

M LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

January 2026

**The Power of
Personal
Branding
for Small
Business Owners**

**Why It Makes Sense
for Your Small
Business to Use a
Google-Certified
Company to Run
Your Google Ads**

**FROM
FOUNDER
TO
LEADER:**
*Evolving Your
Role as Your
Business
Grows*

**Short-
Form Video
Marketing:**
*What Works on
Reels, TikTok &
YouTube Shorts*

Infographic:
*Small Business
Website Mistakes
to Avoid*

**Taking
Advantage
of the ADA
Tax Credit to
Make Your
Website ADA
Compliant**

FREE!

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Welcome to the January Issue!

A new year brings fresh opportunity, and now is the time to sharpen your brand, clarify your role, and fine-tune your strategy for 2026 and beyond. This month, we're kicking things off with smart insights to help you lead with purpose and market with impact.

Inside this issue:

- The Power of Personal Branding – Stand out in a crowded market by showcasing who you are.
- From Founder to Leader – How to grow your leadership skills as your business evolves.
- ADA Tax Credit Tips – Make your website accessible and save money doing it.
- Short-Form Video Marketing – What's working right now on Reels, TikTok, and YouTube Shorts.
- Why Google-Certified Matters – The benefits of outsourcing your ads to a certified expert.
- Infographic: Website Mistakes to Avoid – Common pitfalls that hurt small business websites (and how to fix them).

Here's to a year of bold moves, smart marketing, and confident leadership. If this issue helps you spark a new idea or goal, we'd love for you to share it with another business owner.

Wishing you success in 2026 and beyond,

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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Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

January

National Blood Donor Month
Poverty Awareness Month
Eye Care Month
Family Fit Lifestyle Month
Financial Wellness Month

1st – New Year’s Day
1st – Polar Bear Plunge Day
2nd – Science Fiction Day
4th – Spaghetti Day
4th – Trivia Day
6th – Bean Day
8th – Bubble Bath Day
9th – Law Enforcement Appreciation Day
11th – Milk Day
13th – Gluten Free Day
14th – Dress Up Your Pet Day
19th – Martin Luther King Jr. Day (Observed on the 3rd Monday in January)

15th – Hat Day
16th – Hot & Spicy Food Day
18th – Winnie the Pooh Day
19th – Popcorn Day
20th – Cheese Lover’s Day
20th – Take a Walk Outdoors Day
21st – National Hugging Day
23rd – Pie Day
24th – Compliment Day
24th – Peanut Butter Day
25th – Opposite Day
26th – Spouse’s Day
27th – Chocolate Cake Day
27th – Holocaust Remembrance Day
28th – Lego Day
29th – National Puzzle Day
30th – Croissant Day
31st – Backward Day
31st – Hot Chocolate Day

February

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

1st – National Freedom Day
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 (3rd Monday of February)
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



The Power of
Personal Branding
for Small Business Owners

Walk into any successful small business and you'll often notice something immediately: people don't just know the company—they know the person behind it. In today's marketplace, where consumers crave connection as much as quality, personal branding has become one of the most powerful tools a small business owner can leverage. It's no longer enough to hide behind a logo. People want to know who they're buying from, why that business exists, and what it stands for.

Personal branding isn't about self-promotion or becoming an influencer. At its core, it's about trust. When customers feel like they know you, they feel more confident choosing you. In a crowded digital world where options are endless, familiarity becomes a differentiator—and personal branding creates that familiarity at scale.

For small business owners, this shift is especially important. Large corporations rely on massive budgets and brand recognition. Small businesses rely on relationships. Your personal story, values, expertise, and voice can humanize your brand in a way no corporate campaign ever could. When done well, personal branding doesn't overshadow your business—it strengthens it.

The rise of social media and content platforms has accelerated this trend. Consumers now expect access. They want to see the face behind the business, hear the perspective of the

owner, and understand the passion that drives the work. According to a 2025 Edelman Trust Barometer report, people are significantly more likely to trust businesses whose leaders are visible, relatable, and transparent. Trust, once again, sits at the center of buying decisions.

Personal branding begins with clarity. Who are you as a leader? What do you believe in? What problems do you solve better than anyone else? A strong personal brand isn't about being everything to everyone—it's about being unmistakably yourself. Consistency in tone, message, and values is what turns recognition into credibility.

One of the most overlooked aspects of personal branding is expertise. Small business owners often underestimate how valuable their knowledge is. Whether you're a contractor, consultant, retailer, or service provider, your experience positions you as a guide. Sharing insights, lessons learned, and practical advice

builds authority organically. Over time, people don't just see you as a business owner—they see you as a trusted expert.

Visibility plays a key role here. When owners show up consistently—on social media, in videos, through blogs, podcasts, or speaking engagements—they create touchpoints that keep them top of mind. Visibility doesn't require perfection. In fact, authenticity outperforms polish. A thoughtful post, a behind-the-scenes video, or a personal reflection often resonates more than a perfectly scripted message.

