

# LOCALWERX

The Online Business Success

11 SURPRISINGLY SIMPLE BUSINESS

## STRATEGIES

TO OUTSHINE YOUR COMPETITORS

THE BEST

## AI TOOLS

That You Haven't Heard of...Yet!!!



HOW TO USE  
**EMAIL MARKETING**  
**LIKE A PRO**

WHAT IS  
**UGC**

AND WHY DOES YOUR BUSINESS NEED IT?

# Contents

## 11 Surprisingly Simple Business Strategies to Outshine Your Competitors 03



In the fast-paced world of business, every business owner is looking for that edge to stay ahead of the competition. The key to long-term success lies not in grandiose gestures or complex strategies, but in the implementation of simple, effective, and often overlooked tips. In this article, we present you with 11 ridiculously simple business tips that, when applied consistently, will help you outshine your competitors and strengthen your position in the market.

## The Best AI Tools That You Haven't Heard of...Yet!!! 08



In today's hyper-competitive business world, having the right tools at your disposal can be the difference between success and failure. One exciting and rapidly-evolving segment that's gaining a lot of attention lately are AI-driven solutions. These tools are transforming the way businesses operate by simplifying processes and boosting efficiency. In this article, we'll explore a range of cutting-edge AI tools that can give you the competitive edge you need to thrive in today's business environment.

## How to Use Email Marketing Like a Pro 12



As a local business owner, you know the importance of building strong customer relationships, driving sales, and increasing brand awareness. One of the most powerful tools in your digital marketing arsenal is email marketing. In this article, we'll show you how to use email marketing like a pro, with tips and strategies that will help you build an engaged email list, craft compelling content, and analyze performance to achieve a high return on investment (ROI).

## What is UGC and Why Does Your Business Need It? 20



User-generated content (UGC) has become a game-changer in the world of marketing, as it allows businesses to tap into the power of their customers' voices and experiences to create more authentic and engaging campaigns. In this article, we'll explore how UGC has transformed the way businesses approach marketing, why it's crucial for businesses of all sizes to leverage it, and how local business owners can use UGC to drive more traffic and sales.

## Welcome To LocalWerx Magazine

Thanks for checking out our online marketing resource guide for small business. Each month we cover topics that resonate with local businesses just like yours.

Our goal is simple. We want to enable you to do big things online, and it all starts by breaking down the complexities of marketing your business online.

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.

To your success,

Karen Estrin  
LocalWerx

### BROUGHT TO YOU BY

LocalWerx is the leading small business marketing service in the Phoenix area. We help small businesses build "marketing machine" to connect with more customers online.

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

For a more "hands off" approach, we offer affordable solutions that can deliver results. We hope you enjoy this issue of LocalWerx Magazine and feel free to reach out to us anytime.

# **11** SURPRISINGLY SIMPLE BUSINESS STRATEGIES TO **OUTSHINE** YOUR COMPETITORS



In the fast-paced world of business, every business owner is looking for that edge to stay ahead of the competition. The key to long-term success lies not in grandiose gestures or complex strategies, but in the implementation of simple, effective, and often overlooked tips.

In this article, we present you with 11 ridiculously simple business tips that, when applied consistently, will help you outshine your competitors and strengthen your position in the market.

## 1. FOCUS ON LEADS, NOT SALES

While revenue growth is vital, sustainable business success depends on building a loyal database of enthusiastic fans. To achieve this, concentrate on content marketing, optimized website forms, and intelligent email automation for follow-ups. By offering free value before asking for a purchase, you build trust with your audience. Don't worry if you're not an expert in lead generation; you can hire an expert to optimize your website for lead generation or if you want to go at alone there's plenty of lead generation tools like Clickfunnels or Unbounce that can be easily implanted into your website.

## 2. DON'T SELL PRODUCTS, PROVIDE SOLUTIONS

It's not about you. It's about them. Customers are looking for solutions to their problems, not just products. Emphasize how your product can help them achieve their goals or address their concerns. Research your target audience, identify their needs, and pain points, then tailor your messaging accordingly.

