone numbers—assets you actually own.

## Keep the Entry Requirements Simple

You want engagement, not confusion. If your entry rules are too complex (“Follow all five accounts, tag three friends, share in your story, comment with a haiku...”), most people will skip it.

Keep the process simple and frictionless—ideally no more than 2-3 actions. *For example:*

1. Follow our page
2. Like this post
3. Tag a friend (each tag = extra entry)

**Bonus tip:** If you're collecting emails, use a tool like KingSumo, Rafflecopter, or Gleam to automate tracking and boost viral shares.

## Set a Realistic Budget (and Stick to It)

A successful giveaway doesn't have to break the bank. Set a firm budget upfront that includes the prize cost, shipping, paid promotion (if needed), and design tools or platforms you might use. To protect your margins, consider offering store credit or bundling high-margin items—

this encourages a future purchase while controlling your costs.

**Pro tip:** Partnering with a complementary brand can allow you to offer a more valuable prize while sharing the cost and doubling the reach.

## Create Compelling Visuals and Copy

In a sea of social content, your giveaway post needs to pop. Use bright, high-quality images or videos that showcase your prize front and center. Pair it with engaging, benefit-driven copy that answers the question: Why should I care? Use action words like “Win,” “Enter,” and “Claim Your Spot” to drive urgency.

Here's an example of a magnetic caption:

*GIVEAWAY TIME!*

We're celebrating summer with a chance to win our full Candle Co. Essentials Set (a \$75 value)!

*To enter:*

1. Follow us
2. Like this post
3. Tag a friend who loves cozy vibes

Winner announced July 31st!  
Good luck!

## Promote It Like a Product Launch

Don't just post it once and forget about it. A successful

giveaway needs visibility. Promote it across your social channels, email list, stories, and even your website. Remind people to enter before it ends, highlight the prize again midway through, and consider running a small paid ad campaign to boost reach if your budget allows. Use countdowns, behind-the-scenes content, or customer testimonials to keep the energy going until the winner is announced.

### **Follow Through (and Keep the Momentum Going)**

Announce your winner publicly and promptly. This builds trust and encourages future participation. But here's the most important part: Don't let the relationship end there. Reach out to non-winners with a special discount or offer to keep them engaged and gently guide them down the funnel.

**Example:** "Thanks so much for entering our giveaway! While you didn't win this time, we'd love to offer you 15% off your next purchase. Use code GIVELOVE at checkout."

### **Measure What Matters**

Once your giveaway wraps, it's time to review the data. How many new followers did you gain? What was your engagement rate? Did website traffic or email subscribers increase? Most importantly—did it lead to sales?



By tracking KPIs aligned with your original goal, you'll know exactly what worked, what didn't, and what to tweak for next time.

### **Avoid These Common Pitfalls**

Let's quickly run through what not to do:

- Don't give away generic or unrelated prizes.
- Don't overcomplicate the entry process.
- Don't forget to promote it after launch day.
- Don't skip the follow-up with participants.
- Don't ignore local, national, or platform-specific giveaway rules and regulations.

A successful giveaway is part

of your brand's story—not just a one-off post.

### **Giveaways Are an Investment, Not a Gamble**

When thoughtfully executed, a giveaway can be a low-cost, high-reward strategy to grow your audience, engage your community, and drive real conversions. The key is to approach it with intention, strategy, and a clear plan for what happens after the contest ends.

Think of a giveaway not just as a flashy promotion, but as a carefully planted seed. With the right prep and nurturing, it can blossom into loyal customers, brand buzz, and long-term growth. And that's the kind of return every small business should be aiming for.

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# Don't Let Your Website Get Hacked: Top Tips For Securing Your Site



In today's digital world, your website is more than just an online presence—it's your storefront, your portfolio, your 24/7 salesperson. But here's the harsh truth: if you're not actively protecting it, you're essentially leaving the front door wide open and the lights on for hackers. Cyber threats aren't just a concern for giant corporations. In fact, 43% of cyberattacks target small businesses, according to a 2024 report from Verizon. It's not a matter of if someone will try to break in—it's when.

