

M LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

February 2026

Understanding Analytics

*What Small Business Owners
Should Actually Track*

**Best and
Creative
Ways
to Get
Reviews
from
Your Top
Customers**

Infographic:
2026
Promotional
Product Trends

Customer- Centered Leadership:

*Putting People
First in Small
Business
Strategy*

**How to
Conduct
a Simple
Social
Media
Audit**

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LOCAL BUSINESS MARKETING

Welcome to the February Issue!

While the new year is still gaining momentum, February is the perfect time to reassess your business strategy and take action on what really moves the needle. This month's issue focuses on sharpening your marketing, leading with empathy, and building systems that drive sustainable growth.

Here's what's inside:

- Understanding Analytics – Know what to track (and why) to make better business decisions.
- Customer-Centered Leadership – How putting people first fuels loyalty and long-term success.
- 2026 Promo Product Trends – What's trending now to help you stand out and stay top of mind.
- Getting More Reviews – Creative ways to encourage raving reviews from your best customers.
- Conducting a Social Media Audit – A simple step-by-step to improve your online presence.

We hope this issue helps you start Q1 strong, with strategies you can put into action right away. If you find value inside, be sure to share it with another business owner in your circle!

To smart moves and meaningful growth,

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.

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Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

February

Black History Month
American Heart Month
Responsible Pet Owner Month
Cancer Prevention Month
Children's Dental Health Month

2nd – Groundhog Day
2nd – Tater Tot Day
3rd – Golden Retriever Day
4th – Facebook's Birthday
4th – World Cancer Day
5th – World Nutella Day
6th – Wear Red Day
6th – Rose Day
8th – Pizza Day
8th – Super Bowl Sunday
8th – Chocolate Day
10th – Flannel Day
11th – Thomas Edison's Birthday

11th – Inventor's Day
12th – Lincoln's Birthday
12th – Hug Day
13th – World Radio Day
14th – Valentine's Day
14th – National Donor Day
16th – President's Day
17th – Random Acts of Kindness Day
17th – Perfume Day
19th – Chocolate Mint Day
20th – Love Your Pet Day
21st – Sticky Bun Day
22nd – Margarita Day
22nd – Washington's Birthday
23rd – Banana Bread Day
26th – Chili Day (Last Thursday of February)
27th – Polar Bear Day
28th – Pancake Day
28th – Rare Disease Day

March

Irish American Heritage Month
Women's History Month
Developmental Disabilities Awareness Month
American Red Cross Month
National Nutrition Month

4th - Ash Wednesday
8th: Daylight Saving Time Begins
17th - St. Patrick's Day
20th - First Day of Spring

1st – Compliment Day
2nd – Dr. Seuss Day
2nd – World Teen Mental Wellness Day
3rd – World Hearing Day
3rd – World Wildlife Day
6th – Dentist's Day
6th – Employee Appreciation Day
8th – International Women's Day
8th – Crabmeat Day

8th – Meatball Day
9th – Napping Day
12th – Plant a Flower Day
12th – Girl Scout Day
12th – World Kidney Day
13th – Good Samaritan Day
13th – K9 Veterans Day
14th – Pi Day
18th – Global Recycling Day
20th – Day of Happiness
21st – World Down Syndrome Day
21st – World Poetry Day
22nd – World Water Day
23rd – Puppy Day
24th – Cheesesteak Day
25th – Waffle Day
25th – American Red Cross Giving Day
29th – Mom and Pop Business Owners Day
30th – Take a Walk in the Park Day
31st – Tater Day



Understanding Analytics

What Small Business Owners Should Actually Track

Analytics can feel intimidating to small business owners. Dashboards packed with charts, acronyms, and percentages often raise more questions than answers. Too often, data is either ignored entirely or obsessively tracked without a clear purpose. In 2026, understanding analytics isn't about knowing everything—it's about knowing what actually matters. When we focus on the right metrics, analytics becomes less of a burden and more of a decision-making superpower.