## 3. ALWAYS OPTIMIZE YOUR PRICING

Strategically evaluate your pricing to ensure it aligns with your brand positioning and target market. For premium brands, offer exclusive benefits to justify higher prices. For value-driven brands, consider the potential benefits of strategic discounts or promotions.





## 4. HIRE FRIENDLY, “HAPPY TO SERVE” STAFF AND EMPLOYEES

The staff you employ will determine the success, or failure of your business. Friendly, outgoing employees can significantly boost sales. Invest in hiring the right people and training them to provide a consistently warm and welcoming experience for customers.

## 5. STAY OPEN EVEN LONGER

Consider extending your hours during busy periods to accommodate more customers. Monitor foot traffic and adjust staff schedules accordingly to minimize costs and maximize customer satisfaction.

## 6. MAKE YOUR PHONE NUMBER ACCESSIBLE

Believe it or not, some customers still prefer to reach you by phone rather than email or social media. Ensure your phone number is prominently displayed on your website, making it easy for customers to find and contact you. Consider implementing live chat bots for real-time communication as well.

## 7. GIVE SOMETHING FOR NOTHING (OR VERY LITTLE)

Offer your loyal customers extras or freebies to encourage return visits and increase the likelihood of them recommending your business to others. Time these incentives strategically, like during special sales or promotions.



## 8. SUPPORT YOUR LOCAL COMMUNITY

Engage with your community and support initiatives that align with your brand values. For example; a local hair salon could sponsor a kid's night for low income families and offer free or discounted haircuts for kids in the community. This not only reflects positively on your business but can also help you build strong relationships with a loyal customer base.

## 9. USE SOCIAL MEDIA WISELY

Humanize your brand on social media by developing a distinct voice and engaging with your audience in a genuine, relatable way. Share helpful, entertaining, or informative content, and avoid coming across as overly promotional or out of touch.

## 10. OWN YOUR NICHE

Specialize in an area where you excel and can offer unique value to customers. By focusing on a specific niche, you can become known as an expert in that industry, which can lead to increased credibility and customer loyalty.



## 11. BE HUMBLE

Maintain a sense of humility and always strive for improvement. Learn from other entrepreneurs, books, and seminars, and never allow complacency to set in. Today's innovative disruptors can easily become tomorrow's outdated market leaders if they stop seeking new ways to grow and evolve.

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In the competitive world of business, the smallest changes can make the biggest impact. Implementing these 11 ridiculously simple tips will not only help you outperform your competition but also lay the foundation for long-term success. Embrace continuous improvement, engage with your customers, and always be ready to adapt to an ever-changing landscape.

**THE BEST**

# AI TOOLS

**That You Haven't Heard of... Yet!!!**



In today's hyper-competitive business world, having the right tools at your disposal can be the difference between success and failure. One exciting and rapidly-evolving segment that's gaining a lot of attention lately are AI-driven solutions. These tools are transforming the way businesses operate by simplifying processes and boosting efficiency. In this article, we'll explore a range of cutting-edge AI tools that can give you the competitive edge you need to thrive in today's business environment.

So buckle up and let's take a look at 7 of the Best AI Tools That You Haven't Heard About... Yet!





**You type it, Murf says it.** Murf is an AI-powered text-to-speech platform that empowers content creators, businesses, and individuals to convert written text into natural-sounding, human-like audio. With its extensive library of realistic voices and support for multiple languages, Murf enables users to create high-quality voiceovers for various applications such as videos, podcasts, e-learning materials, and more.

**AI-Enhanced Creativity, Neural Love** is a platform that utilizes artificial intelligence to generate unique content for artists, writers, and creative enthusiasts. With an easy-to-use interface, users can explore AI-generated artwork, images, stories, and visuals. Neural Love offers a fresh approach to creativity by combining technology and artistic expression, enabling users to experiment with the capabilities of AI-driven content generation.