### **Why Hackers Love Small Business Websites**

Let's start with the reality check: small businesses often have weaker security protocols, making them low-hanging fruit for hackers. Think of your website like a car parked on a city street. If one car has its doors locked and an alarm system while the other has windows cracked open and keys in the ignition—guess which one gets stolen? Hackers go for easy wins. If you're not securing your site properly, you're making their job way too easy.

### **What's at Stake? More Than You Think**

When we talk about website security, we're not just talking about avoiding an inconvenient tech hiccup. A compromised website can lead to stolen customer data, defaced pages,

malware distribution, or even blacklisting by search engines. That means lost revenue, damaged reputation, and a trust deficit that can take years to rebuild. If you accept payments, collect emails, or store any customer information, the stakes are even higher.

### **Start With a Strong Foundation: Hosting Matters**

Choosing a reliable web host is like building your home on solid ground. Cheap hosting services may save you a few bucks, but they often skimp on security features. Look for a hosting provider that offers built-in firewalls, automatic backups, SSL certificates, and malware scanning. Some popular options like SiteGround, WP Engine, and Bluehost have solid reputations when it comes to site safety.

### **Install an SSL Certificate (Seriously, Right Now)**

That little padlock in your browser bar? It's not just for show. SSL (Secure Sockets Layer) encrypts the data transmitted between your website and your visitors. Without it, hackers can easily intercept passwords, credit card numbers, and other sensitive information. Google also favors HTTPS sites in search rankings. If you haven't installed an SSL certificate yet, it's time.

### **Keep Your Software Updated—No Exceptions**

This is a biggie. Whether you're using WordPress, Shopify, Wix, or a custom CMS, keeping everything updated is non-negotiable. Outdated plugins, themes, and core files are a hacker's favorite way to sneak in. Developers release updates for a reason—usually to patch vulnerabilities. Automate updates whenever possible and make checking for them part of your weekly routine.

### **Use Strong Passwords Like You Mean It**

If your website admin password is still "admin123" or—heaven forbid—"password," we need to have a serious talk. Weak passwords are the digital equivalent of leaving your keys under the welcome mat. Use long, complex combinations of uppercase and lowercase letters, numbers, and special characters. Better yet, use a password manager like LastPass or 1Password to generate and store secure logins.

### **Limit Login Attempts and Use 2FA**

Hackers often use brute force attacks to guess passwords by trying endless combinations. To stop them in their tracks, limit the number of login attempts allowed before locking the account or triggering a CAPTCHA. And

don't forget to enable two-factor authentication (2FA). It adds an extra step to your login process—like a text code or authenticator app—which dramatically reduces the chance of unauthorized access.

### **Install a Web Application Firewall (WAF)**

Think of a WAF as your website's personal bodyguard. It sits between your site and incoming traffic, filtering out malicious activity like SQL injections and cross-site scripting (XSS) attacks. Services like Cloudflare and Sucuri offer affordable firewall protection that works in real-time to keep your site safe.

### **Run Regular Backups Like Clockwork**

Even with all the security in the world, no system is 100% bulletproof. That's why regular backups are your last line of defense. If your site does get hacked, you'll be able to restore it quickly without losing all your content or data. Most platforms offer automated backup solutions—use them. Store your backups in multiple places, like both your server and the cloud.

### **Monitor Your Site for Suspicious Activity**

Cybercriminals are sneaky. Sometimes, a breach can go undetected for weeks or months. That's why website monitoring is essential. Use

tools like Google Search Console, Wordfence, or Jetpack to keep an eye on unusual behavior, unauthorized logins, or sudden drops in traffic. The sooner you spot a problem, the faster you can fix it.

### **Be Wary of Third-Party Plugins and Themes**

Plugins and themes are great for adding functionality, but they can also introduce vulnerabilities. Only download from reputable sources. Check reviews, last update dates, and compatibility with your CMS version. If a plugin hasn't been updated in a year or more—it's probably not safe.