At its core, analytics exists to answer one fundamental question: Is what we're doing working? Every number we track should connect back to a business goal—more leads, more sales, stronger engagement, or better customer retention. Without that connection, data becomes noise. The goal isn't to collect information for the sake of it, but to gain insight that drives smarter action.

One of the most common mistakes small business owners make is focusing on vanity metrics. Likes, followers, impressions, and page views can feel reassuring, but they don't always translate into real growth. A social post might get hundreds of likes and still generate zero sales. Analytics that matter go beyond visibility and dig into behavior—what people do after they see your content.

Website analytics are a natural starting point. Tools like Google Analytics provide valuable insight into how visitors find and interact with your site. Rather than fixating on total traffic, small businesses should focus on traffic sources. Are visitors coming from organic search, social media, paid ads, email campaigns, or direct visits? Understanding where your best traffic originates helps you invest in channels that actually perform.

Equally important is tracking



user behavior once visitors arrive. Metrics like average engagement time, pages per session, and bounce rate reveal whether your website is doing its job. If visitors leave quickly, it may indicate confusing navigation, slow load times, or messaging that doesn't match their expectations. A well-performing website doesn't just attract visitors—it keeps them engaged and guides them toward action.

Conversions are arguably the most critical metric for any small business. A conversion can mean different things depending on your goals: a purchase, a form submission, a phone call, a booking, or a newsletter sign-up. Tracking conversions allows us to measure outcomes, not just activity. A smaller volume of highly targeted traffic that converts well is far more valuable than a large audience that never takes action.

Email marketing analytics deserve special attention as well. While open rates have

become less reliable due to privacy changes, metrics like click-through rate, conversion rate, and list growth tell a clearer story. These numbers reveal whether email content is resonating and whether subscribers are taking the next step. In 2026, email success is measured by engagement and outcomes—not just opens.

Social media analytics require a similar mindset shift. Instead of obsessing over follower counts, businesses should track saves, shares, comments, profile visits, and link clicks. These engagement-focused metrics show whether content is sparking interest and prompting action. Platforms owned by Meta, including Instagram and Facebook, provide detailed insights that help identify which content formats, topics, and posting times perform best.

Paid advertising analytics often feel the most intimidating, but they're also some of the most actionable. When running ads through platforms like Google, small businesses should focus on cost per conversion, return on ad spend (ROAS), and conversion volume—not just impressions or clicks. These metrics reveal whether advertising dollars are generating real business results or simply driving traffic without purpose.

Customer behavior analytics extend beyond digital

platforms. Point-of-sale data, repeat purchase rates, average order value, and customer lifetime value help businesses understand how customers interact over time. These insights are especially valuable for identifying loyal customers and opportunities for upselling, cross-selling, or retention-focused marketing. Analytics isn't just about acquiring customers—it's about keeping them.

Another often-overlooked metric is customer retention. Acquiring new customers is typically far more expensive than retaining existing ones. Tracking repeat purchases, renewal rates, or rebooking frequency provides insight into customer satisfaction and long-term business health. Strong retention often signals that your marketing, service, and experience are aligned.

Analytics also play a crucial role in content strategy. Blog traffic, video watch time, content saves, and scroll depth reveal what topics and

formats resonate most. Over time, patterns emerge—certain themes consistently outperform others. These insights allow businesses to create more of what works instead of guessing what audiences want.

Timing is another valuable insight analytics can provide. Understanding when customers engage—whether that's the best day to send an email, post on social media, or run an ad—improves efficiency without increasing effort. In a world where attention is limited, timing can be just as important as messaging.

Of course, analytics only matter if they're reviewed regularly. A monthly or quarterly analytics check-in allows business owners to spot trends, identify issues early, and make proactive adjustments. Data doesn't need to be checked daily to be effective—it needs to be reviewed intentionally.

It's also important to remember that analytics should guide decisions, not paralyze them. No metric exists in isolation. Context matters. Seasonality, promotions, economic shifts, and external factors all influence performance. Analytics are most powerful when paired with real-world understanding of your business and customers.

For small business owners who feel overwhelmed, the best approach is to start small. Choose five to seven core metrics aligned with your goals and track them consistently. Over time, as confidence grows, additional layers of data can be added. Simplicity leads to clarity, and clarity leads to better decisions.

