



INDUSTRY INFLUENCER MAGAZINE

Issue #93

How to turn
Instagram
Followers into customers!

The Daily Checklist
**FOR SOCIAL MEDIA
SUCCESS!**



Local SEO Tweaks
That Can **BOOST**
YOUR RANKINGS

Why Is
VIDEO MARKETING
So Important For Small Business
In The 2020s?

Contents

The Daily Checklist for Social Media Success!

03



Maintaining your social media presence is essential in today's online world. It can be a time-consuming task, but it's worth it to build trust with consumers and create a consistent brand image. By following this social media cheat sheet, you'll monitor your accounts effectively and become an asset to your customers. Let's get started.

How to turn Instagram followers into customers!

08



Everyone is on Instagram, from small businesses to conglomerates, and they all are racing to increase their followers, likes, and comments

metrics! Right now there's a huge opportunity for those who take action. In this article is going to show you the best methods of conversion and the biggest mistakes you need to watch out for when promoting your business on Instagram.

Local SEO Tweaks That Can Boost Your Rankings

13



When it comes to running a business in your local area, search engine optimization (SEO) is essential. If you aren't sitting pretty in the top

rankings on page one, it makes potential customers wonder one thing – how good are you REALLY? With that in mind, if your business doesn't have the search engine rankings you need, you might want to consider using some of these local SEO tweaks to give your rankings a boost.

Why Is Video Marketing So Important For Small Business In The 2020s?

18



Prior to the smartphone, producing and distributing video was prohibitively expensive. The majority of small businesses could not afford

video marketing, but the smartphone changed the rules of the game. And, for once, it stacked the deck in favor of small businesses rather than large corporations. In this article, we'll look at why video is so effective for small businesses and how your company can get started with video marketing in small steps.

Welcome Industry Influencers!

Thanks for checking out this issue of the 93rd issue of the **Industry Influencer Marketing Magazine**, your monthly online marketing resource guide for your brand's success.

We help brands maximize their digital footprint by offering strategies, tools, and best practices to create a memorable online experience for your customers.

Branding is strategic while digital marketing is tactical so our magazine helps locally-owned brands just like yours - plan, launch, and manage it all.

This is your time to explore, learn, and grow your brand to greater heights. Let's increase brand awareness, repeat buyers, & revenue!

To your success,

Callahan

Principal Brand Manager, @ACIagency

ACI BRANDING PUBLISHING

At ACI Branding, we believe your brand influences virtually every activity in your business as well as every visitor's touchpoint. Our boutique marketing agency specializes in **holistic brand management**. Your brand is the vehicle into your customer's heart and soul. It shares your vision, and expresses your mission while exemplifying your life's work. Your brand influences both your customer's experiences & how it chooses to interact and impact your communities.

At **ACI Branding**, we craft integrated-marketing plans to attract your Ideal Buyer, increase revenue, and build an extraordinary brand. Our teams implement custom-tailored strategies that position your brand as your customer's obvious choice.

We offer a complete solution for shaping and expressing your brand's personality, passion, and purpose. We help you design how your brand shows up to employees, customers, in the marketplace, and in the world.



THE DAILY CHECKLIST FOR **SOCIAL MEDIA SUCCESS!**

Maintaining your social media presence is essential in today's online world. It can be a time-consuming task, but it's worth it to build trust with consumers and create a consistent brand image.

Whether you're a business owner starting out on social media or have been at it for a while and aren't seeing the results you want, this daily checklist will help.

By following this social media cheat sheet, you'll monitor your accounts effectively and become an asset to your customers.

Let's get started.



WHY IS SOCIAL MEDIA MANAGEMENT IMPORTANT?



With over [4.26 billion people](#) on social media, it's more important than ever to have a presence on various media platforms.

As a business owner, understanding how your brand is perceived online and what is said about it is essential. Your social media accounts represent your company's values, so be consistent with the message you're putting out there.

Consistency helps maintain the brand and builds

trust with consumers. However, it's also essential to have a strategy in place and understand your company and your target audience well. Otherwise, you'll struggle to create content that resonates with your target audience.

If you don't have a social media presence, you're missing out on an opportunity to market your business for free. And if you're not consistently active on social media, you're not building trust with potential customers.



THE BASICS OF SOCIAL MEDIA MANAGEMENT

Before we get into the daily checklist, let's go over the basics of social media management.

First, you need to understand what social media platforms your target audience is using. Then, you need to create profiles on those platforms and complete your profile information.

Once your profiles are set up, it's time to start posting content. When starting out, it's important to post regularly so your audience knows you're active and engaged. Then, as you grow your social media following, you can experiment with the frequency of your posts.

Remember, quality is better than quantity when it comes to social media. Posting one high-quality

piece of content is better than several low-quality pieces.

Your audience will also engage more with interesting, informative, or entertaining content. So, ensure you're creating appropriate content for your target audience that will resonate with them.