The user-friendly interface of Neural Love is undoubtedly one of its strongest features. It caters to both professional artists and casual users, making it accessible to anyone with an interest in exploring the world of AI-generated content.



neural  
.love



**Fireflies** is an AI meeting assistant that uses NLP to eliminate the need for note taking during a meeting. Easily record, transcribe, and search across your voice conversations on an intuitive to use platform. Instantly record meetings across any web-conferencing platform. It's easy to invite Fireflies to your meetings to record and share conversations.

Okay, you may have heard of this one but it's too good not to list here. Many recognize **Jasper** as the best overall AI writing assistant, leading the market with its impressive features and quality. You first provide it with seed words, which Jasper then analyzes before creating phrases, paragraphs, or documents based on the subject matter and tone of voice. It is capable of producing a 1,500-word article in less than 15 minutes.

The platform has more than 50 AI content generation templates, including blog posts, emails, marketing copy, Facebook ad generator, Google ad generator, SEO meta title and description, press release, and much more.



**Personal AI** is a conversational artificial intelligence (AI) that empowers you to have smarter conversations with business partners, prospects, and co-workers. It uses your curated knowledge and can be used for automating responses, generating questions, and more. Personal AI can also be used for automating mundane tasks in your life, like booking flights, checking plans, and scheduling meetings.

Personal AI is an excellent tool for building a virtual assistant. It has several built-in features, such as a calendar, a to-do list, and reminders. You can also add your own custom commands to use in your specific business needs.



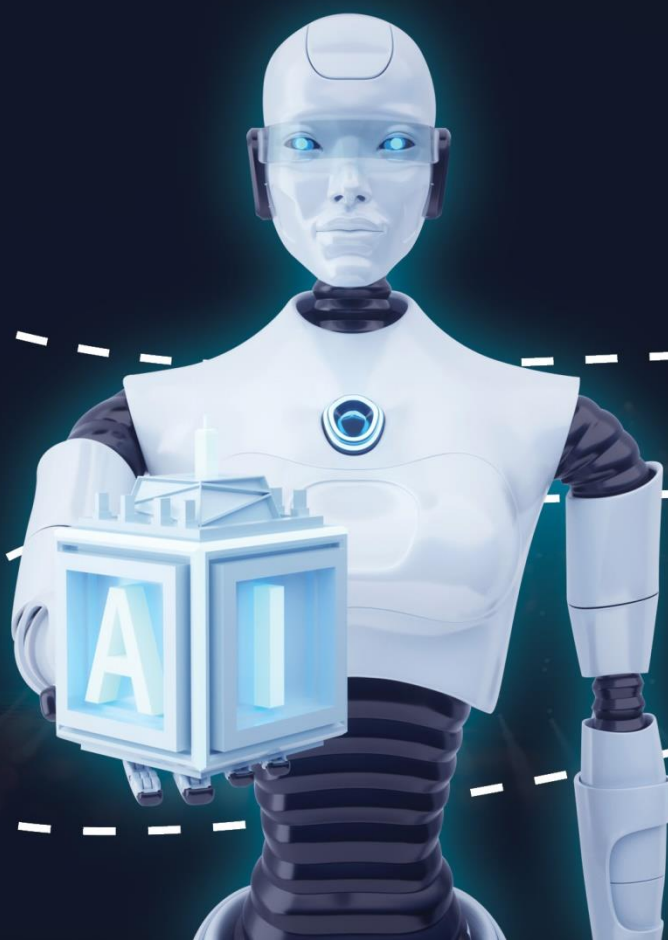
**Chatfuel** is a chatbot development platform that enables businesses and individuals to create and deploy conversational chatbots on platforms like Facebook Messenger without any coding knowledge. The platform offers a user-friendly interface with a drag-and-drop builder, making it easy for users to design and launch chatbots tailored to their specific needs.



Another top AI business tool, **Legal Robot** makes legal support far more accessible for every size company. It helps individuals understand what they're signing by deciphering complex legal contracts. The tool relies on NLP and deep learning to create legal models from a large database of contracts and legal scenarios. Legal Robot can also be used to improve the readability of contracts you create, helping employees have a full understanding of what they're signing.