Understanding analytics doesn't require becoming a data scientist—it requires focusing on what truly drives growth. By prioritizing meaningful metrics like conversions, engagement, retention, and return on investment, small business owners can cut through the noise and gain actionable insight. In 2026, analytics isn't about chasing numbers; it's about understanding behavior, improving performance, and making smarter decisions with confidence. When used intentionally, data becomes one of the most valuable tools a small business can have.





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Customer-Centered Leadership: Putting People First in Small Business Strategy

Customer-centered leadership is no longer a feel-good philosophy, it's a strategic advantage. In an era where consumers have endless options and rising expectations, small businesses that lead with people at the center consistently outperform those that lead with products, pricing, or processes alone. At its core, customer-centered leadership means making intentional decisions that prioritize the needs, experiences, and long-term relationships of the

people you serve.

For small business owners, leadership and customer experience are inseparable. Unlike large corporations, small businesses operate close to their customers. Owners are often the face of the brand, the problem-solvers, and the relationship builders. That proximity creates a unique opportunity: when leadership genuinely values customers, that mindset permeates every interaction, shaping culture, service, and reputation.

Customer-centered leadership begins with perspective. Instead of asking, "How do we sell more?" the question becomes, "How do we serve better?" This subtle shift changes everything. It reframes strategy around understanding customer motivations, pain points, and expectations. When leaders view decisions through the customer's lens, strategies become more intentional, experiences more thoughtful, and outcomes more sustainable.

Listening is one of the most underrated leadership skills in small business. Customer-centered leaders actively seek feedback, not just when something goes wrong, but as an ongoing practice. Reviews, surveys, conversations, and social media comments all offer valuable insight. More importantly, leaders who listen—and respond—send a powerful message: your voice matters here. That sense of being heard builds trust faster than any marketing campaign.

Empathy plays a defining role in people-first leadership. Customers don't interact with businesses in a vacuum—they bring emotions, stress, excitement, and expectations with them. Leaders who understand this create policies and experiences that feel human rather than transactional. Whether it's flexibility in resolving an issue or compassion during a difficult moment, empathy

turns ordinary service into memorable connection.

Customer-centered leadership also shapes internal culture. When leaders prioritize customers, employees follow suit—but only if they're treated with the same respect. Teams who feel supported, empowered, and valued are far more likely to extend that care outward. In this way, employee experience and customer experience are deeply intertwined. You cannot consistently deliver great service from a disengaged team.

Strategic decisions look different through a customer-centered lens. Pricing, policies, hours of operation, communication methods, and even technology choices should all consider how they impact the customer journey. Leaders who obsess over internal convenience at the expense of customer ease

often create friction. Those who simplify, clarify, and remove barriers earn loyalty.

Consistency is another hallmark of customer-centered leadership. Customers don't judge a business by its best moments—they judge it by its most frequent ones. Leaders set expectations for how customers are treated every time, not just when it's easy. Clear standards, training, and accountability ensure that the customer experience doesn't fluctuate based on mood, staffing, or circumstance.

Transparency strengthens people-first strategy as well. When things go wrong—and they inevitably do—honest communication builds credibility. Customers are far more forgiving of mistakes than they are of silence or defensiveness. Leaders who own issues, explain next steps, and follow through demonstrate integrity. Over



time, that integrity becomes part of the brand's identity.

Customer-centered leadership also requires patience. Relationship-driven growth doesn't always deliver instant results, but it delivers lasting ones. Instead of chasing short-term wins, people-first leaders focus on lifetime value, retention, and advocacy. They understand that a loyal customer is not just a repeat buyer, but a storyteller who shares positive experiences with others.

In a digital-first world, customer-centered leadership must extend across channels. Online experiences, social interactions, email communication, and in-person service should all reflect the same values. Leaders set this tone by aligning messaging, training teams, and ensuring that systems support—not hinder—great experiences. A customer shouldn't feel like they're interacting with different businesses depending on the platform.