Lastly, you need to supervise your social media accounts. This means keeping an eye on your activity and engagement levels, as well as any negative feedback.

Now that we've gone over the basics, let's get into the daily checklist.



DAILY CHECKLIST

This social media checklist will help you focus on the most important tasks related to social media management. By following this guide, you'll be sure to stay on top of your social media presence and build trust with your audience.

Here's what you should do every day:

✓ 1. Review Your Analytics

The first thing you should do is review your social media analytics. This will provide you with a good overview of how your accounts are performing and where you can improve.

You should look at your overall engagement levels and the engagement levels for each post. This will help you identify which types of content have an impact on your audience and which ones don't.

Lastly, look at your followership to get an idea

of how well your social media marketing efforts are working. If you're not seeing much growth, it may be time to adjust your strategy.

✓ 2. Share Engaging Content

Once you've reviewed your analytics, it's time to start sharing content. Remember to mix up the content you share so your audience doesn't get bored. Try to share a mix of text, images, videos, and infographics. And be sure to post both original and curated content.

Curation is important because it shows that you're not just self-promoting all the time. It also helps you fill up your social media calendars if you're struggling to come up with original content.

Just remember to provide credit to the original source when you share someone else's content.



When you're sharing content, be sure to use hashtags, @mentions, and geotags. This will help you reach a broader target audience and get more engagement.

If you don't have time to post daily, you can schedule your content using a tool like [Hootsuite](#). This will help you prepare your posts in advance so that you don't have to worry about them every day.

You can also share user-generated content or repurpose content from other platforms. Just make sure the content you're sharing is still relevant and engaging.

✓ 3. Respond to Comments and Messages

Another important task to do every day is to respond to comments and messages. This in-

cludes both positive and negative feedback.

Responding to positive comments is important and lets your audience know you appreciate their feedback. You should also reply to negative comments in a timely and professional manner. This will show your audience you're committed to providing excellent customer service.

Use your responses as an opportunity to build relationships with your audience. Be friendly and helpful, and you'll be sure to win over some fans.

And don't forget to thank your fans and followers for their support! A simple "thank you" can go a long way.

A Hootsuite Alternative: May we invite you check visit us at the studio so your social can drive traffic to your website in order to accelerate performance, generate customer loyalty and increase revenue. Visit www.ACIbrand.studio today



4. Develop Relationships with Influencers

Finally, you should spend some time every day developing relationships with influencers. You can do this by commenting and liking their posts, sharing their content, and tagging them in your posts.

Try reaching out to influencers directly and introducing yourself.

If they're interested in what you have to say, they may be willing to collaborate with you on a future project.

Influencer marketing is an excellent way to reach a wider audience and get more engagement. And it can also help you build trust with your customers while diversifying your content.

The Bottom Line

By following this daily checklist, you'll be sure to stay on top of your social media presence and build trust with your audience. Just remember to be consistent, engage with your followers, and monitor your analytics to see what's working.

If you need help or are uncertain about how to do something, check out our other articles. In addition, we've got a ton of great resources to help you with your social media marketing.

HOW TO TURN *Instagram* **FOLLOWERS INTO CUSTOMERS**



In the past few years, Instagram has developed into a juggernaut of a marketing platform.

Everyone is on Instagram, from small businesses to conglomerates, and they all are racing to increase their followers, likes, and comments metrics!

According to Facebook statistics, 500 million users log on to Instagram every day and spend an average of 30 minutes on the platform.

Right now there's a huge opportunity for those who take action.

If you are a business owner with an Instagram page, but somehow struggle to find leads, conversions, and grow on the platform, you've made it to the right place.

In this article is going to show you the best methods of conversion and the biggest mistakes you need to watch out for when promoting your business on Instagram.

To start off let's look at what you **NEED** to be doing to kickstart the process:

The DO's of Instagram Conversion

1. BE ACTIVE IN THE COMMUNITY

The key here is to go from building an audience to creating a community of engagers. Remember, Instagram is more than a one-way platform. While audiences want to enjoy your content, what they really need is to be a part of it. Don't forget that you're behind the screen and you have the power to control their actions and influence the steps they take on their journey.