There's also a powerful emotional component to personal branding. People don't remember bullet points—they remember stories. Sharing your journey, challenges, wins, and even missteps helps audiences connect on a human level. It reminds customers that your business isn't a faceless entity—it's built by someone who understands risk, effort,



and resilience.

For employees and partners, personal branding matters too. Leaders who show up authentically create stronger internal cultures. When teams understand who their leader is and what they stand for, alignment improves. Employees are more engaged when they feel connected to the mission and confident in the leadership behind it.

Personal branding also strengthens marketing effectiveness. When your audience already knows and trusts you, your marketing feels less like advertising and more like a conversation. Announcements, launches, and promotions land differently when they come from a familiar voice. The relationship is already there—marketing simply activates it.

Of course, with visibility comes responsibility. Authentic personal branding requires consistency between words and actions. If your online presence promotes values that don't align with your real-world behavior, trust erodes quickly. The strongest personal brands are rooted in truth and reinforced daily through leadership decisions, customer interactions, and company culture.

Another common misconception is that personal branding is only for extroverts. In reality, some of the most



compelling personal brands are built quietly—through thoughtful writing, insightful commentary, and consistent presence. It's not about volume; it's about resonance. There's room for every personality style in personal branding.

As businesses grow, personal branding evolves as well. Early on, it may center around hands-on expertise and daily operations. Over time, it often shifts toward vision, leadership, and mentorship. This evolution allows the brand to scale while keeping the personal connection intact. Customers grow with you because they understand the journey.

Personal branding also acts as a long-term asset. Algorithms change. Platforms rise and fall. But a strong personal reputation transcends trends. When people associate your name with trust, quality, and integrity, that reputation

carries across industries, ventures, and seasons of growth.

Importantly, personal branding doesn't mean making everything about yourself. The goal is not ego—it's impact. The most effective personal brands shine a light on customers, employees, partners, and community. They elevate others while providing leadership and perspective. That balance builds credibility rather than self-promotion fatigue.

In a world increasingly shaped by automation and artificial intelligence, personal branding offers something technology can't replicate: humanity. People want connection in an age of efficiency. They want to buy from people who feel real, relatable, and aligned with their values. That desire isn't fading—it's growing.

The power of personal branding lies in its ability to humanize business. For small business owners, it creates trust, differentiation, and lasting connection in a crowded marketplace. By showing up with clarity, authenticity, and consistency, owners transform their name into an asset—one that strengthens marketing, builds loyalty, and supports long-term growth. In the end, people don't just buy from businesses—they buy from people they believe in.



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FROM FOUNDER TO LEADER: *Evolving Your Role as Your Business Grows*

Every business begins with a founder's vision. In the early days, that vision is deeply personal—fueled by grit, long hours, and a hands-on approach to everything from sales to service to strategy. Founders wear every hat because they have to. But as a business grows, something subtle—and often uncomfortable—happens. The very behaviors that once drove success can begin to limit it. Growth demands evolution, and the most critical evolution of all is the founder's role.

At the startup stage, founders are doers by necessity. Decisions are fast, processes are informal, and success often hinges on personal hustle. You are the brand, the problem-solver, and the safety net. This intensity builds momentum, but it's not sustainable forever. What works for a team of two does not scale to a team of twenty—or two hundred. The challenge many founders face is recognizing when it's time to step back from the doing and step into leading.

The transition from founder to leader is less about letting go of control and more about redefining impact. Instead of asking, “What can I do today?” the question becomes, “What can I build that enables others to succeed?” This shift requires a new mindset—one that prioritizes clarity, alignment, and long-term vision over daily execution.

One of the earliest signs that a founder’s role must evolve is bottlenecking. When every decision, approval, or idea has to run through one person, growth slows. Teams become dependent instead of empowered, and momentum stalls. Strong leaders recognize this not as a failure, but as a signal. The business is ready for structure, delegation, and trust.

Delegation, however, is one of the hardest skills for

founders to master. Letting go can feel risky, especially when the business carries your name, reputation, and financial future. But delegation isn’t abandonment—it’s multiplication. When founders invest time in training, setting expectations, and empowering others, they create capacity for growth that no amount of personal effort can match.

As the business expands, leadership also becomes more visible. Employees no longer just look to the founder for answers—they look for direction, consistency, and confidence. This is where leadership presence matters. How you communicate change, handle conflict, and model values sets the tone for the entire organization. Culture doesn’t emerge by accident; it reflects the behavior of those at the top.

Founders who successfully evolve understand that leadership is no longer about being the smartest person in the room. It’s about creating a room full of smart people who feel trusted to think, contribute, and challenge ideas. Great leaders ask better questions instead of providing all the answers. They listen more than they speak—and when they do speak, their words carry purpose and clarity.