Innovation also benefits from a customer-centered approach. When leaders invite customers into the conversation—through feedback, testing, or community engagement—they create solutions rooted



in real needs rather than assumptions. This reduces risk and increases relevance. Innovation becomes less about guessing and more about responding.

Perhaps one of the most powerful outcomes of customer-centered leadership is differentiation. In crowded markets where products and pricing often look similar, experience becomes the deciding factor. Customers remember how they were treated long after they forget what they paid. Leaders who prioritize people create brands that stand out not because they shout louder, but because they connect deeper.

Customer-centered leadership doesn't mean saying yes to everything. Boundaries still matter. What it does mean is making decisions with clarity, fairness, and respect.

When customers understand the “why” behind policies and feel they're being treated thoughtfully, trust remains intact—even when the answer isn't what they hoped for.

Over time, people-first leadership builds momentum. Loyal customers return. Employees stay longer. Referrals increase. Marketing becomes easier because reputation does much of the

work. What begins as a leadership mindset evolves into a competitive advantage that compounds year after year.

Customer-centered leadership is about more than delivering good service—it's about embedding people-first thinking into every layer of small business strategy. By listening deeply, leading with empathy, supporting employees, and making intentional decisions through the customer's lens, small business leaders create experiences that inspire loyalty and trust.

In a marketplace driven by choice, the businesses that win are those that remember one simple truth: when you put people first, growth follows naturally.



2026 Promotional Product Trends

Promotional products have long been a staple of brand marketing, but in 2026 they are evolving far beyond logo pens and giveaway totes. Today's consumers are more selective, more values-driven, and more experience-focused than ever before. That means the promotional products that work best are no longer about quantity—they're about relevance, quality,

and intention. For small businesses, this shift creates an opportunity to stand out in meaningful, memorable ways.

One of the strongest trends shaping promotional products in 2026 is usefulness. Customers no longer want items that end up in a drawer or trash bin. They want products that integrate seamlessly into daily life. Think

functional office accessories, drinkware, tech tools, wellness items, and home goods. When a promotional product earns a permanent place in someone's routine, your brand earns repeated visibility without feeling intrusive.

Sustainability continues to dominate decision-making, and promotional products are no exception. Eco-conscious

consumers expect brands to be thoughtful about materials, sourcing, and longevity. In 2026, recycled fabrics, biodegradable packaging, reusable items, and ethically sourced products are not just “nice extras”—they’re often the deciding factor. A promotional item that aligns with environmental values signals that your brand understands the bigger picture.

Quality over quantity is another defining shift. Businesses are moving away from mass giveaways and toward fewer, higher-quality items with perceived value. A well-made insulated tumbler, premium notebook, or durable bag communicates care and professionalism. Customers associate the quality of the product with the quality of the brand—whether consciously or not. In this sense, promotional products act as a physical extension of your reputation.

Customization is becoming more sophisticated as well. In 2026, personalization goes beyond slapping a logo on an item. Brands are experimenting with custom colors, thoughtful messaging, limited-edition designs, and even personalization by name or role. These details create emotional impact. A promotional product that feels “made for me” is far more likely to be kept, used, and

appreciated.

Wellness-focused promotional products are seeing continued growth. As conversations around health, balance, and self-care remain front and center, items like stress-relief tools, fitness accessories, hydration products, and mindfulness-inspired goods are resonating strongly. These products align brands with care and well-being—values that matter deeply to modern consumers and employees alike.

Tech-related promotional items are also evolving. Instead of novelty gadgets, brands are investing in practical tech accessories—charging cables, wireless chargers, webcam covers, phone stands, and laptop accessories. With remote and hybrid work now a long-term reality, these items offer everyday utility. When your brand supports productivity, it earns relevance.

Another major trend in 2026 is event-driven promotional products. Rather than generic giveaways, businesses are curating products around specific moments—trade shows, conferences, community events, client milestones, or seasonal campaigns. These context-driven items feel intentional rather than random. When a promotional product ties directly to an experience, it



becomes a souvenir rather than a freebie.

