

Clicks

The Online Marketing Guide for Small Business

Help Your Business Survive The

RECESSION

With These 5 Expert

STRATEGIES!

EMAIL MARKETING

SMS MARKETING

What's Best for Your Business?



10 Most Common

DIGITAL MARKETING

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Why is

PAGE SPEED

So significant?

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Economists predict that the UK's economy will enter a recession by late next year or early 2024 as inflation ripples through the global economy.

With a recession on the horizon, businesses and industry leaders are in uncharted territory. Is digital marketing a good approach during an economic downturn? To put it simply, Yes and read on to learn exactly why!

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Digital marketing can help you promote your company, brand, and products or services. There is an audience to be reached online, as well as reputation to be established.

However, there is more effective and less effective ways to approach digital marketing. Check out these common mistakes to ensure you're doing it right!

Why is Page Speed so Significant

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When it comes to the performance of your website, page speed is vital. A shocking 90% of visitors will leave a site if it takes longer than five

seconds to load. The speed of a website has a significant impact on user experience, SEO, and conversion rates. Improving website performance is critical for attracting visitors and keeping them engaged. Here are some steps that you can take with your developer to make your website load faster:

Welcome To Clicks Magazine

Thanks for checking out my 14th issue of Clicks, the online marketing resource guide for small business. Each month I will be covering topics that resonate with local businesses just like yours.

My goal is simple. I want to enable you to do big things online, and it all starts by breaking down the complexities of marketing your business in this digital world.

It doesn't matter if you're just starting out, or an established business owner in your local community, you can always benefit from increasing your brand's visibility online & offline.

To Your Success,
Martin Lloyd

CLICKS IS BROUGHT TO YOU BY LLOYD'S MARKETING

Lloyd's Marketing is the leading small business online marketing service in and Warwickshire for over 10 years. I help small businesses connect with more prospects and get more clients/customers online.

If you want to build your business, you need to market it, it's that simple. But you can lose thousands of pounds if you don't know what you are doing. So, I urge you to take action with some of the strategies I recommend.

For a more "hands off" approach, I offer affordable solutions that are guaranteed to deliver results. I hope you enjoy this issue of Clicks and feel free to reach out to me anytime.



For decades, email has been the preferred method for sending and receiving mass messages and reaching audiences. Text (or SMS) marketing, on the other hand, is a quick, cost-effective way to share promotions and updates with customers. So, which reigns supreme? SMS or email marketing?

In order to figure out which strategy is right for your business you need to consider factors such as: cost, click-through rate (CTR), conversion rate, level of engagement, open rate, and ROI - just to name a few.

In this article, I'll breakdown the differences between SMS marketing and email marketing. I'll explain each strategy and demonstrate how they work, their benefits and drawbacks, when to use them, and whether you should hire the services of a digital agency for help.



So, What Exactly Is Email Marketing?

Email marketing is mass-sending emails to people (leads or customers) on your e-mail list. The people on your list have chosen to be there. You send emails to inform current and prospective customers/clients about new products, services, discounts, and special offers.

Consider it a direct method of communicating with your customers/clients in which you have their permission to send them promotional information. Your email list is one of your most valuable business assets.

The Benefits and Drawbacks of Email Marketing

Every day, approximately 125 billion emails are sent. Email marketing is an important part of any business, and it works best for delivering more detailed information. It also has a much higher ROI than many other marketing channels and is quite versatile. In fact, an email campaign can be used for product updates, subscriptions, and promotions.



Here's why you should use email marketing:

It is reasonably priced - With a £40 profit for every £1 spent on email marketing it's still the best ROI in the game for over 2 decades.

Emails have the ability to be personalised to the recipient - Any reputable email marketing expert will tell you that this feature enables you to connect with your audience, thereby increasing the email marketing conversion rate.

The versatility of email is unlike any other marketing tool - You can use emails to provide detailed product information, make brief announcements, send reminders, welcome new customers, announce special offers, follow up with leads, or simply say hello to your target audience.