# LEGAL ROBOT

As the digital landscape continues to evolve, leveraging the power of AI-driven tools is essential for businesses to stay ahead of the curve. The tools listed above offer unique solutions for various aspects of business operations, from content creation and marketing to customer support and legal assistance. By incorporating these innovative AI tools into your business strategy, you can streamline processes, enhance productivity, and ultimately achieve greater success in an increasingly competitive market.





# How to Use EMAIL MARKETING LIKE A PRO



**A**s a local business owner, you know the importance of building strong customer relationships, driving sales, and increasing brand awareness. One of the most powerful tools in your digital marketing arsenal is email marketing. In this article, we'll show you how to use email marketing like a pro, with tips and strategies that will help you build an engaged email list, craft compelling content, and analyze performance to achieve a high return on investment (ROI).



## BUILDING A QUALITY EMAIL LIST

The first step to successful email marketing is building a quality email list. There are a few different types of email lists you can create, including opt-in lists, customer lists, and segmented lists. Opt-in lists are created by asking people to sign up for your email newsletter, while customer lists are created by importing existing customer data. Segmented lists are created by dividing your email list into smaller, more targeted groups based on specific criteria, such as demographics, interests, or behavior.

To grow your email list, it's important to offer something of value to your subscribers, such as exclusive content or discounts. You can also promote your email list on your website, social media profiles, and in-store. It's important to maintain your email list hygiene by regularly removing inactive subscribers and cleaning up your data to ensure the accuracy and relevance of your list.

If you want to grow your email list, make sure you offer your subscribers something that they will find valuable. Some examples include:

- **Exclusive discounts or promotions:** Offer a special discount code or limited-time promotion for signing up to your email list.
- **Free resources or guides:** This can be anything from a free e-book or PDF guide to a how-to video or tutorial.
- **Contests or giveaways:** Hold a contest or giveaway and require participants to provide their contact information to enter.
- **Free trials or consultations:** Offer a free trial or consultation of your product or service in exchange for contact information.

- **Webinars or workshops:** Host a free webinar or workshop and require participants to provide their email address to register.
- **Checklists or templates:** Provide a downloadable checklist or template that helps solve a common problem or simplify a task related to your industry.
- **Free samples or demos:** Offer a free sample or demo of your product or service to encourage potential customers to try it out.
- **Interactive tools or calculators:** Create an interactive tool like a ROI calculator, website grader, social media audit tool, in exchange for their contact info.
- **Newsletter subscription:** Offer a regular newsletter that provides valuable information, industry insights, and exclusive updates to your subscribers.
- **Free shipping or delivery:** Offer free shipping or delivery for a limited time to encourage potential customers to make a purchase.

The key to a successful lead magnet is to make it valuable and relevant to your target audience. It should address a specific pain point or problem that they may have and provide a clear benefit for signing up to your email list or providing their contact information. By offering something of value, you can not only attract potential customers but also build trust and credibility with them, which can lead to long-term business relationships.

Promote your email list on different platforms like your website, social media accounts, and even in your physical store to reach a wider audience. To keep your email list relevant and effective, regularly remove inactive subscribers and clean up your data. By doing so, you can improve your engagement rates and connect better with your audience.