Packaging is also playing a larger role. The unboxing experience matters more than ever. Clean, branded, eco-friendly packaging elevates perceived value and increases the likelihood that recipients share the item on social media. Promotional products are no longer just physical—they’re content opportunities. A well-presented item can extend reach far beyond the original recipient.

Local and small-batch promotional products are gaining traction as well. In 2026, consumers increasingly appreciate items that feel unique, handcrafted, or locally sourced. Small businesses are leaning into partnerships with local makers, artists, or suppliers to create promotional products with a story. These collaborations add authenticity and deepen community connection.

Apparel remains a staple,

Best and Creative Ways to Get Reviews from Your Top Customers



Online reviews have quietly become one of the most powerful influences on



part of doing business with you, customers are less resistant—and often more willing.

small business success. Before customers visit your store, book your service, or click “buy,” they’re reading what others have to say. In 2026, reviews aren’t just social proof—they’re trust currency. Yet many small business owners struggle with the same challenge: we have happy customers, but very few of them leave reviews. The good news? Getting reviews doesn’t have to feel awkward, pushy, or transactional. With the right approach, it can feel natural, creative, and even relationship-building.

The most important principle to understand is this: the best time to ask for a review is when satisfaction is highest. Reviews are easiest to collect when customers are already feeling good about their experience. That moment might be right after a successful project, a great in-store interaction, a positive email exchange, or a compliment spoken out loud. When gratitude is fresh, action follows more easily.

Ask at the Moment of Delight

One of the simplest—and most effective—ways to gather reviews is to ask in real time. When a customer says, “This was amazing,” or “I love

how this turned out,” that’s your opening. A genuine response like, “That means so much to us—if you’d be willing to share that in a quick review, it really helps our small business,” feels natural rather than scripted. The key is tone. This isn’t a demand; it’s an invitation.

Make It Effortless, Not Optional Homework

Even happy customers won’t leave reviews if the process feels inconvenient. One of the biggest barriers is friction. The easier you make it, the more likely they’ll follow through. Direct links, QR codes, and one-click access remove excuses. In 2026, businesses that consistently collect reviews do so because they’ve eliminated extra steps. Convenience is not a luxury—it’s a requirement.

Turn Reviews into Part of the Experience

Creative businesses integrate review requests into the customer journey instead of treating them as an afterthought. This might look like a small card included with a purchase, a sign near checkout, a line in a follow-up email, or a message after a service is completed. When reviews feel like a normal

Leverage Follow-Up Communication Strategically

Post-purchase and post-service emails are prime opportunities to request reviews, especially when framed around appreciation rather than promotion. A message that says, “Thank you for trusting us—we’d love to hear about your experience,” feels far more personal than a generic request. Timing matters here. Waiting too long reduces emotional momentum, while asking too quickly can feel rushed. A short delay—often 24 to 72 hours—is the sweet spot.

Use Personalization to Increase Response

Customers are far more likely to respond when a request feels personal. Using their name, referencing what they purchased, or mentioning the service you provided shows care and attention. Even small personalization details can dramatically increase response rates. It reminds customers that they’re not just a transaction—they’re part of your story.

Highlight How Reviews Help Your Small Business

Many customers genuinely

want to support the businesses they love—but they don't always realize how impactful reviews are. Being transparent helps. Letting customers know that reviews support visibility, credibility, and growth gives them a reason beyond politeness. People are more motivated to act when they understand the why behind the request.

Create Review-Worthy Moments

The best review strategy starts long before you ask. Exceptional service, thoughtful details, and memorable interactions naturally inspire customers to share their experience. Whether it's handwritten notes, proactive communication, surprise upgrades, or simply being consistently kind, these moments give customers something worth talking about. Reviews are the result of experience, not persuasion.

Show Appreciation Without “Buying” Reviews

While incentives for reviews should always be handled carefully and ethically, appreciation matters. Thank-you messages, public shout-outs, or featuring customer reviews on social media can reinforce positive behavior without crossing ethical lines. Customers who feel appreciated are more likely to engage again—and recommend you to others.