It plays on user habits and intent – 44% of consumers check their emails at least once per day. People open emails with specific intentions, such as looking for updates, product information, customer service, and so on. This is why email marketing is so important.

Emails are an excellent way to increase traffic to your website - You can increase the number of website site visitors looking for your products or services by using targeted email marketing services. Using targeted traffic increases the ROI of email marketing.



The Cons of Email Marketing

A crowded inbox makes it difficult to capture the attention of your consumer - Every day, we all receive approximately 121 emails. When consumers sort through those emails daily, it's easy to put everything in the spam folder. In many cases your emails will end up in the same folder as spam.

Emails can be prevented from inboxing – Email servers now have sophisticated filters. If your email appears to be spammy, it may be blocked from reaching your recipient's inbox. Any reputable digital agency can assist you in crafting emails that are more likely to reach your target audience's inbox.

People can easily delete or unsubscribe from emails - People may delete your emails or unsubscribe from your list for any reason. For example, if they see messed up graphics, poorly written headlines, unreadable text, blocked images, or content that isn't relatable to them.



What Exactly Is SMS Marketing?

SMS marketing is the use of text messages to communicate with customers. SMS, like email marketing, is used to inform your audience about promotions, campaigns, updates, news, and more.

Before sending any promotional information, both SMS and email marketing ask for your audience's permission. The CAN-SPAM Act and the Consumer Protection Act are the primary laws that protect consumers from unsolicited SMS (TCPA). These rules and guidelines are followed by all good SMS marketing examples.

SMS and email marketing are both owned channels. This means you can choose who receives your emails or text messages. It also means you have control over the type of user experience your customers/clients will have.

You can send the SMS marketing examples listed below:

- 1. Promotional SMS:** These are SMS messages that are intended to raise brand awareness, promote products or services, and boost sales.
- 2. Transactional SMS:** These are text messages that contain information that your customers/clients require, such as delivery updates, product specifications, and order information.



Pros and Cons of SMS Marketing

Here are some of the benefits of SMS marketing:

Your customers do not require an Internet connection It's worth noting that about 15% of British people (about 1.1 people) today have little or no Internet access. This is a massive market that is beyond the scope of any email campaign.

It has a better response rate - On average, text messages are read within three minutes.

That's response rate of up to 209 percent when compared to social media, email, or even phone calls.

It has a high level of engagement - SMS, like email marketing, is a marketing channel with higher levels of engagement than other lead generation strategies. Higher engagement levels suggest a higher SMS open rate.

Here are some of the drawbacks of SMS marketing:

It has a limited amount of content space - You have only 160 characters to work with. Delivering powerful messages that short while still packing a punch requires a pretty big vocabulary.

It's more expensive - The cost of running an SMS campaign is higher than the cost of running an email campaign.

It may erode customer/client trust - Customers/clients can easily lose trust with businesses that send them unwanted text messages or SMS that are poorly structured.

Customers may become irritated if you send text messages at inconvenient or inappropriate times and It may also cause them to opt out.

What Is the Difference Between SMS and Email Marketing?

Which is better: SMS marketing or email marketing? Consider the following:

	SMS	EMAIL
Open Rate	98%	20%
CTR	29%	2.5%
Engagement	High	High
Cost	5p to 15p per SMS (Usually sent to thousands of recipients)	Monthly costs range from £9 to £1,000 a month
Av. response rate	Less than 3%	Nearly 85% is considered spam
Message length	160 characters	As long as you need
ROI	£5 for every £1 spent	£40 for every £1 spent
Frequency	There are currently fewer companies running SMS marketing campaigns	Email marketing has been around for decades, and the market is saturated


The Answer: Omnichannel Marketing

Omnichannel marketing is the use of multiple marketing channels to increase your bottom line. Your business has unique needs, so balancing SMS and email marketing is recommended for better results. You have a better chance of capturing your audience's attention if you develop a marketing strategy that uses both in tandem.

When should SMS marketing be used? It should be used to respond to customer questions, solicit feedback, promote one of your products, and collect signups for your programmes. Keeping track of its usage allows you to stay within your marketing budget.