## CHOOSING THE RIGHT EMAIL MARKETING PLATFORM

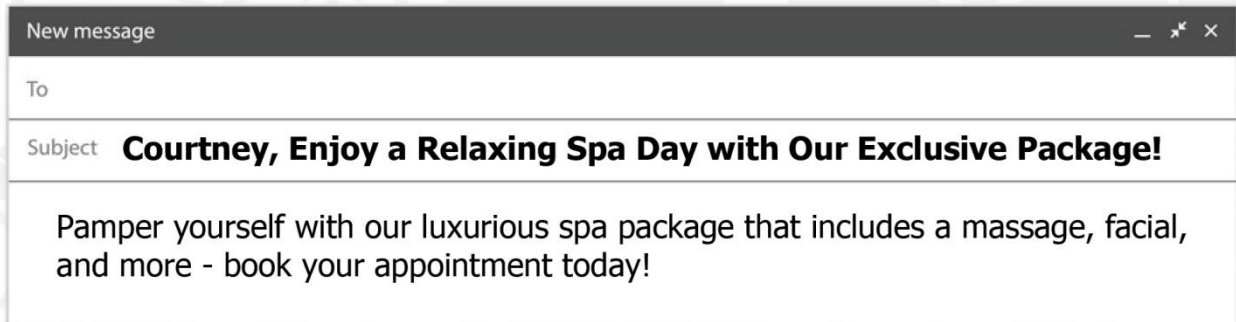
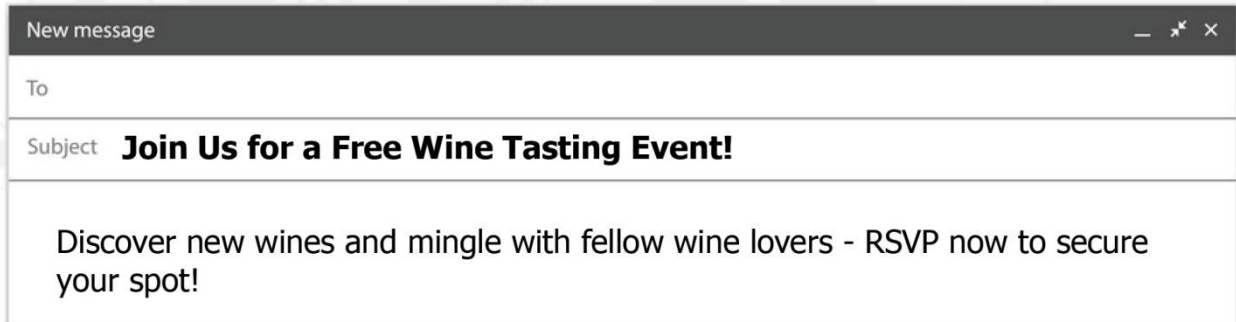
The next step to using email marketing like a pro is choosing the right email marketing platform. There are many different platforms to choose from, each with its own features and pricing structure. Some popular options for local businesses include Mailchimp, Constant Contact, and Campaign Monitor.

When choosing an email marketing platform, it's important to look for features such as email templates, automation workflows, segmentation tools, and analytics. Pricing considerations include monthly fees, email send limits, and additional features such as A/B testing and integrations with other marketing tools.



## CREATING COMPELLING SUBJECT LINES AND PREVIEW TEXT

Once you have your email list and platform in place, it's time to start crafting compelling content. One of the most important elements of your email content is your subject line and preview text. Your subject line should be attention-grabbing and concise, while your preview text should provide a preview of the content inside your email.



To craft effective subject lines and preview text, it's important to understand your audience and what will resonate with them. You can also use personalization, urgency, or curiosity to grab their attention. A/B testing different subject lines and preview text can help you determine what works best for your audience.

## CREATING VISUALLY APPEALING EMAIL TEMPLATES

In addition to compelling content, it's important to have visually appealing email templates. A well-designed email can increase engagement and make your content more memorable. When designing your email templates, it's important to consider factors such as your brand identity, the layout of your email, and the use of images and graphics.

It's also important to make sure your emails are mobile-friendly, as more and more people are checking their email on their phones. This means using responsive design techniques, optimizing your images for mobile, and making sure your text is easy to read on a small screen.



## MEASURING YOUR ROI

Measuring email marketing ROI is a must to understanding the impact of your campaigns and determining whether they are achieving your business goals. After all, you want to know if your email marketing efforts are paying off or not. It can also help you make informed decisions about future investments and optimize your email marketing strategy for maximum impact.

To measure email marketing ROI, it's important to track key metrics that indicate the impact of your campaigns. These metrics include:

- **Open rates:** This metric measures the percentage of subscribers who open your email. A high open rate can indicate a compelling subject line and preview text that entice subscribers to read your message.