Another critical evolution is moving from reactive to strategic thinking. Early-stage businesses often operate in survival mode, responding to whatever is most urgent. As a leader, your responsibility shifts toward what’s most important. That means carving out time for strategy, planning, and reflection—even when the inbox is full. Leaders don’t just manage today; they design tomorrow.

With growth also comes complexity. More clients, more employees, more systems. Leaders must learn to simplify without oversimplifying—to create processes that support consistency without stifling creativity. This balance is what separates strong leadership from micromanagement. Systems should guide people, not control them.



Emotional intelligence becomes increasingly important as teams grow. Founders who once worked independently must now navigate personalities, motivations, and dynamics. The ability to give feedback with empathy, manage stress without spreading it, and remain steady during uncertainty builds trust. Employees don't expect leaders to be perfect—they expect them to be self-aware and human.

There's also a personal evolution that happens during this transition. Many founders tie their identity closely to their work. As leadership responsibilities shift, it can feel like losing a part of yourself. But in reality, it's an expansion. Leadership allows founders to focus on vision, innovation, and impact—the reasons many started their business in the first place.

Successful leaders also learn when to bring in outside expertise. Whether it's hiring managers, building a leadership team, or seeking mentors, growth requires collaboration. No leader scales alone. Knowing when to ask for help isn't a weakness—it's a hallmark of maturity and confidence.

Communication, too, must



evolve. Informal updates and hallway conversations no longer suffice. Leaders must articulate vision clearly and repeatedly. People need to understand not just what the company is doing, but why it matters. Purpose-driven leadership keeps teams aligned, especially during periods of change or uncertainty.

As the business grows, accountability becomes shared. Leaders set goals, define metrics, and create ownership across the organization. This shift allows founders to move away from daily firefighting and toward guiding performance. When expectations are clear, teams rise to meet them.

The most effective leaders understand that growth is not just external—it's internal. They invest in their own development, whether through coaching, learning, or self-reflection. Leadership

is a skill set, not a title, and it evolves just like the business does.

Transitioning from founder to leader is not a single moment—it's a process. There will be missteps, recalibrations, and moments of discomfort. But those who embrace the evolution position their business—and themselves—for sustainable success.

Moving from founder to leader is one of the most important transitions a business owner will ever make. It requires shifting from doing to enabling, from reacting to strategizing, and from personal control to shared ownership. As businesses grow, leadership must grow with them. Founders who evolve their role don't lose influence—they expand it. By leading with clarity, trust, and vision, they create organizations that are not only successful, but resilient, scalable, and built to last.



Taking Advantage of the ADA Tax Credit to Make Your Website ADA Compliant

Why Website Accessibility Is No Longer Optional

Website accessibility has shifted from a “nice-to-have” feature to a business necessity. As more customers rely on digital channels to research, shop, book services, and communicate, an inaccessible website creates real barriers—and real risk. In 2026, accessibility is about inclusion, compliance, and smart business strategy. When we invest in an ADA-compliant website, we’re not

just checking a legal box; we’re expanding our reach, strengthening trust, and improving the experience for every visitor.

Understanding ADA Compliance in the Digital World

The Americans with Disabilities Act (ADA) was signed into law long before websites became essential business tools. Yet courts and regulators have increasingly interpreted the ADA to apply to digital experiences. In practice, this means business

websites should be usable by individuals with visual, auditory, motor, and cognitive disabilities. Accessibility guidelines typically follow the Web Content Accessibility Guidelines (WCAG), which focus on making content perceivable, operable, understandable, and robust.

The Hidden Cost of an Inaccessible Website

An inaccessible website can quietly cost businesses in multiple ways. Users may leave out of frustration,

search engines may rank the site lower, and legal exposure continues to rise. ADA-related website lawsuits have increased significantly over the past several years, particularly for small and mid-sized businesses that assumed compliance didn't apply to them. The reality is simple: accessibility issues can be expensive—but fixing them doesn't have to be.

Introducing the ADA Tax Credit (Section 44)

Many small business owners are surprised to learn that the federal government actually offers financial help to offset the cost of accessibility improvements. The Disabled Access Credit—commonly referred to as the ADA tax credit—is designed to encourage small businesses to remove barriers for people with disabilities. This includes physical spaces and digital assets, such as websites.

Who Qualifies for the ADA Tax Credit

The credit is available to eligible small businesses that either earned \$1 million or less in gross receipts in the previous tax year or employed 30 or fewer full-time employees. If your business meets either of these

criteria, you may qualify. This makes the credit especially valuable for local businesses, professional service providers, retailers, contractors, and nonprofits.

How Much Is the ADA Tax Credit Worth?

The credit covers 50% of eligible accessibility expenses, up to a maximum credit of \$5,000 per year. Eligible expenses range from \$250 to \$10,250, meaning the first \$250 is excluded, and half of the remaining amount can be claimed. For many businesses, this can significantly reduce the out-of-pocket cost of bringing a website into compliance.