Email marketing, on the other hand, is better suited to promoting multiple products due to its lower cost. It can be used for company updates, newsletters, and a variety of marketing emails.

Finding the right balance between SMS and email marketing can be difficult, especially if you haven't had much success with either. If you are looking to improve your SMS and email marketing results, connect with me today. We can help you create a customised omnichannel plan based on your budget and goals. [Connect with me](#) to learn more!



Help Your Business Survive The

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STRATEGIES!

If you've watched any TV news broadcast lately, it's no secret that the economic future is clouded by uncertainties, with the COVID-19 epidemic still persisting, the ongoing crisis in Ukraine putting additional pressure on soaring energy prices and interest rates, and Chinese lockdowns potentially affecting supply lines.

Economists predict that the UK will enter a recession by late next year or early 2024 as inflation ripples through the global economy.

With a recession on the horizon, businesses and industry leaders are in uncharted territory.

Is digital marketing a good approach during an economic downturn?

To put it simply, Yes!

People will continue to look for products and services online even if overall demand has reduced, therefore your digital marketing efforts should not be shut down during a recession.

In fact, this is likely the most useful marketing expenditure you can make during an economic slump since it allows you to reach people who are actively looking for what you have to offer or who most closely match your target audience.

Experts agree that a strong internet marketing strategy is the smartest long-term investment you can make to safeguard your company during a downturn in the economy. Recession-proof business marketing methods are more important today than ever.



IT'S TIME TO PREPARE YOUR BUSINESS FOR A RECESSION

If there is one thing that separates recession-proof businesses from the competition, it's the fact that they act sooner, and start business planning for a recession before their competitors do.

Have you started making plans for a recession in your business? Follow these digital marketing tips to better prepare your business for a recession and safeguard your brand:

1. Improve Your Online Presence

Building and maintaining a strong online presence regardless of the economy is one of the foundations of recession-proof companies. Maintaining a strong digital presence enables you to capture a larger portion of the market if and when a recession occurs.

To stay top of mind with your target audience, invest in market research, create a mobile-friendly website, hire an expert to help you with your search engine optimisation (SEO) and pay-per-click (PPC) marketing.

With a recession on the horizon, establishing a stronger digital presence is even more important in staying on potential clients' radars online.



2. Do not reduce your marketing budget

During a recession, business owners must decide whether to reduce their marketing budget, suspend marketing efforts, or double down on their digital marketing campaigns.

It may seem sensible to some to suspend marketing during a recession. Spending a lot of money on digital marketing may seem counterproductive when revenues are down. Consider what took place in 2020. Spending on digital marketing campaigns fell about the same time that 255 million full-time jobs were lost globally. Due to lower ad earnings during the COVID-19 epidemic, even Google had to cut its marketing budget by half.

So, why should you keep working on your digital marketing strategy and investing in digital marketing services?

Businesses that continue to market throughout a recession are more likely to survive, according to studies. During an economic downturn, many businesses reduce their advertising budget. This is an opportunity to show that your business is stable even when things are hard. So, continue your digital marketing campaign efforts or, at the absolute least, dial them back slightly, but never fully suspend them.

To keep business flowing, have a digital marketing strategy in place. If you decide to discontinue your marketing efforts just know that it will be that much easier for your competitors to take a bigger slice of your customer/client pie.



3. It's Time to Optimise Your Website... Now!

Check out your website. Is it generating leads for your company 24 hours a day, or is there room for improvement? If you're not sure which parts of your website should be improved or updated, consult with a reputable digital agency - it's what they do!

Agencies normally will employ In-house conversion rate optimisation (CRO) specialists who perform in-depth website audits to evaluate your website's interactions and discover areas you need to optimize to meet your goals.

Conversion rate optimisation helps you make the most of your traffic by examining the data from your website to improve the consumer experience.

You will learn what pages are visited the most, where visitors spend the most time, which pages receive the least engagement, cart abandonment, and overall customer behaviour.