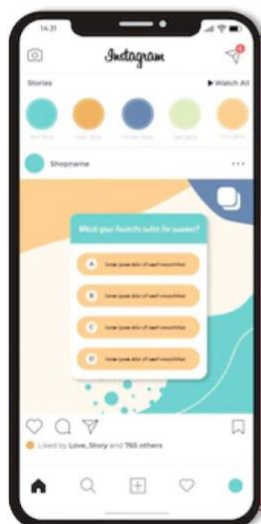
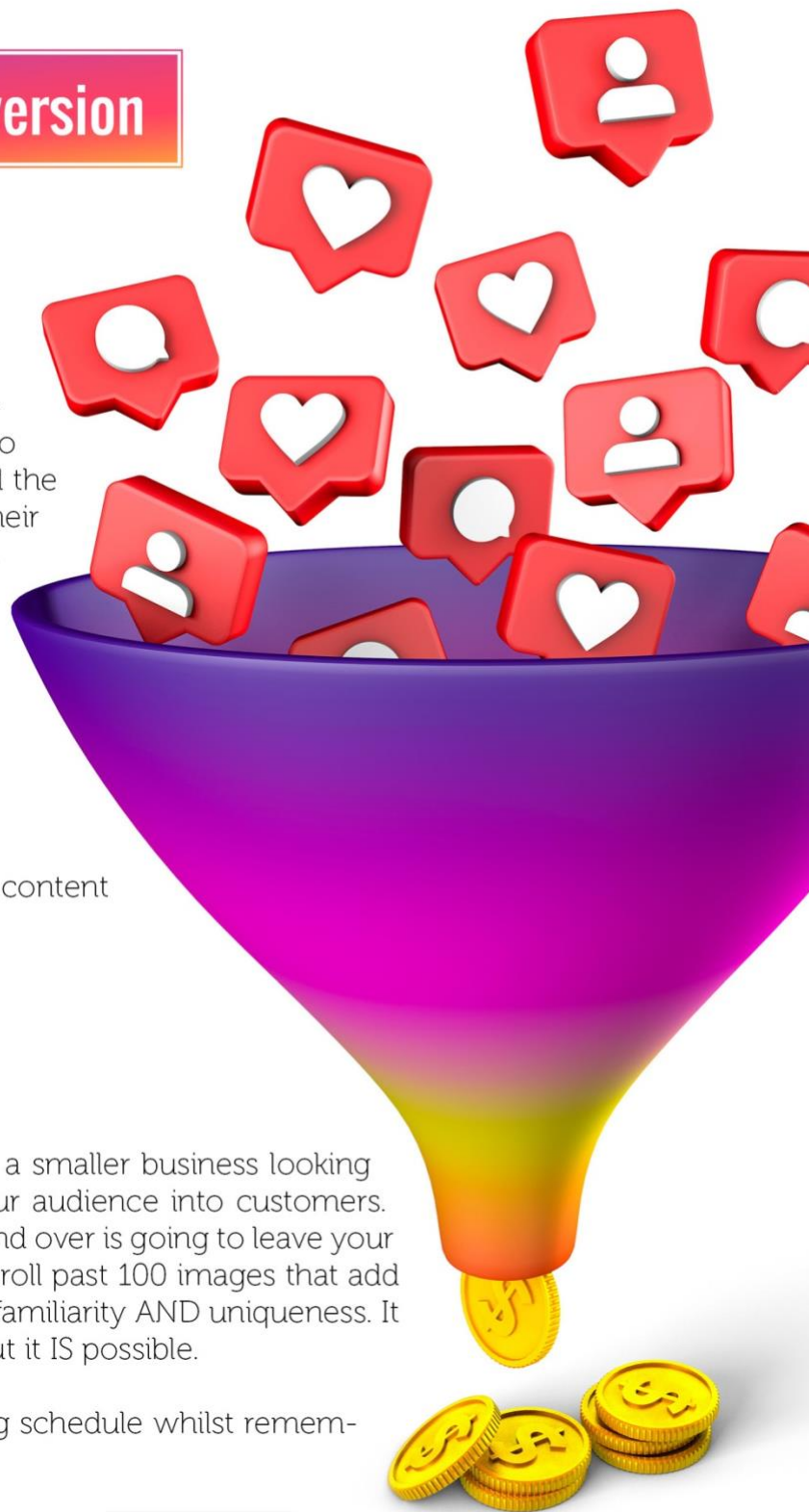
To create an active community on Instagram, remember to:

- Reply to comments
- Reply to DMs
- Host giveaways and competitions
- Encourage follower engagement in your content with call-to-actions and questions
- Start conversations
- Post on national days

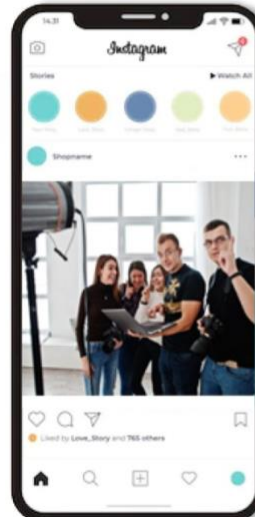
2. SWITCH IT UP.

Consistency is important, especially if you're a smaller business looking to gain traction and successfully convert your audience into customers. However, sticking to the same content over and over is going to leave your follower's losing interest. Nobody wants to scroll past 100 images that add nothing to their life. Instead, audiences want familiarity AND uniqueness. It sounds like a tricky combination to pull off, but it IS possible.