Yes—Website Accessibility Costs Can Qualify

One of the most important clarifications for business owners is that website accessibility improvements often qualify for the credit. This can include costs related to accessibility audits, remediation work, developer updates, accessible design enhancements, alternative text for images, keyboard navigation improvements,

captioning, and screen reader compatibility. The IRS has recognized digital accessibility as a legitimate barrier-removal expense.

What ADA-Compliant Website Improvements Typically Include

An ADA-compliant website is designed so that users with disabilities can navigate and interact with content effectively. This often includes proper heading structure, sufficient color contrast, descriptive alt text for images, captions for videos, accessible forms, logical navigation, and compatibility with assistive technologies. Interestingly, many of these improvements also enhance usability for all

visitors—not just those with disabilities.

Why Accessibility Improves SEO and User Experience

There's a strong overlap between accessibility best practices and search engine optimization. Clean code, structured headings, descriptive links, alt text, and fast load times benefit both users and search engines. An accessible website tends to be easier to crawl, understand, and rank. In other words, ADA compliance often improves visibility while reducing friction—a rare win-win.

Timing Matters: Accessibility Is Not a One-Time Fix

Accessibility is an ongoing commitment, not a one-and-done project. Websites change, content is added, and standards evolve. However, many businesses begin with an accessibility audit and remediation plan, then maintain compliance through periodic reviews. The ADA tax credit can typically be applied annually, making it easier to budget for ongoing improvements rather than postponing updates indefinitely.

Documentation Is Key for Claiming the Credit

To take advantage of the ADA tax credit, businesses should keep detailed records of expenses related to accessibility improvements. Invoices, contracts, descriptions of work completed, and proof of payment are essential. When filing taxes, the credit is claimed using IRS Form 8826. A qualified accountant or tax professional can help ensure the credit is applied correctly and strategically.

Why Waiting Can Cost More Than Acting

Many businesses delay accessibility upgrades out of uncertainty or fear of cost. Ironically, waiting often leads to higher expenses—whether through rushed remediation,

lost customers, or legal action. Proactive accessibility improvements, supported by the tax credit, are far more cost-effective than reactive fixes under pressure.

Accessibility Reflects Brand Values

Beyond compliance and cost savings, accessibility sends a powerful message about who you are as a business. It signals empathy, professionalism, and social responsibility. Customers increasingly choose brands that reflect their values, and inclusivity is a value that resonates strongly across generations.

Working with the Right Professionals Matters

Not all web developers or agencies approach accessibility correctly. ADA compliance requires both technical expertise and an understanding of accessibility standards. Partnering with professionals who understand WCAG guidelines and accessibility testing tools ensures your investment delivers meaningful results—and qualifies for the tax credit when applicable.

Small Changes Can Make a Big Impact

Accessibility improvements don't always require a full website rebuild. In many cases, targeted updates can dramatically improve

compliance and usability. Addressing the most critical barriers first allows businesses to make progress quickly while spreading costs over time—often maximizing the benefit of the tax credit in the process.

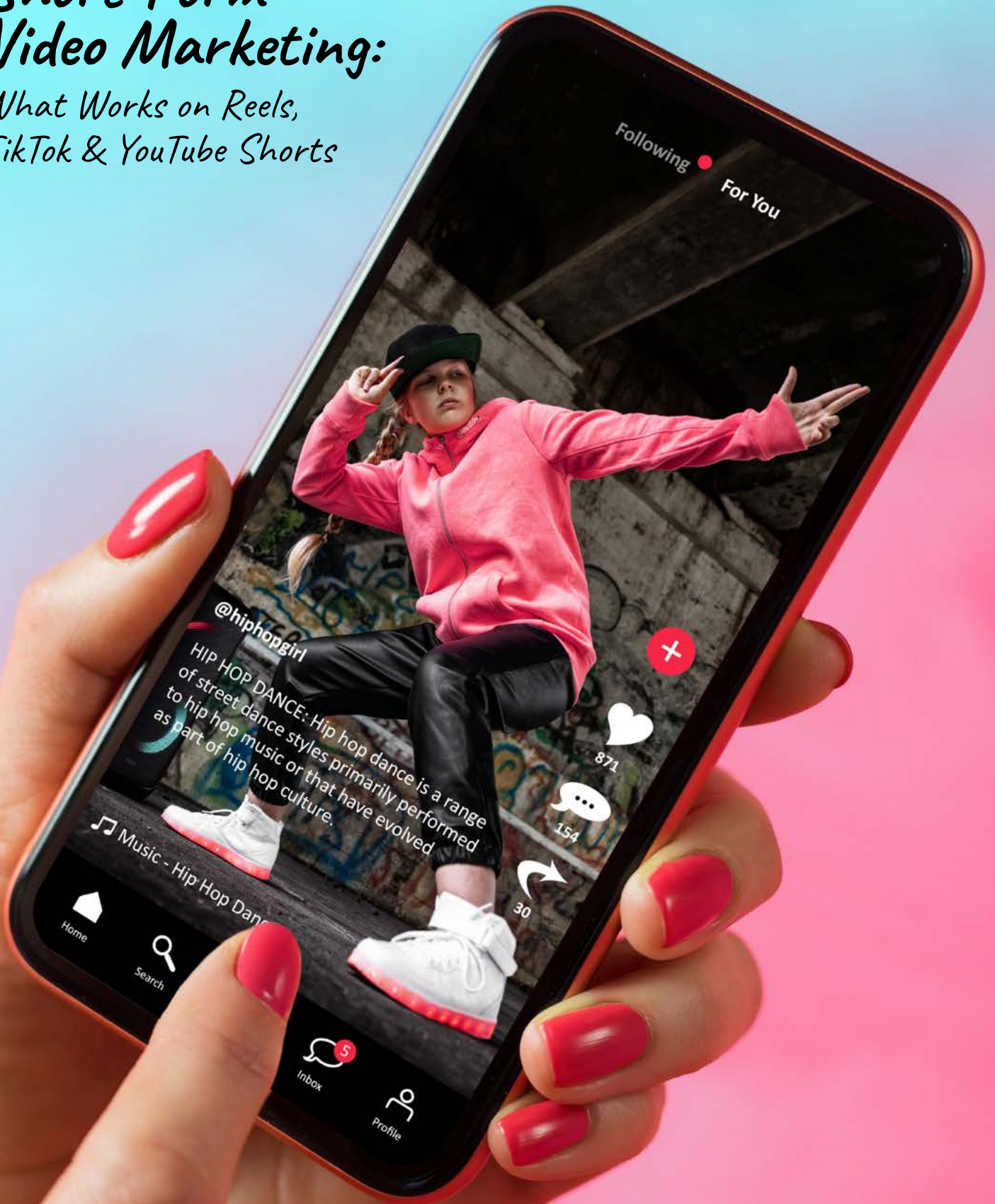
Accessibility Is a Strategic Advantage in 2026