- **Click-through rates:** This metric measures the percentage of subscribers who click on a link in your email. A high click-through rate can indicate engaging content and a clear call-to-action

that encourages subscribers to take action.

- **Conversion rates:** This metric measures the percentage of subscribers who take a desired action, such as making a purchase or filling out a form. A high conversion rate indicates that your email campaign is effective in driving the desired action.

- **Revenue generated:** This metric measures the amount of revenue generated by your email campaigns. By tracking revenue, you can determine the return on investment of your email marketing efforts and make informed decisions about future investments.

To track these metrics, you can use an email marketing software that provides analytics and reporting features, such as Mailchimp, Constant Contact, or Campaign Monitor. These tools can provide insights into your email campaigns' performance, allowing you to make data-driven decisions about your email marketing strategy.





## **TESTING AND ANALYZING YOUR EMAIL CAMPAIGNS**

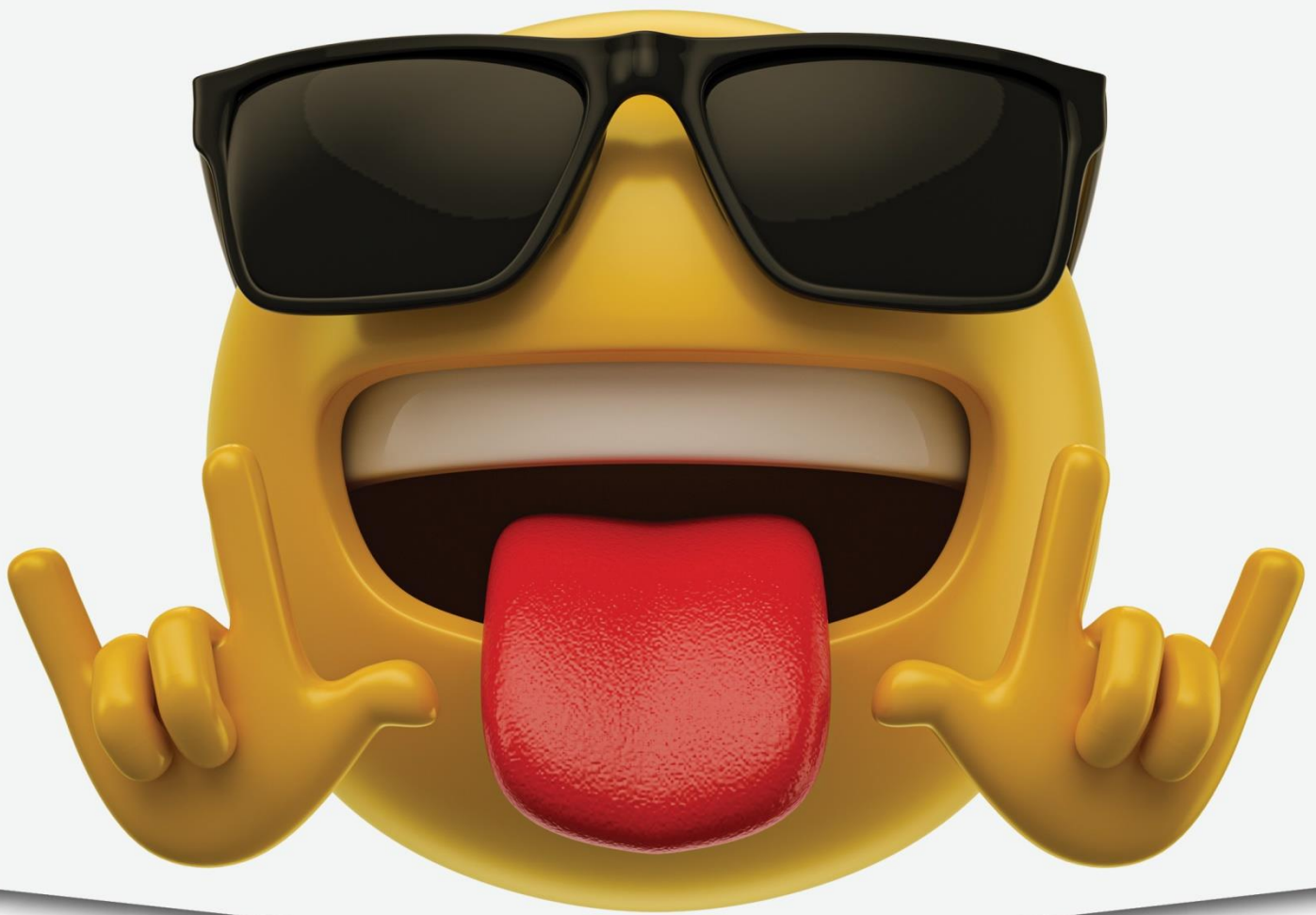
To ensure that your email marketing efforts are effective, it's important to regularly test and analyze your email campaigns. This can involve A/B testing different elements of your emails, such as subject lines, content, or calls-to-action, to see what resonates best with your audience. This is marketing 101 at its core.