To ensure you're sticking to a regular posting schedule whilst remembering to switch up you need to:



Experiment with different formats: Post stories, reels and both short/long form videos to vary the kind of content you give to your followers. This could even mean going live for your followers (building that active community at the same time). To start off, add in some carousels to your content as this is super simple!



Vary the content you use in your posts: Filmed a great ad for your business? Show off behind the scenes. Get creative with emojis and stickers and add new people to the mix. As a local business, reinforcing the idea of community is important, so don't be afraid to involve others in your content.

3. BECOME MORE THAN JUST YOUR CONTENT

For a local business like yours, a large number of your followers might be those who live within your area or even come into your physical store if you have one. This makes showing who you are behind the brand even more important.

Don't be afraid to show the real you and connect with the local audiences you have around you.

Get vulnerable and open up. Consumers love reality and you'll find, we as a society are VERY nosy, so finding out more about the owners or team behind a brand is crucial if you want to maintain audience attention and start building a relationship with them.

To successfully be you, try this:

1

Incorporate pictures of a day at work into your content with the team involved

2

Reply to comments with the name of the team member who replied at the end of it help create that community

3

Use stories to document genuine business life

These 3 tips are sure to take your business from followers on Instagram to traffic on your website.

By keeping it real, switching it up and getting active online, conversion is guaranteed.

Now, it's time to take a look at the mistakes you don't want to be falling into:



The DON'T'S of Instagram Conversion

1. AVOID OVER-SELLING

The most crucial part of transforming followers into customers is by making the transition feel seamless for them. Your audience does not want to be bombarded by boring sales pitches, they want value and relatability. And as a local business, this means incorporating 'filler posts' your community can engage with OUTSIDE of the sphere of sales, such as:

- Weekend/Weekday posts: Use these as a check in with your audience to see how they are and/or update them on what's going on for the business that day.

- Quotes or sayings: You can't go wrong with a bit of motivation every now and then to help push through the day!

- Tips, secrets or how to's: Always think about adding value. Help your audience learn more and positively change their life.

Doing more than just pushing sales will help you convert without it feeling like your customers have to do any challenging work or be convinced to take action.

2. POSTING INCONSISTENT CONTENT

While it's important to switch up the format of your content, don't end up losing your brand image in the midst of it. Sticking to a general theme, tone and voice is important for your followers to get to know your business more and want to become a follower.

So,

- Make sure your posts flow well and represents your vision.
- Stick to brand colors
- Stick to ONE tone of voice for cohesive purposes



3. NOT ENGAGING WITH YOUR FOLLOWERS

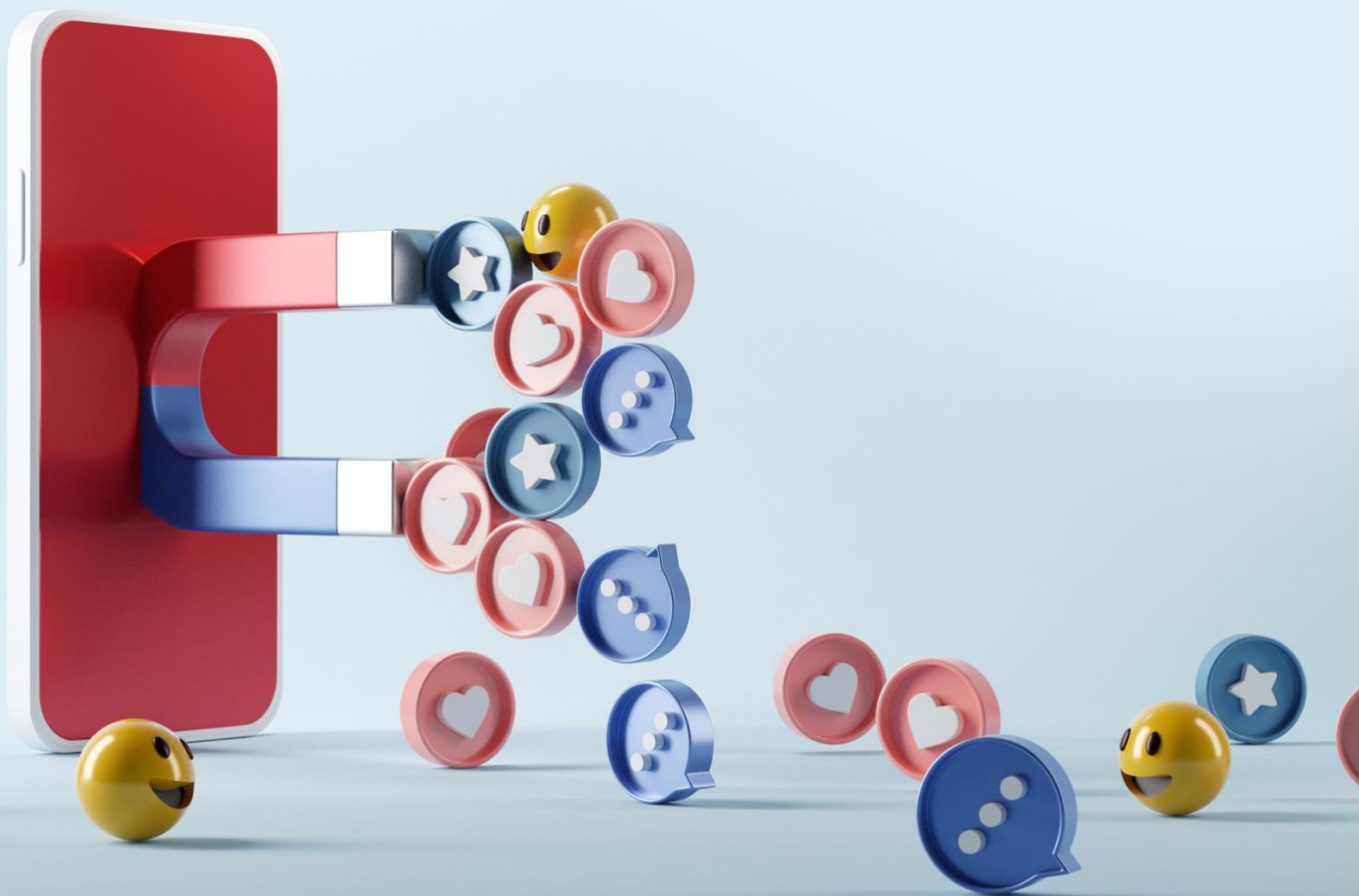
For audiences of businesses, Instagram isn't just a window shop. It's a place to interact, learn, chat and so much more. So, why limit yourself by not returning the favour? If you're a small local business, building a positive reputation and good rapport with your followers will lead to more people visiting your page.