### **Don't Forget About Your Team**

Human error is still one of the top causes of cybersecurity breaches. If you have a team managing your website or content, make sure they're trained in basic security hygiene. That includes not clicking suspicious links, using secure passwords, and logging out of public devices.

### **Protect User Data with Privacy Best Practices**

If you collect personal information through forms, email lists, or e-commerce checkouts, you have a responsibility to protect it. Make sure your forms are secure, your databases are encrypted, and you comply with privacy laws like GDPR

or CCPA. Transparency and protection build trust—two things your business can't survive without.

### **Get an Annual Security Audit**

Once a year, bring in a pro to give your site a once-over. Think of it like getting a yearly physical at the doctor's office. A security audit will help identify weak spots you might've missed and give you peace of mind that your digital home is in good shape.

### **Stay Informed—Because Cyber Threats Evolve**

The world of cybersecurity changes fast. Stay ahead of the curve by following trusted blogs, newsletters, and forums. Know the threats, understand the trends, and continue leveling up your security game. As the saying goes, "An ounce of prevention is worth a pound of cure."

### **Don't Wait for a Wake-Up Call**

Your website is your business's digital lifeline—and it deserves your protection. Cyberattacks aren't some distant, theoretical problem. They're happening every day to businesses just like yours. But the good news? With the right tools, habits, and mindset, you can stay one step ahead of the bad guys. So lock the doors, turn on the alarms, and back up your digital house. Your business—and your customers—are counting on it.

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# What to Do When Business Slows Down: Turning Lulls Into Launchpads

Every small business owner knows the feeling. The phones aren't ringing, the inbox is unusually quiet, and your once-busy schedule suddenly has more white space than ink. A slowdown can feel like a red flag—an unwelcome sign that something's wrong. But what if we told you it's actually a golden opportunity?

Seasonal slumps, economic dips, or even unexpected quiet spells are not just inevitable—they're invaluable. When used strategically, these lulls can become launchpads for long-term success. In fact, some of the strongest brands in the world use their "quiet seasons" to reevaluate, rebuild, and come back stronger than ever.

### **The First Rule: Don't Panic**

Let's start here: don't let the slowdown spiral into self-doubt. Every business has peaks and valleys. A lull doesn't automatically mean failure—it often signals a shift. And shifts, while uncomfortable, create space for clarity and creativity. Instead of scrambling to fill the silence with busywork, lean into the pause. It's not about being inactive—it's about being intentional.

### **Audit Your Business From Top to Bottom**

When was the last time you stepped back and looked at your business from a bird's-eye view? Use this time to conduct a full audit—of your finances, marketing efforts, customer experience, and internal processes. What's working? What's costing you more than it's giving? Where are you stuck in outdated habits?

Consider it your business check-up. Like a car getting serviced before a long road trip, your company needs regular tune-ups if you want it to go the distance.

and overall identity. Maybe your visuals need a refresh. Maybe your mission statement feels out of step with your current direction. Or maybe you've evolved—and your brand needs to catch up. Rebranding doesn't always mean starting from scratch. Sometimes, it's simply about tightening the story, elevating the look, and showing up with more consistency.

### **Get to Know Your Audience All Over Again**

Markets evolve. People change. Are you still speaking to your ideal customer—or to the person they were two years ago? Use this slower

season to run surveys, dive into analytics, or interview your top clients. You might discover untapped needs, new pain points, or fresh ways to serve them better.

What you learn during this reflection can dramatically shape your next

marketing push and future offerings.

### **Strengthen Your Online Presence**

A digital presence is like a storefront window—it needs regular dusting. Go through



### **Refresh (or Reimagine) Your Branding**

When business is booming, we rarely stop to ask, "Is my brand still reflecting who we are?" But during a lull? That's the perfect time to revisit your logo, messaging, color palette,



# GOALS

your website. Are all the links working? Are your services up to date? Is your SEO optimized? Do your blog posts and product pages still reflect your current voice and vision?

You can also use this time to build new content. Plan out your blog calendar, create new lead magnets, optimize old posts, or finally start that email series you've been putting off. Remember: content is a long game, and slow seasons are perfect for planting those seeds.