Use Social Media as a Review Reminder

Social platforms offer a low-pressure way to remind customers that reviews matter. Posting customer testimonials, sharing screenshots of reviews, or thanking reviewers publicly subtly encourages others to join in. It creates social momentum without direct asking. When customers see peers being recognized, participation often follows.

Ask the Right Customers First

Not every customer is the right fit for a review request. Focus on your best customers—repeat buyers, long-term clients, and those who regularly express satisfaction. These individuals already trust you and are more likely to leave thoughtful, positive feedback. Building a strong foundation of authentic reviews creates momentum that attracts even more.

Responding to Reviews Is Half the Strategy

Collecting reviews is only part of the equation. Responding to them—especially thoughtfully—reinforces trust and shows that you value feedback. When customers see businesses engaging with reviews, they feel their voice matters. This responsiveness also signals professionalism to future customers reading through your feedback.

Normalize Reviews as Ongoing, Not Occasional

The most successful review strategies are consistent. Instead of asking in bursts, integrate review requests into regular workflows. When reviews are collected steadily over time, they feel more authentic and credible—and they carry more weight with potential customers.

Turn Reviews into Stories

Reviews shouldn't live in isolation. Featuring them in newsletters, on your website, or in marketing materials reinforces their value and shows appreciation. When customers see their words shared, it deepens emotional connection and encourages others to contribute their own experiences.

Getting reviews from your best customers doesn't require pressure or gimmicks—it requires intention, timing, and authenticity. By asking at the right moments, making the process easy, personalizing requests, and showing genuine appreciation, small businesses can turn happy customers into powerful advocates.

In 2026, reviews are more than feedback—they're trust signals. And when collected thoughtfully, they become one of the most valuable assets your business can build.



across all platforms, even if you're only actively posting on a few.

Once you know where you're active, revisit your goals. Why are you using social media in the first place? Is the goal to drive website traffic, generate leads, build brand awareness, support customer service, or increase in-store visits? Many businesses post out of habit rather than intention. A social media audit forces clarity. If a platform doesn't support your current goals, it may not deserve your energy.

Next, take a closer look at your audience. Who is actually following you, and does that align with who you want to reach? Review basic demographic insights such as age, location, and active times. Pay attention to engagement patterns—who comments, who shares, and who saves your content. An engaged, relevant audience is far more valuable than a large but passive one.

The first step in any social media audit is taking inventory. Start by listing every social media account associated with your business, including platforms you may no longer actively use. This often reveals forgotten profiles, outdated bios, or inconsistencies in branding. In 2026, consistency matters more than ever. Your name, logo, contact information, and brand voice should align

Content analysis is where the audit really comes to life. Review your posts from the past three to six months and look for patterns. Which posts performed best? Which formats—photos, videos, carousels, Reels—generated the most engagement? Often, a few content types clearly outperform the rest. These are your clues. A successful audit isn't about spotting failures; it's about identifying what's

already working so you can do more of it.

As you review content, pay attention to messaging and tone. Does your content sound like it's coming from a human or a brand trying too hard to sell? In 2026, audiences respond best to authenticity, clarity, and value. Educational posts, behind-the-scenes content, relatable stories, and community-focused updates often outperform promotional messaging. If your feed feels overly sales-heavy, that's an important insight—not a setback.

Consistency is another key area to evaluate. This doesn't mean posting every day; it means showing up reliably. A social media audit should reveal whether your posting schedule supports visibility and engagement or creates long gaps that disrupt momentum. If consistency feels impossible, the issue may not be effort—it may be an unrealistic content plan.

Hashtags, captions, and calls to action also deserve attention. Are you using hashtags strategically or repeating the same ones out of habit? Are captions clear, engaging, and easy to read? Do posts invite interaction, or do they end without direction? Small adjustments here often lead to noticeable improvements without increasing workload.

Engagement is a two-way street, and your audit should reflect that. Review how often you respond to comments, messages, and mentions. Social media is not just a broadcasting tool—it's a conversation channel. Businesses that actively engage build stronger relationships and signal credibility to both existing and potential customers.