Gather this info to create a data-driven strategy. That way, you'll know that any changes you make to your website are more likely to affect your bottom line.

4. Maintain Your Social Media Efforts

During an economic downturn, many people prefer to stay at home to spend less and save more. This also implies that potential customers/clients spend more time on their mobile devices. This is an ideal time to use social media marketing to attract new consumers and nurture leads via your sales funnel.

Continuing your social media marketing during this time also ensures that your audience is aware that your business is still present and active online. Whether you reduce the number of posts sent per week or your advertising budget, a little can still go a long way to attracting new existing customers/clients.



5. Create Compelling Video Content

Certain web marketing approaches pay off tenfold due to their cost-effective, creative approach to audience involvement. Video marketing is one such example.

Video marketing is still one of the most engaging ways to connect with your target audience and deliver valuable information. It fosters trust and confidence in ways that text alone simply cannot.

Consider creating video content that is evergreen (always relative) and will continue to be useful content for years to come. This ensures that your pound goes further as opposed to spending more on campaign-specific content."

Share videos on your social media platforms. Request that customers create video testimonials for you to use on your website. Allow followers to communicate with your brand and ask questions in real time by live-streaming on Facebook, Instagram, or YouTube.

During a difficult time, British people are more inclined to spend time online keeping up with friends and current events. Video marketing is a wonderful way to engage with your target audience where they spend most of their time and grow your customer/client base.

When done correctly, video marketing can be one of the most effective digital marketing ideas for maintaining revenue during a slump.

OPTIMISE YOUR MARKETING BUDGET AND CHOOSE YOUR PRIORITIES WISELY

Digital marketing is not like a light switch. You can't just turn it on or off, it is a continuous process.

Even though the economy is struggling right now, you owe it to your team, organisation, customers/clients, and community to figure out how to source, sell, and optimise your business to get through these uncertain times.

As a result, it is crucial that you begin improving your digital presence and investing in new digital marketing methods that produce positive long-term benefits for your business.





10 MOST COMMON DIGITAL MARKETING MISTAKES & HOW TO FIX THEM!

We are currently living in the Internet age, which means your business needs to evolve along with it. Digital marketing can help you promote your company, brand, and products or services.

There is an audience to be reached online, as well as a reputation to be established. However, there is more effective and less effective ways to approach digital marketing. Check out these common mistakes to ensure you're doing it right!



BAD PERFORMING WEBSITE DESIGN

A digital marketing-focused website should include a call to action and a well-optimised landing page. Any promos or discounts should also be prominently displayed. To convert visitors into successful leads, you must have an informative and engaging website.

NOT HAVING A BLOG

Remember that you are not only marketing your business, but also yourself as a trusted industry leader. Publishing blog content that is valuable, informed, and easily accessible will establish you as a trustworthy voice. Furthermore, each blog post is another indexed page for your site, and more indexed pages mean your site will appear higher in Google search results.

It is not enough to simply create a blog; it should

also be interactive. To get responses, submit questions in the comments section. Include guest posts or interviews with researchers or other successful individuals in your field, as well. [Use this blog post writing guide](#) to consistently produce the most important and relevant blog posts you can.

FAILURE TO CONVERT WEBSITE TRAFFIC INTO CUSTOMERS/CLIENTS

Visitors to your website who do not convert into customers/clients are pretty much worthless unless they generate leads for you through word-of-mouth recommendations. The first goal is to get visitors to your site, but the second goal is to convert them into customers/clients. [Create a plan for converting online visitors into sales](#) and a referral programme that encourages people to recommend your business.



DIDN'T OPTIMISE FOR MOBILE USERS

Mobile browsing accounts for over half of all web traffic globally. So, if you're optimising your site, don't forget to optimise it for mobile users as well, so that the load time is as quick as it is on desktop. Make sure the design of your site is also mobile-friendly.

NOT UTILISING SOCIAL MEDIA

You might think you can get away with not using social media. I'm sorry to tell you that you're wrong! It's an essential way to turn leads into customers/clients. Spreading your content, reaching your audience, and engaging with users will help you promote your business online. But don't try to do it all yourself; learn how a social media manager can help.