## **Automate and Systematize**

If you're constantly reinventing the wheel in your day-to-day, you're wasting time. Use this opportunity to document systems, set up automation tools, and create repeatable processes. Whether it's customer onboarding, email sequences, or social media scheduling—what can be automated should be automated.

Think of it this way: you're building the machine now, so that when things speed

up again (and they will), you won't be buried under the weight of your own growth.

## **Reconnect With Past Clients and Leads**

Sometimes the gold is already in your own backyard. Reach out to former clients, old leads, or even referral partners who've gone quiet. No hard pitch—just a warm check-in. You'd be surprised how many people are ready to re-engage, but simply need a nudge.

You can also consider creating a loyalty offer or "welcome back" incentive. It's easier to re-convert someone who already knows your value than to chase new leads from scratch.

## **Level Up Your Skills (and Your Team's)**

Slow times are ideal for investing in yourself and your team. Sign up for a course, attend a workshop, or explore new certifications that support your business goals. Whether it's brushing up on marketing tactics or learning a new tool,

continuous learning builds confidence—and competitive edge.

Encourage your team to do the same. A stronger, more skilled team is an investment that pays off long after the lull ends.

## **Revisit Your Goals and Realign Your Vision**

When business is moving at full speed, we often go into autopilot. But quiet seasons allow space for reflection. Are you still chasing goals that matter to you? Are you aligned with your bigger "why"?

Take time to revise your business plan, reevaluate KPIs, or reimagine your five-year vision. Make sure your daily actions are pointing in the direction you actually want to go.

## **Launch the Project You've Been Putting Off**

We all have that "someday" project collecting digital dust—a new service, an online course, a podcast, or maybe



a new revenue stream. Guess what? Someday is now. Use the downtime to build, test, and get it off the ground. When business picks up again, you'll already have it in place and ready to roll.

### **Tidy Up the Back End of Your Business**

Is your inbox overflowing with unread emails? Are your digital folders a maze of chaos? Use this slower pace to organize the back end of your business. Clean up your CRM, streamline your accounting software, update your contracts, and sort through your cloud storage.

It's not glamorous work—but

future you will thank you for it.

### **Host a Community Event or Virtual Workshop**

Slow periods are ideal for building goodwill and re-engaging your audience. Host a free virtual workshop, an in-person pop-up, or a customer appreciation event. These activities create buzz, deepen loyalty, and remind people why they love your brand. And who knows? That free webinar or giveaway could convert curious attendees into paying clients faster than a sales pitch ever could.

### **Experiment and Try New Things**

With less pressure on performance, you can afford to take risks. Test a new marketing strategy. Explore a different product format. Try out a new ad platform. Not everything will stick—and that's okay. Experimentation leads to innovation. And innovation sets you apart.

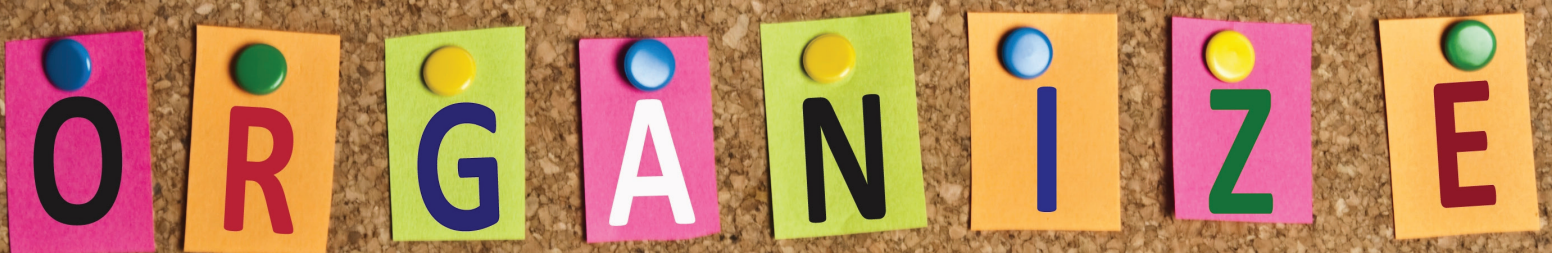
### **Plant the Seeds—Don't Chase the Wind**

It's easy to feel frantic during a business slowdown. But the truth is, some of the best long-term growth comes from patient, purposeful action. You're not spinning your wheels—you're planting seeds. And with enough care and intention, those seeds will grow.