As digital expectations rise, accessible websites stand out. They serve wider audiences, reduce risk, improve performance, and demonstrate leadership. In a competitive market, businesses that prioritize accessibility are positioning themselves ahead of the curve rather than scrambling to catch up.

Making your website ADA compliant is not just a legal consideration—it's a smart, forward-thinking business move. With the ADA tax credit available to offset costs, small businesses have a powerful incentive to act now rather than later. By improving accessibility, we expand our reach, enhance user experience, strengthen our brand, and reduce risk—all while taking advantage of a valuable federal credit supported by the Internal Revenue Service. In 2026, accessibility isn't an expense to avoid; it's an investment that pays dividends in trust, performance, and long-term success.

Short-Form Video Marketing:

What Works on Reels, TikTok & YouTube Shorts



Short-form video has gone from a trendy experiment to a core marketing channel in record time. In 2026, it's no longer a question of if small businesses should be using short-form video—but how they should be using it effectively. With shrinking attention spans and endless content competing for eyeballs, platforms like Instagram Reels, TikTok, and YouTube Shorts have reshaped how brands connect with audiences. When done right, short-form video doesn't just entertain—it drives awareness, trust, and action.

What makes short-form video so powerful is its ability to meet people exactly where they are. Consumers scroll quickly, decide instantly, and engage emotionally. These platforms reward content that feels authentic, relatable, and human—not overly polished or sales-heavy. In many ways, short-form video is less about production value and more about perspective. It invites businesses to show up as people, not billboards.

Across platforms owned by Meta, including Instagram Reels, storytelling reigns supreme. Reels that perform well tend to feel casual and personal—behind-the-scenes clips, quick tips, before-and-after transformations, and day-in-the-life content consistently outperform traditional promotional videos. The goal isn't perfection; it's connection.

Viewers want to feel like they're getting a glimpse behind the curtain, not watching a commercial.

TikTok, powered by TikTok, has set the tone for what short-form video success looks like across the digital landscape. Trends move fast, but authenticity moves faster. Videos that lean into humor, storytelling, education, or raw honesty tend to gain traction, even from accounts with small followings. TikTok's algorithm favors content that keeps people watching—not content with the biggest budgets. That levels the playing field for small businesses willing to experiment and show personality.

One of the biggest misconceptions about short-form video is that it must be trendy to work. While trends can help with visibility, they're not required for results. In fact, educational content often outperforms trend-based videos for businesses. Quick "how-to" clips, myth-busting videos, FAQs, and industry insights position a business as helpful and knowledgeable—two traits that build trust quickly. Teaching something valuable in 30 seconds can be more impactful than chasing the latest audio trend.

YouTube Shorts, supported



by Google, offers a slightly different advantage. While it shares the vertical, short-form format, Shorts benefit from YouTube's search-driven ecosystem. This makes Shorts particularly effective for evergreen content—quick tips, previews, highlights, and educational snippets that can continue gaining views over time. Businesses already investing in long-form video or blogs can repurpose content into Shorts, extending reach without starting from scratch.