Consumers eat with their eyes and love a place where they feel valued, appreciated, and can get something out of it. So, ENGAGE! Get stuck into the community you've created and interact with your followers.

Conclusion

If you're a local business trying to convert your followers into customers, don't sweat it, you've got this!

Creating great content is all about the strategies you use to improve the customer experience even more, and by monitoring your analytics and clarifying your objectives on a daily basis, incorporating these tips into your marketing will be easier than ever!



3. NOT ENGAGING WITH YOUR FOLLOWERS

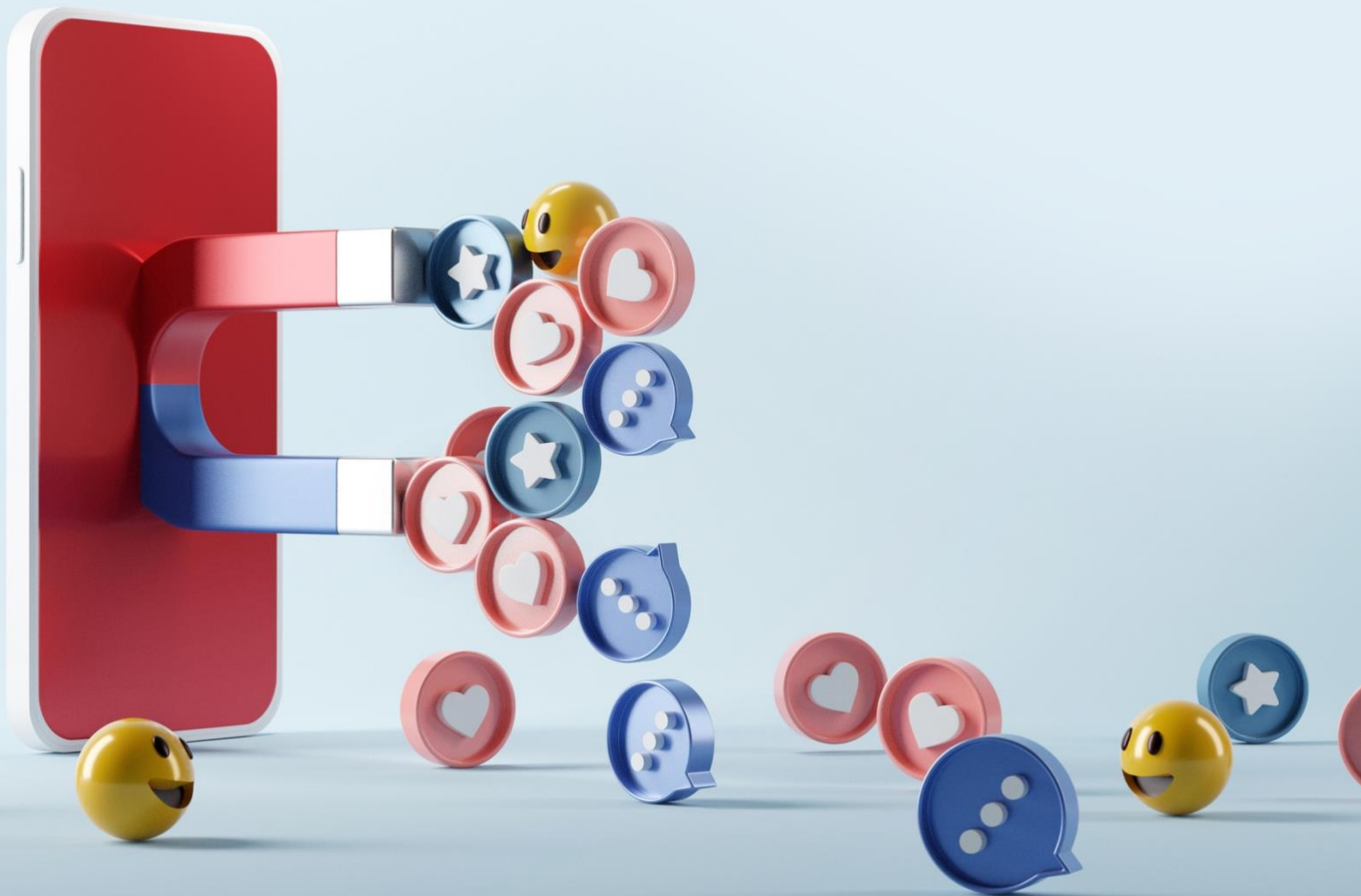
For audiences of businesses, Instagram isn't just a window shop. It's a place to interact, learn, chat and so much more. So, why limit yourself by not returning the favour? If you're a small local business, building a positive reputation and good rapport with your followers will lead to more people visiting your page.