You can also track key metrics such as open rates, click-through rates, and conversions to determine the success of your campaigns. This data can help you optimize your email marketing strategy over time and achieve a higher ROI.

## **COMPLYING WITH EMAIL MARKETING LAWS AND REGULATIONS**

Finally, it's crucial that you are complying with email marketing laws and regulations. This includes obtaining consent from subscribers before sending them emails, including an unsubscribe link in all emails, and following rules around spam and anti-spam laws. And don't take it personal when people unsubscribe from your list – It happens all the time, and they weren't going to end up as customers anyway.

By following these best practices and incorporating these strategies into your email marketing efforts, you can use email marketing like a pro and achieve greater success for your local business.



## **DELIVERING CONTENT THAT RESONATES WITH YOUR AUDIENCE**

Once you have your email list, platform, and design in place, it's time to start creating content that resonates with your audience. This means understanding their needs, interests, and pain points, and creating content that provides value and solves their problems.

Some effective types of email content include educational content, product announcements, exclusive deals and discounts, and customer stories or testimonials. It's important to vary your content and keep it fresh and engaging, while also maintaining a consistent tone and brand voice.

## **USING AUTOMATION TO NURTURE LEADS AND CUSTOMERS**

Automation can also be a powerful tool in email marketing. By setting up automated workflows and drip campaigns, (also known as autoresponders) you can nurture leads and customers over time, without having to manually send each email.

For example, you might set up an automated welcome series for new subscribers, which includes a series of emails introducing them to your business, offering them a discount on their first purchase, and providing them with helpful information or resources.



## **WRAPPING IT UP**

Email marketing is a powerful tool for local businesses looking to build customer relationships, drive sales, and increase brand awareness. By building an engaged email list, creating compelling content, you will be well on your way to creating email campaigns that keep your customers engaged and coming back for more.

Remember to stay focused on providing value to your subscribers and delivering relevant, engaging content, and to continually refine your approach over time. With the right strategies and a commitment to success, you can achieve a high ROI and drive your business forward with email marketing just like the pro's do. So, get out there and start sending some emails!

REC ●

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WHAT IS  
**UGC**  
AND WHY DOES YOUR  
**BUSINESS NEED IT?**

What if I told you that one of the most effective marketing tools available to businesses today doesn't require a big budget, fancy equipment, or professional expertise? User-generated content (UGC) has become a game-changer in the world of marketing, as it allows businesses to tap into the power of their customers' voices and experiences to create more authentic and engaging campaigns. In this article, we'll explore how UGC has transformed the way businesses approach marketing, why it's crucial for businesses of all sizes to leverage it, and how local business owners can use UGC to drive more traffic and sales.




## WHAT IS UGC?

UGC can take many forms, such as customer reviews on websites like Yelp or TripAdvisor, user-generated photos on Instagram, or videos posted to YouTube. UGC is created by users or customers rather than the business itself, making it a powerful tool for building authenticity and trust with your audience.