Across all platforms, the first three seconds matter more than anything else. Attention is earned instantly—or lost. Strong hooks are critical. This might be a bold statement, a relatable question, a visual surprise, or a promise of value. "Did you know...?" "Stop

scrolling if...” and “Here’s what no one tells you about...” remain effective because they spark curiosity. Without a compelling opening, even the best message gets skipped.

Consistency also plays a major role in short-form video success. Posting once a month won’t move the needle. Algorithms favor accounts that show up regularly, even if the content isn’t perfect. Many successful small businesses commit to posting two to four short-form videos per week. Over time, consistency builds familiarity, and familiarity builds trust. Audiences begin to recognize faces, voices, and brand tone—turning casual viewers into loyal followers.

Another common thread among high-performing videos is clarity. The best short-form videos focus on one idea, one message, or one takeaway. Trying to cram too much into 30 seconds creates confusion. Simple, focused videos perform better because they’re easier to understand—and easier to remember. If a viewer can summarize your video in one sentence, you’re doing it right.

Captions and on-screen text have also become essential. Many users watch videos with the sound off, especially on Reels and Shorts. Adding text ensures your message lands regardless of audio. Clear captions, subtitles, and highlighted keywords increase

retention and accessibility while reinforcing the main point. This small detail often makes the difference between a scroll and a save.

Call-to-action strategy matters in short-form video, but subtlety wins. Hard sells rarely perform well. Instead of “Buy now,” successful videos invite viewers to “Follow for more tips,” “Save this for later,” or “Check the link in our bio.” These softer CTAs align with how people consume short-form content—quickly and casually—while still guiding them toward the next step.

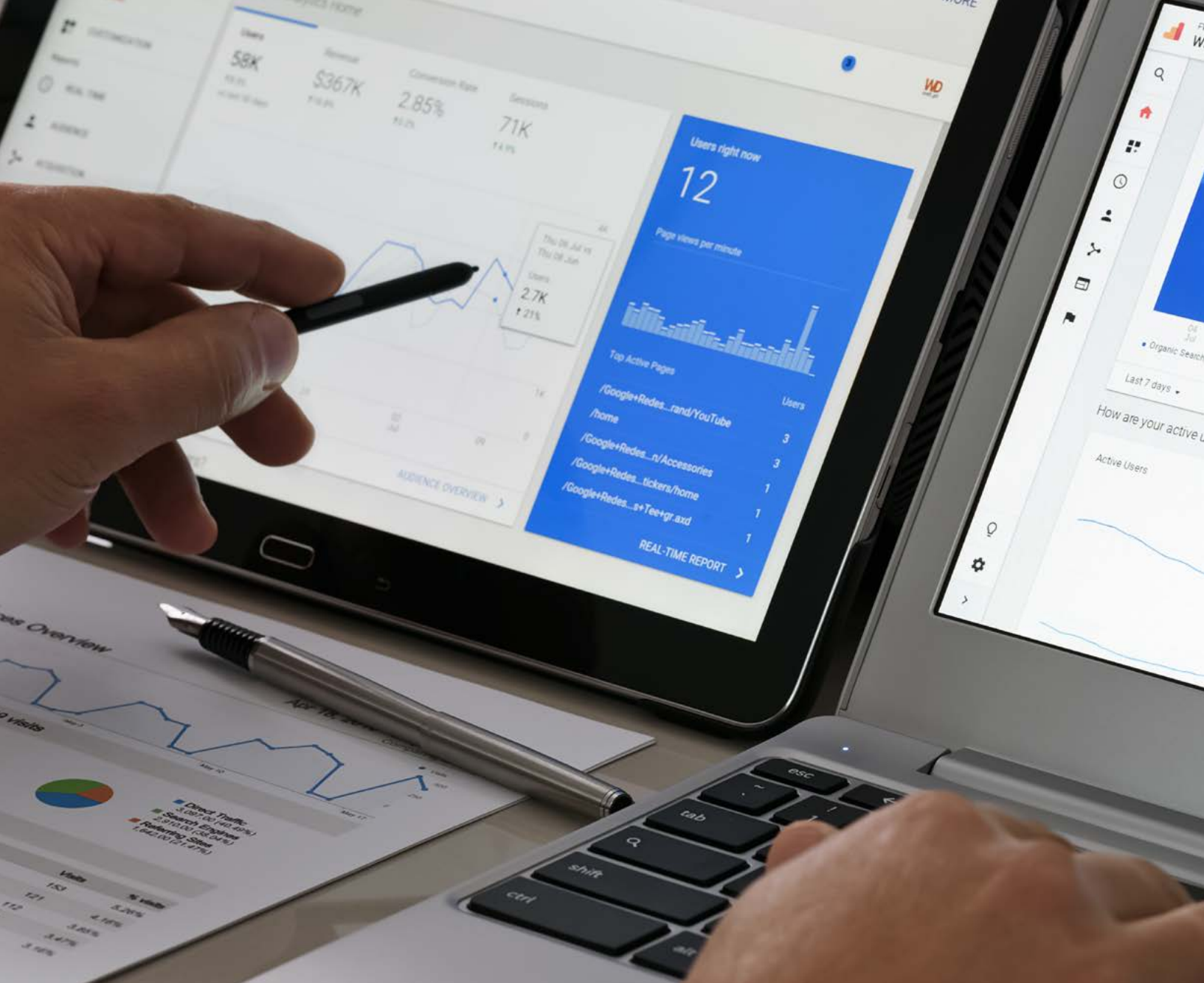
Short-form video also thrives on repetition and series-based content. Businesses that create recurring formats—weekly tips, FAQs, client spotlights, or themed segments—train audiences on what to expect. This builds anticipation and boosts return viewership. A familiar structure makes content creation easier and helps viewers connect your brand with a specific type of value.