HAVING LACK LUSTER CUSTOMER SERVICE

If a visitor who has never done business with you before decides to become a customer, they are taking a risk. Providing good customer service is vital for lowering that risk because 70% of consumers will continue to do business with you if they have a good experience.

Help should be easy to find on your site so that people know they can get it. This could be a Contact Us page, a virtual chat, a helpline, or other options. Just make sure that if someone visits your site, they can easily get help if they need it.



NOT OFFERING DEALS

According to a Retail Me Not poll, two-thirds of buyers made an unplanned purchase purely due to a discount. Online discount coupons or limited-time deals are excellent pop-ups for your site, particularly on the landing page or when visitors are about to abandon their cart.

SLEEPING ON YOUR COMPETITION

It's possible that someone else is doing the same thing you are. Instead of pretending they don't exist, find a way to stand out. Identify what makes your business unique and showcase it on your website and social media channels. You should make it abundantly clear how your business stands apart from the crowd.

LACK OF SOCIAL PROOF

It's a known fact that showcasing your happy customers increases conversions. If you want potential customers to purchase with confidence, use testimonials, case studies, and success stories to demonstrate what your customers/clients are experiencing. This will give potential customers/clients that are on the fence peace of mind and help to avoid any buyer's remorse.



NOT KEEPING TRACK OF YOUR LEADS

Keywords, email blasts, referring links, social media, and other traffic sources can all generate online leads. One of those sources may be generating leads that rarely convert into customers, but another may be routinely generating them. This is critical information to have so that you may update your strategy based on the data you know.

THE INFLUENCE OF DIGITAL MARKETING

To succeed, your business needs the right marketing tools and strategies. By adjusting your digital marketing approach, concentrating on the right leads, and building an optimised website, you can grow your business to its fullest potential.

Why is

PAGE SPEED

SO SIGNIFICANT?



When it comes to the performance of your website, page speed is vital.

Your web pages must load quickly and seamlessly to lower your bounce rate and boost visitor engagement.

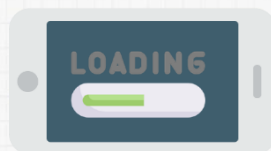
In this article, I'll explain why it's important, and show you how to measure it.

According to Google research, every second counts when it comes to page loading speed. Increasing loading times from one to three seconds [increases the likelihood of a bounce](#) (the visitor leaving immediately) by 32%.

A shocking 90% of visitors will leave a site if it takes longer than five seconds to load.

The speed of a website has a significant impact on user-experience, SEO, and Conversion rates. Improving website performance is critical for attracting visitors and keeping them engaged.

Here are some steps that you can take with your developer to make your website load faster:



As page load time goes from:

1s to 3s the probability of bounce **increases 32%**



1s to 5s the probability of bounce **increases 90%**



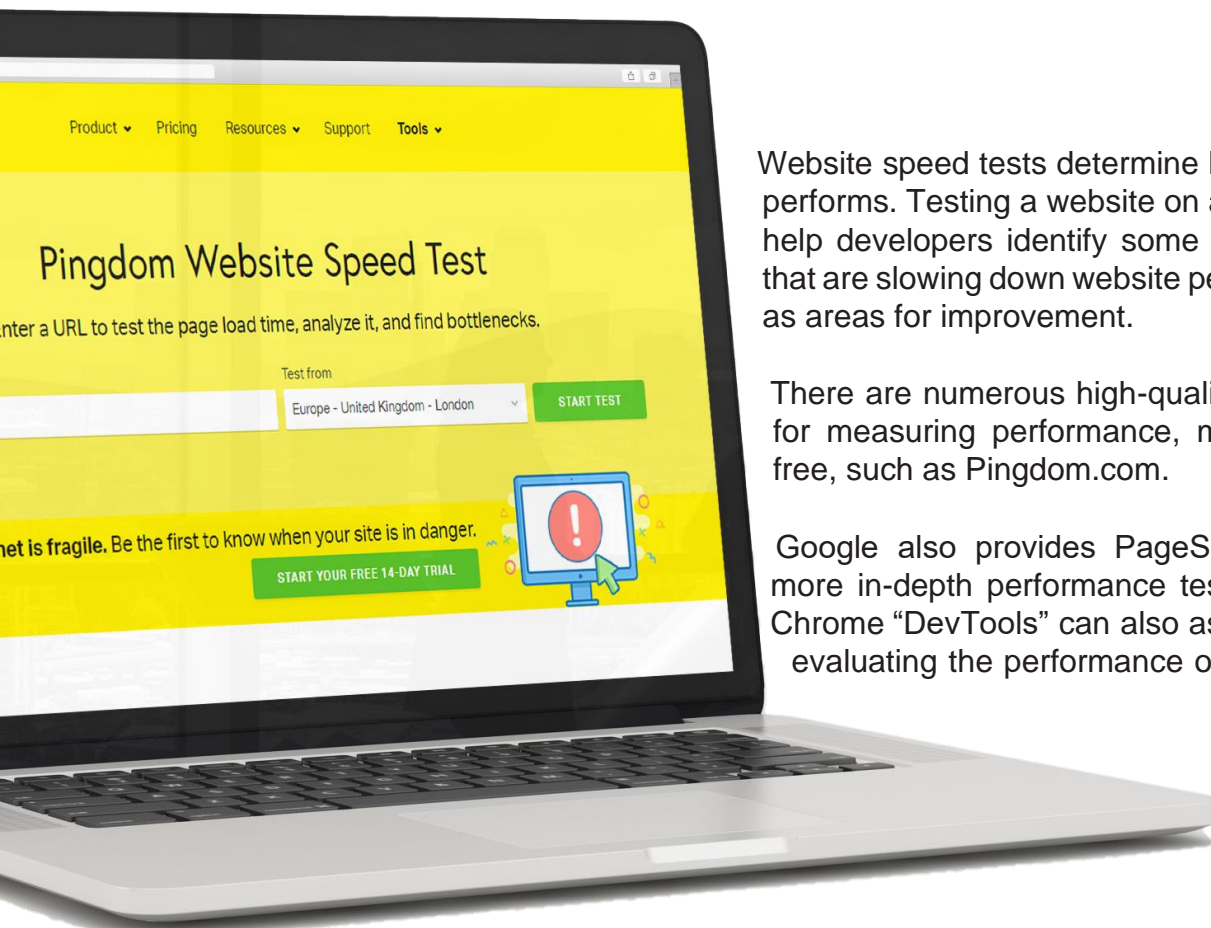
1s to 6s the probability of bounce **increases 106%**



1s to 10s the probability of bounce **increases 123%**



RUN A WEBSITE PERFORMANCE TEST



Website speed tests determine how well a website performs. Testing a website on a regular basis can help developers identify some or all of the areas that are slowing down website performance, as well as areas for improvement.

There are numerous high-quality site speed tests for measuring performance, many of which are free, such as Pingdom.com.

Google also provides PageSpeed Insights for more in-depth performance testing while Google Chrome "DevTools" can also assist developers in evaluating the performance of their website.

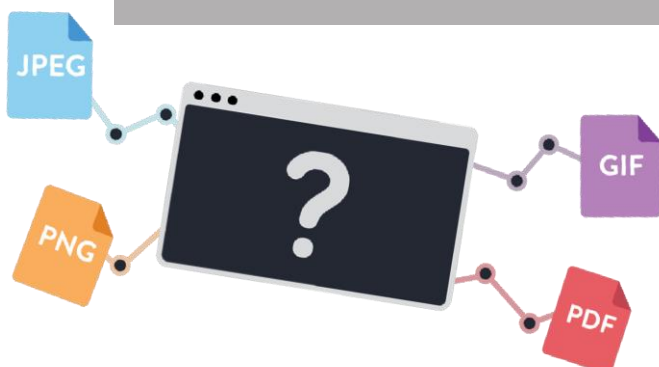


USE A CONTENT DELIVERY NETWORK (CDN)

(CONTENT DELIVERY NETWORK)

CDNs increase website speed by caching content in multiple locations around the world. CDN caching servers are usually closer to end users than the host, or origin server. Requests for content are routed to a CDN server rather than the hosting server, which may be thousands of miles away and spread across multiple autonomous networks from the user. Using a CDN can significantly reduce page load times.