Consumers eat with their eyes and love a place where they feel valued, appreciated, and can get something out of it. So, ENGAGE! Get stuck into the community you've created and interact with your followers.

Conclusion

If you're a local business trying to convert your followers into customers, don't sweat it, you've got this!

Creating great content is all about the strategies you use to improve the customer experience even more, and by monitoring your analytics and clarifying your objectives on a daily basis, incorporating these tips into your marketing will be easier than ever!



LOCAL SEO TWEAKS

THAT CAN BOOST YOUR RANKINGS



When it comes to running a business in your local area, search engine optimization (SEO) is essential. If you aren't sitting pretty in the top rankings on page one, it makes potential customers wonder one thing – how good are you REALLY?

With that in mind, if your business doesn't have the search engine rankings you need, you might want to consider using some of these local SEO tweaks to give your rankings a boost.



LOCAL SEO TWEAKS TO YOUR ADVANTAGE TODAY

CREATING MORE INTERNAL WEBSITE LINKS

The first place we recommend you start for improved local SEO is more internal links. Internal links are links that take the user from one page of your website to the next. So, if you own a website where you provide various handyman services, such as drywall installation, tile laying plastering and painting, or you would find ways to link to each of your services across various pages.



Example: Applying plaster takes patience and experience. If you rush the process, you will likely end up with sub-par results. So if you don't have the extra time needed then Painting the area will be your best option.

Internal links should be built around relevant keywords used across your website. It is a great way to ensure traffic is more evenly distributed across each page, improving your overall traffic level.



ANSWER THE COMMON QUESTIONS FOUND ON GOOGLE

Another key to local SEO is to make sure you have the answers to the common questions locals have. If you do a search for the product/service(s) your business offers, you will most likely find a list of commonly asked questions on Google. These questions are a great place to start to ensure you have answers to these common questions on your website.

There's 2 ways you can accomplish this.

1. By creating an FAQ page that lists all these commonly asked questions in one place, with your answers to each question below but the best way to handle this is to...
2. Create a blog around these questions. For example, if you run a car detailing service, and one of your most frequently asked might be.... "Is it better to clean with steam or soap & water?" So now you have an opportunity to go into more detail about why it's better to clean with steam VS soap and water and all the benefits your car will receive because of it.

CREATE LOCAL DIRECTORY LISTINGS

From Google My Business to business directories in your local region, you should be creating as many of these little profiles as you can. Also referred to as citations. Yelp.com, YellowPages.com, BBB.org, Manta.com, Angi.com, are all examples of business directories also called citations. Each one creates another link back to your website. Which is exactly what you want - Useful external links coming from relevant sources.



At the same time, though, these websites provide you a directory listing that helps people to find your business. So not only can you get an SEO benefit, you will also get traffic coming directly from these sites.

Local directories are useful, but make sure you've got a Google My Business page. It's the "Grand Pumba" of all citations. Technically it's now referred to as your Google Business Profile, but it is the same thing – and it is free to create, so why not benefit from the potential it provides?