There are many different types of UGC, including:

- **Reviews:** Online reviews are a popular form of UGC and are often used by consumers to make purchasing decisions. Reviews can be left on a variety of platforms, such as Yelp, Google, or Amazon.
- **User-generated photos:** Customers often share photos of products or experiences on social media, using branded hashtags or tagging the business. These photos can be used by the business for marketing purposes, such as on their website or social media channels.
- **Social media posts:** Customers may share posts on social media that mention or promote the business. These posts can be used by the business to increase brand awareness and engagement.

# WHY IS UGC IMPORTANT FOR BUSINESSES?



There are many benefits of incorporating UGC into your marketing strategy, including:

## INCREASED ENGAGEMENT:

UGC can help to increase engagement with your audience by providing a way for them to interact with your brand and share their experiences.

## INCREASED TRUST

UGC can help to build trust with your audience by providing authentic and unbiased perspectives on your products or services.

## INCREASED LOYALTY

UGC can help to foster a sense of community and loyalty among your audience, as they become more invested in your brand.

**According to a study by Stackla, 86%** of consumers say that authenticity is important when deciding which brands to support. Incorporating UGC into your marketing strategy can help to build that authenticity and trust with your audience.



## HOW TO ENCOURAGE UGC FROM CUSTOMERS

Encouraging UGC from your customers requires a strategic approach. Here are some tips and strategies for encouraging UGC:

- **Create a branded hashtag:** Encourage customers to share their experiences using a branded hashtag on social media.
- **Incentivize customers:** Offer incentives, such as discounts or free products, for customers who share UGC.
- **Feature UGC on your website and social media:** Highlight UGC on your website and social media channels to show your appreciation and encourage more UGC.

## BEST PRACTICES FOR USING UGC

When using UGC, it's important to follow best practices to ensure legal compliance and maintain a positive reputation. Here are some best practices for using UGC:

- **Give credit to the creator:** Always give credit to the creator of the UGC and ask for their permission before using it.
- **Respond to comments and feedback:** Engage with your audience by responding to comments and feedback on UGC.
- **Ensure legal compliance:** Make sure to follow copyright laws and other legal requirements when using UGC.
- **Be selective:** Not all UGC is created equal, so it's important to be selective in what you choose to feature in your marketing. Look for UGC that aligns with your brand values and messaging, and avoid any UGC that may be offensive or inappropriate.
- **Monitor and moderate:** Keep a close eye on the UGC that is being shared about your brand and be prepared to moderate or remove any UGC that is harmful or violates your guidelines.



# USER GENERATED CONTENT

## UGC AND SEO

In addition to the benefits listed above, UGC can also have a positive impact on your search engine optimization (SEO) efforts. By incorporating UGC into your website and social media channels, you can improve your search rankings and drive more traffic to your site.

**According to a study by Moz**, online reviews are one of the top factors that search engines consider when ranking local businesses. **By encouraging and featuring UGC, you can improve your online reviews and drive more traffic to your website.**

In addition, UGC can provide search engines with fresh, relevant content that can help to improve your rankings.

By featuring UGC on your website, you can also increase the time visitors spend on your site and decrease bounce rates. UGC can help to create a more engaging and interactive experience for your visitors, keeping them on your site longer and increasing the likelihood of a conversion.

### Conclusion

Incorporating user-generated content (UGC) into your marketing strategy can be a game-changer for businesses looking to create more authentic and engaging campaigns. By tapping into the power of your customers' voices and experiences, you can build trust and credibility with your audience, improve your search rankings, and drive more traffic and sales.

Overall, UGC is a valuable tool that businesses of all sizes should consider incorporating into their marketing strategy. By embracing the power of UGC, you can connect with your audience on a deeper level, create a more authentic and engaging experience for your customers, and stay ahead of the competition.





# READY TO GET MORE CUSTOMERS?

Connect with us today for your complimentary strategy session, and tell us about your goals. You'll get a professional appraisal of your current website and we'll tell you how you could be doing better.

**NO STRINGS ATTACHED.**

**These sessions book up fast – sometimes weeks in advance so don't wait, connect with us today to schedule your complimentary strategy session today.**

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