IMAGE OPTIMISATION



Your imagery is a big reason your website speed takes a hit. They typically take the longest to load on a website because image files are larger in size than HTML and CSS files. Image optimisation can reduce image load time. Image optimization typically involves lowering the resolution, compressing the files, and shrinking their dimensions, and many image compressors are freely available online.



LOWER THE NUMBER OF HTTP REQUESTS, IF YOU CAN

Most webpages will necessitate multiple HTTP requests from browsers for various assets on the page, such as images, scripts, and CSS files. Many webpages will necessitate dozens of these requests. Each request necessitates a round trip to and from the server hosting the resource, which can increase the overall load time of a webpage.

Furthermore, because the resources are loaded from multiple providers, a problem with one of the hosts may impact the webpage's ability to load quickly, or at all.

Because of these potential issues, the total number of assets that must be loaded by each page should be kept to a minimum. A speed test should also help identify which HTTP requests are taking the longest. For example, if images are slowing down a page's load time, developers can look for a faster image hosting solution (such as a CDN).



CACHE YOUR WEBSITE'S PAGES

Caching is one of the most effective methods for speeding up your website. Caching saves copies of your website's files, reducing the amount of work required by the server to generate and serve a web page to a visitor's browser.

By requiring the server to use fewer resources to load a page, caching your web pages can help reduce Time to First Byte (TTFB).

There are several methods for caching your web pages. This can be done at the server level, which means your host will handle it for you.

Another option is to use a caching plugin, such as W3 Total Cache, a free WordPress plugin that makes caching web pages simple. After you've installed and activated it, go to General Settings > Page Cache and check the Enable box.

REDUCE THE USE OF EXTERNAL SCRIPTS

Any scripted webpage elements loaded from elsewhere, such as external commenting systems, CTA buttons, or lead-generation popups, must be loaded each time a page is loaded. Depending on the size of the script, this can

cause a webpage to slow down or not load all at once (this is known as 'content jumping' or 'layout shifting,' and it can be especially aggravating for mobile users).



AVOID USING REDIRECTS AT TIMES IF POSSIBLE

A redirect is a process of sending both visitors and search engines to a different URL than the one they requested. Redirects increase page load time by a few fractions of a second, or even whole seconds in some cases. Every second counts when developing a website that is optimised for performance. Redirects are sometimes unavoidable, but they should be avoided if possible.

Remember that every second your website takes to load increases the likelihood that your visitors will leave. If your website is running slow, how long can you keep running your business while losing leads? Is it time to speed things up?



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Free Marketing Resources Coming Soon To Marketing With Martin

30 Social Media Meme mages, so you can get more engagement with your followers.

How to Sell More with Email Marketing with a workbook and cheat sheets.

Social Media Marketing Success Kit

E-book, 'Local Search Engine Optimisation Secrets.'

Is Your Business **THRIVING or Just SURVIVING?**

IF YOUR AUDIENCE CAN'T FIND YOU, THEY ARE FINDING YOUR COMPETITORS!



Dear Frustrated Business Owner,

Do you need more leads and sales for your business? Have you tried other marketing services and only been left disappointed?

I can help you position your business online where your customers are already searching.

Contact me for a FREE consultation. No strings attached.

Martin Lloyd
Lloyd's Marketing Services



Local SEO



Consulting



Social Media Content



Video Marketing



Email Marketing

If you are looking to increase your online presence, sales and profits contact me for a free no-obligation consultation session to see what we can achieve together!

Your Audience is Waiting... Connect with me Today
07873 353 575 or [Contact me](#)