It’s also important to remember that not every video will go viral—and that’s okay. The goal of short-form video marketing isn’t overnight fame; it’s sustained visibility. Many videos quietly build awareness, reinforce credibility, and support other marketing efforts like email, SEO, and paid ads. Success often shows up as increased website traffic, better brand

recognition, or warmer leads—not just likes and views.

Analytics play a key role in refining your approach. Watch time, saves, shares, and profile visits often matter more than raw views. These metrics reveal what content resonates most deeply. Over time, patterns emerge—certain topics, formats, or tones consistently outperform others. Let data guide refinement rather than guessing what might work. Perhaps the most important mindset shift for small businesses is this: short-form video is not about being perfect—it’s about being present. Audiences are drawn to real people, real stories, and real experiences. A shaky phone video with genuine insight will outperform a polished video with no soul every time.

Short-form video marketing works in 2026 because it feels human, immediate, and engaging. On Reels, TikTok, and YouTube Shorts, the content that performs best is clear, authentic, consistent, and value-driven. Small businesses don’t need massive budgets or viral luck—they need a willingness to show up, experiment, and connect. When short-form video is used strategically, it becomes one of the most powerful tools for building trust, visibility, and momentum in today’s digital landscape.



Why It Makes Sense for Your Small Business to Use a Google-Certified Company to Run Your Google Ads

Running Google Ads can feel deceptively simple. Set a budget, choose some keywords, write an ad, and wait for the leads to roll in—at least that's how it's often portrayed. But many small business owners quickly discover that without the right strategy, Google Ads can drain budgets faster than it generates results. In 2026, with increased competition and smarter algorithms, expertise matters more than ever. That's where working with a Google-certified company becomes a strategic advantage rather than a luxury.

At its core, Google Ads is one of the most powerful advertising platforms available to small businesses. It allows you to reach customers at the exact moment they're searching for your



platform works, not just in theory, but in practice. Certification requires ongoing education, regular testing, and up-to-date knowledge of best practices. In an environment where Google updates its advertising tools and policies constantly, staying current isn't optional—it's essential. Certified teams are trained to adapt as the platform evolves, rather than relying on outdated tactics that no longer perform.

One of the biggest misconceptions among small business owners is that Google Ads success is tied solely to budget. While spend matters, strategy matters more. A certified company knows how to make your dollars work harder. Through smart campaign structure, keyword intent analysis, and continuous optimization, they focus on efficiency—not just visibility. This often results in lower cost-per-lead, higher conversion rates, and stronger overall ROI.

Another key advantage is access to advanced tools and insights. Companies that participate in the Google Partners ecosystem often receive early access to new features, beta programs, and platform insights directly from Google. This insider perspective allows certified agencies to test and implement new strategies before they become mainstream, giving their

clients a competitive edge.

Certified companies also understand how to align Google Ads with your broader marketing strategy. Google Ads does not operate in a vacuum. It performs best when it's connected to a strong website, clear messaging, effective landing pages, and accurate conversion tracking. Certified professionals know how to bridge the gap between paid search and your overall customer journey, ensuring that clicks turn into meaningful actions—not just traffic.

For small businesses, wasted ad spend is one of the most frustrating experiences. Without expert oversight, it's easy to spend money on irrelevant searches, poorly matched keywords, or ineffective ad copy. Google-certified teams are trained to identify and eliminate inefficiencies quickly. They monitor search terms, adjust bids, refine targeting, and pause underperforming campaigns before budgets spiral out of control.

There's also the matter of compliance and policy management. Google Ads policies are strict and frequently updated. A single violation—intentional or not—can result in disapproved ads or suspended accounts. Certified companies are well-versed in these

product or service. That level of intent is unmatched. However, the same power that makes Google Ads effective also makes it complex. Bidding strategies, audience signals, quality scores, conversion tracking, and campaign structure all influence performance—and getting any one of these wrong can quietly undermine your results.

A Google-certified company has demonstrated a deep understanding of how the

policies and know how to navigate gray areas safely. This reduces risk and ensures campaigns stay active and compliant.

