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Sir Speedy
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Basically **Business**

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3-Point Checklist for **Better Mobile Marketing Results**

See that bandwagon? You'd better jump on it. Pronto. Because recent data reinforces what has become an indisputable survival fact for today's small business: you must bring your "A" game to the mobile marketing or risk losing market share to competitors that do. Think of it. Seventy-five percent of all Americans can own a smartphone, and spend 70% of their total media consumption time using it. This year, up to 83% of all US online traffic will come through mobile devices, with more than a third of all searches relating to location. So to paraphrase that popular fictional news anchor: yes, mobile is kind of a big deal for marketers. To hold your ground, and maybe even gain some, prioritize these steps from our mobile marketing checklist.

- 1. Make sites and apps truly mobile friendly.** Incorporate responsive design and ensure that pages load in three seconds or less. Bounce rates rise 20% for every extra second of load time. Scrutinize your UX (user experience) to see where you can mobile-optimize and tab sizes, images and intrasite navigation.
- 2. Prioritize local optimization.** Forty percent of mobile searches have local intent, and local brands enjoy about 80% user engagement. With this in mind, be sure to integrate local key words into content, page titles, meta tags, and other elements. Build-in shorter keywords for organic searches and use longer phrases to accommodate mobile voice searches.
- 3. Tweak your paid search strategy.** Create compelling, mobile-focused ads

that integrate phrases like "buy from your smartphone," "order now from your mobile," and the like. Finally, consider using click-to-call and other Google ad extensions.

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Three Important **ADA Considerations**

Signage that is sensitive to the needs of those with disabilities is good business, especially when you consider they make up a market that is more than 50 million strong.

The Americans with Disabilities Act requires businesses to display signs that convey information about their building, parking lot, restrooms, and other features of the facility that are necessary to keep employees and customers safe. Provided here are some topline areas to be aware of.

1. Font

There are a few rules of the road, and it starts with text. Which font to use? What size should the letters be? There are a host of design details to consider, but let's start with the font basics:

Case: Characters should be uppercase. MAN versus man.

Style: Characters should be sans serif. **THIS** versus **THIS**.

Character Proportion: Choose a font whose characters width of the uppercase "O" is 55% minimum and 110% maximum of the height of the uppercase "I"

Character Height: Measured vertically from the baseline, the character shall be 5/8 inches minimum and two inches maximum based on the height of the uppercase letter "I"

2. Braille Dots

Tactile or raised dots is the method of providing Braille signage for the sight impaired and can be used in nearly all sign fabrication methods. Following is a short list of considerations:

- Raised characters must be uppercase sans serif without the use of oblique, script or italic characters

- Raised character shall be a minimum of 1/32 inch from their background
- Raised character heights shall be between 5/8 inches and two inches

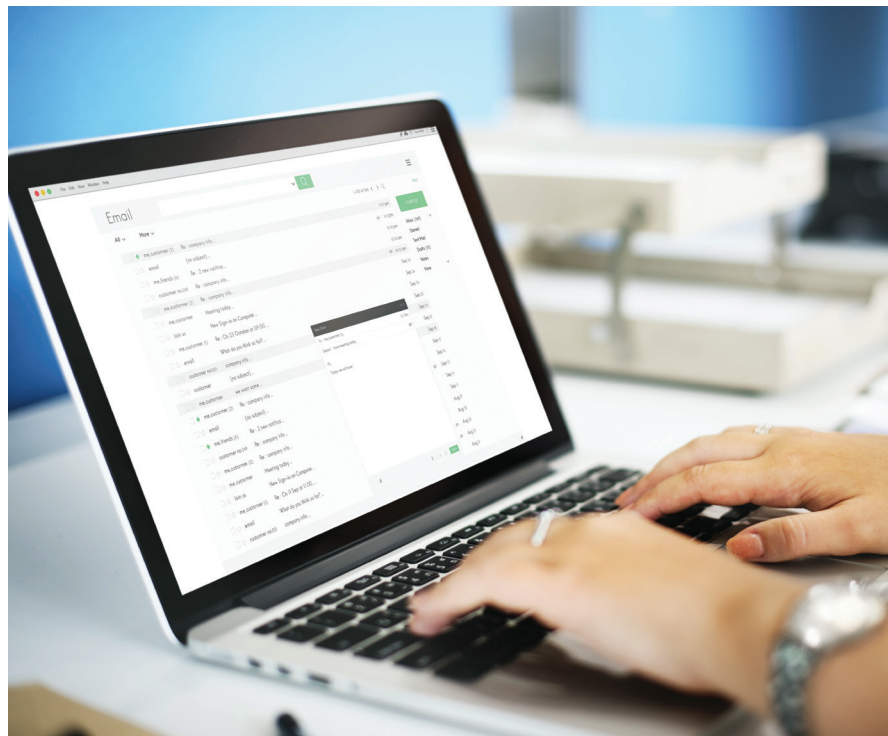
3. Mounting Placement

- Signs with raised characters should be mounted on the latch side of the door
- Signs may be mounted directly to a door with an inward swing if: (1) the door closes automatically, (2) is mounted on the push side, and (3) there is no "hold-open" device
- If it is a double door with two active doors, the sign should be located to the right of the right-hand door



Single-List Simplicity

Streamlines your Email Marketing



Most digital marketing experts agree: email works, and will continue to be the modern practitioner's go-to, even as other media come into their own.