TURN YOUR CURRENT CONTENT INTO NEW OPPORTUNITIES.

If one of your main problems is coming up with new content and ideas all the time, that's totally relatable. One great way to get the most out of your content is to repurpose what you already have. By taking a blog post and turning it into social media snippets, or an explainer video, you can stretch the content you already have and maximize its impact.

DO NOT IGNORE YOUR USER EXPERIENCE (UX) RATING

In 2021, Google released a new search engine update that focuses on the quality of the user experience. Specifically, how fast is your website loading? How stable is your website – does it crash often? And how responsive is your website? Does it work well on all devices and browsers?

Working with your web developer to improve these elements of your layout, design, and back-end should be a priority. Google and other search engines will value your website higher if it meets its higher UX rating. Make this a local SEO priority!





MAKE THE MOST OF GOOGLE DISCOVER

One of the best local SEO tweaks we can suggest you try out would be to use Google Discover. This is an AI-managed news aggregator that is created by Google. Essentially, it looks to pair people up with content and platforms the AI feels are relevant based on their previous activities.

Getting people to like your content on social media and on your website – such as leaving comments, sharing links, etc. – can ensure you are more likely to appear in this powerful news aggregator. You'll need to create high-quality content that encourages engagement, this is a high bar to reach for.

TAKE YOUR OLD CONTENT AND IMPROVE IT

As time goes on, it is inevitable that new information is discovered and your expertise in your business niche will grow. Is it time to go back to your older content and refresh it? Are there new details you could add now that were not available back when you first wrote that content?

Going back and updating old content is a great way to refresh the traffic volume and squeeze more juice out of what you have already done.

Okay listen, it's a busy world. If you don't have time to implement all of the SEO tips listed above, that's fine. Start with one or two that seem to be the easiest and begin there. Businesses who succeed at SEO are the ones who take action, so anything is better than nothing. Once you see your rankings increase you'll know it's worth the effort!

WHY IS VIDEO MARKETING SO IMPORTANT FOR SMALL BUSINESS IN THE 2020s?



Today, operating a small business means competing against other businesses potentially with more resources. To get ahead of the competition, you need to be intelligent with how you market your business. What are the best ways to market your business? Among the most effective tools you could utilize today includes video marketing. In terms of dollar-for-dollar returns on investment, video marketing might be the highest-ranking marketing format out there!

With video, you can add a more human touch to your marketing. You can speak to people in a way and a tone that feels in step with your business. You can win people over with informative, creative content that ignites their interest. But of all the forms of marketing out there today, why should you focus on video marketing for small businesses?

Because it works.

Prior to the smartphone, producing and distributing video was prohibitively expensive. The majority of small businesses could not afford video marketing. Major brands dominated video because they had the resources to create professional videos and air them during commercial breaks on television.

The smartphone changed the rules of the game in multiple ways. And, for once, it stacked the deck in favor of small businesses rather than large corporations. Nowhere is this more apparent than in video.

A small business owner can now create and publish a video in seconds, reaching hundreds, thousands, or even millions of people.

In this article, we'll look at why video is so effective for small businesses and how your company can get started with video marketing in small steps.



IS VIDEO IMPORTANT TO YOUR **CUSTOMERS**?

While video marketing can be low-effort, it is far from effortless. And, let's face it, as a small business owner, you already have a lot on your plate.

Why should you devote time and money to video marketing? The answer is simple: because video attracts more customers.

So, whether you own a jewelry store, a catering company, or a dentist who promotes healthy teeth and gums, video should be a part of your marketing strategy!

WHAT MAKES VIDEO SO **POWERFUL**?

Video clearly works, but why? Much of it is due to the way our brains are wired.

Other mediums simply cannot elicit an emotional response like video, and studies show that up to 95 percent of purchasing decisions are made subconsciously on an emotional level.

Reason 1: Images Are Processed Faster Than Words

The fact that our brains can process images much faster than words is one clear reason why video works better than other forms of communication. MIT researchers discovered that the human brain can process an image in as little as 13 milliseconds.

Not only that, but our brains can process images concurrently, whereas words are processed in a linear manner. Why is that important?

Because if information is easier to process, it is also easier to remember.

According to studies, we retain 95 percent of information from video versus only 10% from text. And what is the point of advertising if people don't remember it?

Reason 2: Seeing Other People's Faces Elicits Empathy

It all boils down to how we are wired. Mirror neurons are found in our brains. When we observe the facial expressions of others, these neurons fire, causing us to empathize with them.

We essentially put ourselves in their shoes.

And, while we're on the subject of shoes, do you see why Nike commercials are so effective? Because they so artfully portray people and acts of greatness, you can literally feel greatness for a few brief seconds.





HOW CAN YOU GET YOUR VIDEOS IN FRONT OF POTENTIAL CUSTOMERS FOR YOUR SMALL BUSINESS?