### **Use the Lull to Build Your Launchpad**

Business slowdowns aren't setbacks—they're setups. They give you the rare chance to regroup, refine, and reset. By using this time to plan smarter, build stronger systems, and reconnect with your purpose, you're not just weathering the lull—you're transforming it into momentum.

So breathe deep. Look inward. Rebuild with intention. Because your next big leap? It starts right here, in the quiet.



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Short-Form Videos are expected to account for  
**90% of Internet Traffic in 2025**

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# FUN FACTS

August was originally called Sextilis in the early Roman calendar, meaning the sixth month, before calendar reforms shifted its position. In 8 BCE, it was renamed August in honor of Emperor Augustus Caesar, who claimed several major military victories and achievements during that time of year.

## August Milestones:

- August 1, 1981: MTV (Music Television) launched with the iconic words, “Ladies and gentlemen, rock and roll,” forever changing the music and pop culture landscape.
- August 8, 1963: The infamous Great Train Robbery took place in England, where thieves made off with over £2.6 million—worth tens of millions today.
- August 9, 1974: Richard Nixon became the first U.S. president to resign from office, stepping down amid the Watergate scandal.
- August 12, 1981: IBM introduced the first personal computer (PC), revolutionizing the tech world and kickstarting the home computing era.
- August 15, 1969: Woodstock, the legendary three-day music festival, began in New York, defining a generation with peace, love, and muddy rock ‘n’ roll.
- August 21, 1911: Leonardo da Vinci’s Mona Lisa was stolen from the Louvre—an art heist that shocked the world (don’t worry, it was recovered two years later!).
- August 28, 1963: Dr. Martin Luther King Jr. delivered his powerful “I Have a Dream” speech during the March on Washington, becoming a defining moment in the Civil Rights Movement.

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72.5% of the US population is active on social media

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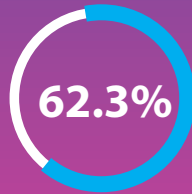
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# Instagram in 2025

**2 Billion**  
Monthly Users

**5 Million**  
Daily Users



of young adults (18–34)  
use Instagram in 2025

**49.4%**  
Female Users

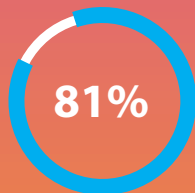
**50.6%**  
Male Users

## Shopping Behavior



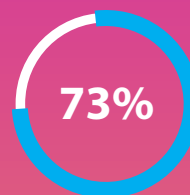
**61%**  
of users use Instagram to  
discover new products

**29%**  
of users make purchases on  
Instagram, ranking it the **3rd-most-  
used social platform** for buying



of users use Instagram to  
research products or services,  
and **50% visit a website** after  
discovering a product there

## Influencer Insights



of brands now favor  
collaborations with  
micro- and mid-tier  
creators for their superior  
engagement-to-cost ratio



**86%**  
of U.S. marketers will partner  
with influencers in 2025

**\$4.12** (on average)  
for every \$1 spent on influencer  
campaigns on Instagram



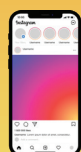
## Instagram Ads

Instagram is expected to generate **\$67.27 billion in global ad revenue** in 2025, ranking **second** among social platforms and **fourth** across all digital ad revenue channels globally



**\$6 billion**  
contributed in ad revenue from small businesses in 2024,  
driven by user-friendly ad tools and local targeting capabilities

**AD TYPES**  
% of total ad  
revenue



**FEED ADS**  
**53.7%**



**STORIES**  
**24.6%**

Reel Ads are skyrocketing in engagement & revenue in 2025, generating **22% more engagement** than static feed ads

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