Transparency is another major benefit. Reputable Google-certified companies understand that small business owners want clarity, not confusion. They provide clear reporting, explain what metrics actually matter, and translate performance data into real-world business outcomes. Instead of vague statements about “impressions” and “clicks,” you gain insight into leads, calls, bookings, and revenue impact.

Time is an often-overlooked factor. Managing Google Ads properly requires ongoing attention—testing ad copy, reviewing performance, adjusting budgets, and responding to trends. For small business owners already juggling operations, sales, staffing, and customer service, this time investment is rarely realistic. Partnering with a certified company allows you to focus on running your business while experts manage and optimize your campaigns behind the scenes.

Certified companies also bring an objective perspective. It’s easy for business owners to make emotional decisions about ads—pushing promotions that feel important internally but don’t align with search

behavior. Experienced Google Ads professionals rely on data, not assumptions. They test messaging, analyze intent, and let performance guide decisions. That discipline often leads to better outcomes than gut instinct alone.

Another advantage lies in scalability. As your business grows, your advertising needs change. A Google-certified company can help you scale intelligently—expanding into new services, locations, or audiences without sacrificing efficiency. They know when to increase budgets, when to diversify campaigns, and



when to pull back. This kind of strategic scaling prevents growth from becoming chaotic or costly.

It’s also worth noting that certification isn’t a one-time achievement. Google requires certified professionals to re-test and stay current, which means your campaigns benefit from ongoing education and evolving expertise. In a platform driven by automation, AI, and machine learning, that continuous learning curve matters. What worked last year may not work today—and certified teams know how to adjust accordingly.

Perhaps most importantly, working with a Google-certified company builds confidence. You know your advertising is being handled by professionals who understand both the technical side of the platform and the business realities of small companies. That peace of mind has value. It allows you to make marketing decisions proactively rather than reactively.

In 2026, Google Ads is no longer a “set it and forget it” channel. It’s a dynamic, data-driven system that rewards expertise and punishes guesswork. Small businesses that treat it casually often struggle, while those that invest in professional management see consistent, measurable results.

Using a Google-certified company to manage your Google Ads simply makes sense for small businesses that want smarter spending, stronger performance, and sustainable growth. Certified professionals bring strategic insight, platform expertise, policy knowledge, and continuous optimization to a channel that has become increasingly complex. Instead of gambling with your ad budget, you gain a partner focused on turning clicks into customers. In a competitive digital landscape, that expertise isn’t just helpful—it’s a decisive advantage.

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FUN FACTS

January gets its name from Janus, the Roman god with two faces—one looking back at the past, the other toward the future—making him the perfect symbol for new beginnings. As the gateway to a brand new year, January is packed with fresh starts, wild resolutions, and that magical “anything is possible” energy. From ancient Roman festivities to modern midnight countdowns and glittering ball drops, January has always been the month where hope and celebration collide.

- January 1, 1983: The internet was officially born when ARPANET adopted the TCP/IP protocol, allowing different networks to connect and communicate for the first time.
- January 8, 1935: Elvis Presley, the “King of Rock and Roll,” was born in Tupelo, Mississippi, forever changing the music industry and pop culture.
- January 15, 2001: Wikipedia was launched, creating the world’s largest free encyclopedia written and edited by volunteers across the globe.
- January 20, 2009: Barack Obama was inaugurated as the 44th President of the United States, becoming the first African American to hold the office.
- January 24, 1984: Apple introduced the Macintosh computer with its iconic “1984” Super Bowl ad, revolutionizing personal computing and design.
- January 28, 1986: The Space Shuttle Challenger tragically exploded just 73 seconds after launch, a devastating moment in space exploration history that led to major reforms at NASA.

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THE 7 WEBSITE MISTAKES

Small Business Owners Make

How these mistakes hurt growth, leads, and long-term success



1

Not Understanding Your Website's Purpose

Your website should support your business strategy and contribute to revenue — not just exist online.



2

Thinking Web Development Is Rocket Science

Modern websites should be simple to manage, update, and scale without unnecessary complexity.



3

Using a Private Proprietary Platform

Closed platforms limit flexibility, ownership, and long-term growth compared to open systems like WordPress.



4

Waiting to Write Content Until Design Is Finished

Content drives structure, SEO, and conversions — it should guide the design, not follow it.



5

Paying for Features You Don't Need

Extra tools and add-ons often increase costs without improving performance or results.



6

Focusing on Traffic Instead of Conversions

Visitors only matter if they take action — calls, forms, bookings, or purchases.



7

Not Having a Promotion Plan Before Launch

A website needs visibility from day one through search, social, and marketing channels.



What a Successful Website Does Instead

- ✓ Supports business goals
- ✓ Is easy to manage and scale
- ✓ Converts visitors into customers
- ✓ Is optimized for search engines
- ✓ Has a promotion strategy built in

A website isn't just a digital brochure — it's a business tool.

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