Another important part of the audit is link performance. If you're directing followers to your website, online shop, booking page, or email list, are those links actually being clicked? If not, the issue may lie in the offer, the placement, or the messaging—not the audience. Your audit helps pinpoint where friction exists.

It's also helpful to review competitors or similar businesses during your audit. This isn't about comparison—it's about context. What types of content are they posting?

How are they engaging their audience? Are there gaps you could fill or ideas you could adapt in a way that fits your brand? Competitive insight often sparks clarity rather than pressure.

Metrics matter, but simplicity wins. You don't need to track everything. Focus on a small set of meaningful metrics aligned with your goals—engagement rate, profile visits, website clicks, saves, and conversions. These numbers tell a clearer story than likes alone. A simple spreadsheet or notes document is often enough to track trends over time.

Once you've gathered insights, the most important step is action. A social media audit only works if it leads to change. That might mean dropping a platform, doubling down on video, adjusting your content mix, or clarifying your messaging. Even one or two strategic changes

can significantly improve performance.

A social media audit should not be a one-time task. In a fast-moving digital landscape, quarterly or biannual audits help ensure your strategy stays aligned with your business and your audience. The goal isn't perfection—it's progress.

Conducting a simple social media audit allows small business owners to cut through the noise and focus on what truly works. By reviewing platforms, goals, audience, content, engagement, and performance metrics, you gain clarity and direction without complexity. In 2026, the most effective social media strategies aren't built on constant posting—they're built on intentional reflection and informed adjustment. A well-timed audit turns effort into impact and keeps your social presence working for you, not against you.



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FUN FACTS

February may be the shortest month of the year, but it's packed with character! Named after Februa, an ancient Roman festival of purification, this month was all about clearing out the old to make way for the new—kind of like history's original "spring cleaning."

History of Marketing in February:

- February 1, 1982: The first-ever Super Bowl commercial for Apple aired during Super Bowl XVI—marking the early days of what would become one of the most iconic ad platforms in the world
- February 4, 2004: Facebook launched at Harvard University, revolutionizing digital marketing and ushering in the era of social media advertising and influencer marketing.
- February 7, 2010: The Old Spice "The Man Your Man Could Smell Like" campaign debuted during Super Bowl XLIV. It went viral almost instantly, becoming one of the most talked-about marketing campaigns of the decade.
- February 8, 1996: The Communications Decency Act was signed into law, which included early attempts to regulate internet content, opening up legal discussions around online advertising and marketing that still exist today.
- February 10, 2014: Oreo launched its "#OreoSnackHacks" campaign, a prime example of clever brand storytelling on social media, proving the power of snackable content and creative engagement.
- February 11, 2005: YouTube was registered as a domain, setting the stage for one of the most powerful platforms for video marketing and brand storytelling.

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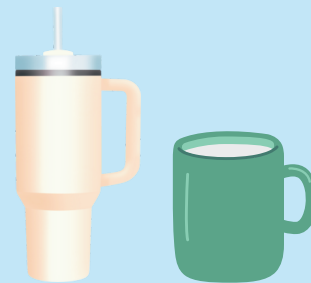
2026 **PROMO** PRODUCT TRENDS

Consumers are looking for promo products that feel intentional, not incidental. They want items that tell a story, align with their values and serve a real purpose in their daily lives. When companies deliver on those expectations, merch transforms from a giveaway into a genuine connection.



1. Apparel

Comfort, confidence, daily use
"Feels like something I'd buy myself"



2. Drinkware

Daily ritual, reusable, eco-conscious
"Part of my routine"



3. Tech

Smart, portable, modern
"Makes the brand feel current"



4. Eco Products

Sustainable and values-driven
"It's not just stuff, it's a statement."



5. Bags / Travel

Utility and visibility
"I take it everywhere."



6. Wellness

Health, care and mindfulness
"Feels thoughtful and human."

LOCAL BUSINESS MARKETING SUCCESS



PODCAST

with

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FRANKLIN**



Our Mission is
to Triple the Sales
of 500 **Local, Small & Medium Size**
Service Companies!



 Marketing Partner

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5.0