But with so many contact streams in play—like apps, programs, social media and more—even highly organized teams or individuals can have trouble managing contacts.

Depending on which platforms you use or need to integrate, keeping lists manageable and actionable can be a confusing and time-consuming chore. This is why we recommend that you create a single, master contact list or database that you clean and update regularly.

Why? After helping thousands of small businesses, we've found that consolidation and cleaning will not only help you sell more, it will help

you sell more effectively, with greater efficiency and lower costs.

As with traditional direct mail, a clean, centralized email marketing list enables you to reach more of the right people (at the right time), while avoiding the ROI-blunting effects of high bounce rates and spam-filter intercepts. To maintain list integrity, be sure to cull bad addresses and bring in new ones. Also, use a double opt-in and ensure that all messages include a “profile-update” link and clear opt-out method.

Bonus tip: adding video to email can boost conversions by up to 24 percent.



Did you know?

Data Services help you identify and leverage hidden marketing treasure that's buried deep within your prospect and customer database. They can also empower you to reach new audiences in new markets, with pinpoint accuracy and greater cost efficiency. Use the power of list profiling to identify common traits or behaviors of highly profitable customer groups, or list segmentation to separate and target audiences with laser-like precision. Looking to broaden campaign reach or rejuvenate an outdated list? Our list acquisition service can pump up your prospecting and make new-business goals a reality. Our best practices for list hygiene and response tracking help reduce waste and maximize ROI by keeping customer and campaign data as accurate and up-to-date as possible.

Bottom line: your database is a gold mine and our services help unearth more nuggets. So, give us a call today.



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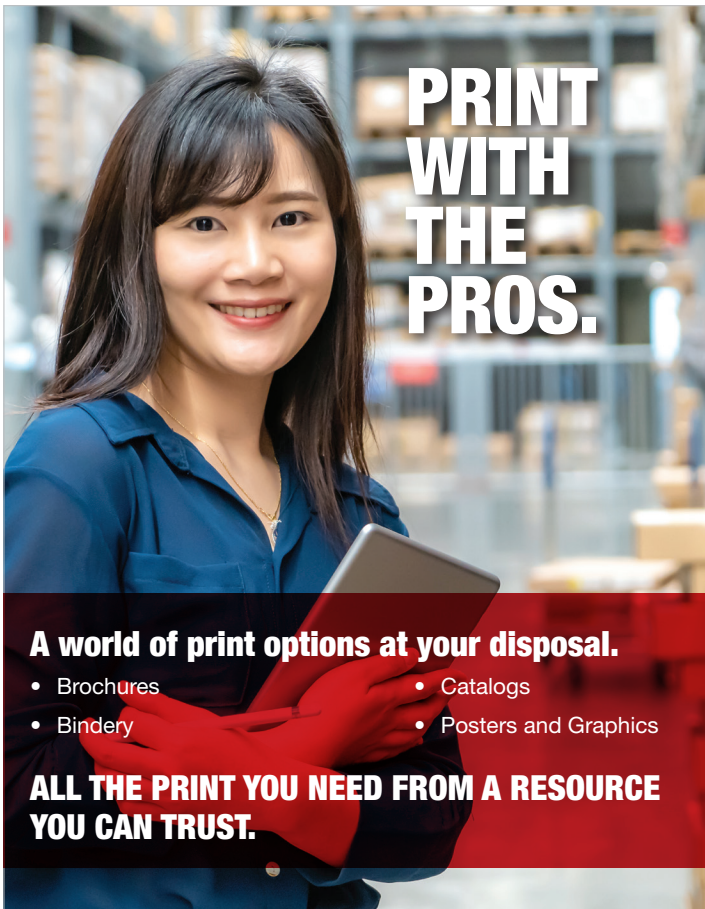
Streamlines Your
Email Marketing

Tips & Tricks for Facebook for Business

There are many nuances that go along with creating a business profile on social platforms, and it's important that the rules of engagement are known and followed for your business to thrive on Facebook.

1. **Create a business page**, not a personal business page.
2. **Add a recognizable profile picture** so you can be found.
3. **Choose an appropriate and eye-catching** cover photo.
4. **Have a CTA on your Facebook page** to view a video, sign up now, etc.
5. **Complete the "About" section** so readers can easily confirm they've come to the right place.
6. **Post photos and videos.**
7. **Pin important posts** at the top of your page.
8. **Monitor and respond** to comments.
9. **Promote your page.**
10. **Measure success.**

If done right, Facebook and other social media platforms have a place in your B2B or B2C marketing mix.



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