Before we dive in to this question, let's be clear: videos don't have to be professionally produced and edited. This article isn't about making a TV commercial. We're talking about creating and distributing videos in areas where your customers are likely to be found. Unlike in the days of TV dinners, consumers are unlikely to be glued to the television screen during commercial breaks.

Know Who Your Customers Are

You should have already created a customer avatar and know who your customer is. Understanding your customer is the first step toward determining where they spend their time.

A CPA offering tax services to wealthy individuals, for example, has a very different audience than someone selling beauty products directly to consumers.

Where they are is determined by who they are.

You can begin to understand where your customers spend their time online once you know who they are.

Which small business owner in the preceding example is better served by creating a weekly insights & advice video series and promoting it on LinkedIn?

And which owner should be uploading quick video testimonials from satisfied customers and product reviews to Facebook and TikTok?

Keep in mind that video is a type of content marketing that is intended to attract and retain an audience. That way, when the time comes to buy, you'll be top of mind.

That will not happen unless you get your video in front of the right people.



SO, WHERE ARE YOUR CUSTOMERS NOWADAYS?

While there are well over a billion websites online these days, the majority of people's online time is spent in one or more of the following places:

Google * Youtube * Facebook * Twitter * Yahoo
Reddit * Email inbox * TikTok * LinkedIn * Pinterest

All of these channels allow you to reach a large number of people with whatever videos you want to make. There are numerous resources available to assist you in understanding how to optimize your video strategy to reach more of your target audience on each of these platforms. Make certain you understand the best practices for the platform(s) you select.

WHAT KINDS OF VIDEOS CAN YOUR SMALL BUSINESS MAKE TO GENERATE MORE CUSTOMERS?

You now understand why videos are effective. You did your research to find out where your customers spend their time. You've even researched the best ways to get your videos in front of them. You must now decide what type(s) of videos you want to create.

Here are four of the most effective low-cost/low-effort videos you can make:

Video Demo/Explainer

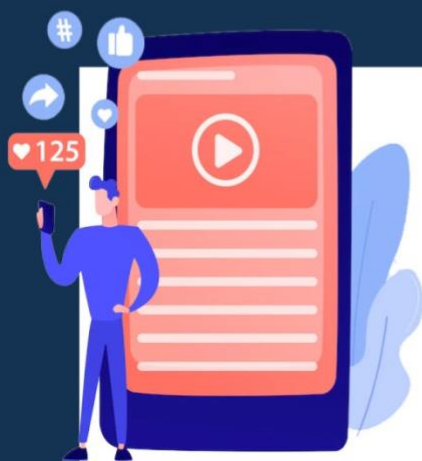
If your small business sells products, make short demo videos that show how those products solve problems. Video is an excellent way to demonstrate how those products work so that customers can see them in action.



Video Testimonial

Remember how we said potential customers should put themselves in the shoes of the person in the video they're watching? What better way to sell your products or services than to put potential customers in the shoes of one of your satisfied customers?

When you're with a satisfied customer, pull out your phone and ask a few simple questions about their experience with your company.



Info Style Videos

These are ideal if your small business provides a service of some kind. You obviously have a wealth of knowledge that people pay you for as a service professional. Offering some of that knowledge in the form of a video not only helps people understand their situation, but it also shows that you know your stuff.

When the time comes to hire a professional, you will have already established a level of trust with the potential customer, increasing the likelihood that they will come to you for assistance.

Video of the Company's History

People buy from people, especially when it comes to small businesses. You are not a large, stale corporation. You're a small business with a one-of-a-kind story to tell. Use video to inform customers...

- Your identity
- Why are you so enthusiastic about your company?
- What they can anticipate from you

Allow them to see and feel how much you enjoy what you do. There is simply no better way to accomplish this than through video!





Now it's time to get recording.

So, what is your hold up? While diving into video can be intimidating, there is no better time to start than now. Video is preferred by your customers over other mediums. And you can gain a significant advantage over your competitors by creating the type of content they desire! So pull out your iPhone, press record, and begin having more meaningful interactions with your potential customers.

CONFUSED ON HOW TO **GET MORE CUSTOMERS** **TO VISIT YOUR WEBSITE?**

It can be so frustrating!

You spend a fortune on building your website, and social media pages.

Then you wait... And you wait!

Months later you are still waiting for eager customers to flock to your website and buy what you're selling.

WE CAN HELP!

Visit us online at ACIbrand.Studio

Your digital doorway helps brands just like yours to create and manage high-impact marketing and sales strategies, launch successful, purpose-driven campaigns, develop engaging content as well as implement and manage the tools to build your brand presence. May we invite you check visit us at the studio so your social can drive traffic to your website in order to accelerate performance, generate customer loyalty and increase revenue.

Call us today at **929-92-BRAND** or connect with us online at **@ACIagency**