

Clicks

The Online Marketing Guide for Small Business

7 Simple

REFERRAL MARKETING
Strategies for your
BUSINESS

Digital Marketing in 2022

What Trends You Need to

CONSIDER NOW



Out of the Box

CONTENT MARKETING
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DIGITAL
MARKETING TOOLS

That Give You an Edge Over Your Competition

Powered By Lloyd's Marketing

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Did you know that customers who are referred to you are more likely to trust you and become loyal customers that have bigger spending budgets? If you haven't implemented a referral programme into your marketing strategy yet, you're missing out on a substantial opportunity for growth. Here's 7 ways you can get started today!

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As a small business owner, you don't have a team of marketers ensuring your marketing efforts are a success. But that's okay because we've identified the best digital marketing strategies to grow your business today, and through 2022.

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If you want to stay one step ahead of your competitors online then it's crucial to create content that engages, educates and is relatable to your audience. Stand out from the crowd with these 7 out-of-the-box content marketing ideas.

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Nowadays, getting access to the best online marketing tools has never been easier. With just a credit card and a few clicks, you can get access to remarkable marketing tools that will help you level up your small business's online presence and generate more revenue. Read on to learn our top 10 recommendations!

Welcome To Clicks Magazine

Thanks for checking out our 6th issue of Clicks, your online marketing resource guide for small business. Each month we will be covering 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

Martin Lloyd

CLICKS IS BROUGHT TO YOU BY

Lloyd's Marketing is the leading specialist social media marketing service for Med Spas, and Beauty Salons.

We also provide customised images and videos for websites, social media posts and online advertising.

YOUR'E INVITED

Why not join our Facebook Group – [Marketing with Martin](#) for FREE marketing help and resources



7 Simple **REFERRAL** MARKETING STRATEGIES FOR YOUR BUSINESS

I want to let you in on a little secret.

Are you ready?

Okay, here it is:

All customers aren't equal.

Don't get me wrong, all customers are good customers. But do you want to know who your best customer is?

A personal referral.

Customers who are referred to you are more likely to trust you and become loyal customers that have bigger spending budgets.

So, if you haven't yet implemented a referral programme into your marketing strategy, you're missing out on a substantial opportunity for growth.

When it comes to conversion rates, referral marketing consistently outperforms all other marketing channels.

It's a bold claim, but statistics show that people who come to you through referrals have the best chance of engaging with your company, purchasing your products, and remaining loyal:



People are **4 times more likely** to buy when **referred** by a friend

Customers gained through referrals have a **37% higher retention rate**



81% of consumers are more likely to **engage with your business when you offer reward programmes**

Your profits will increase at least 16% after implementing a referral programme



Now that you've learned about the potential of referral programs, here are some easy referral marketing strategies for your business you can start implementing today.

1. Choose Your Referral Incentive

When it comes to the best referral marketing strategies, there is no receiving without giving. You must first decide on a reward that works for your business.

Think like the customer. What kind of offer or incentive will motivate them to talk about your product or service with a family member or friend? Try to answer their question of "What's in it for me?" It can be as simple as giving a flat fee

in return, or more complex like a point system contest.

But whatever incentive you choose, make it relevant to your product or service. If you're in the business of selling coffee, your reward could be something as simple as free pound of their favourite premium roast. This way, you can be sure that the people referred are coffee lovers who'll likely keep buying from you.

2.

Choose the Right Time

Imagine signing up for a service or a product and being asked to share it with a friend before you even get a chance to use it. You know right then that is not the right approach.

The best time to ask your customers to share your product is after you deliver on your promises. It's when what you offer solves the intended pain points and makes their lives better. Only

then will they be eager to recommend your product to someone they know will enjoy it as much as they do.

If you're a local personal trainer, for example, the best time to ask your clients to bring their friends is after you've helped them achieve their goals, whether it's losing weight or building muscle.



3. Consider Rewarding Both Sides

Hands down, the best strategy you can implement to maximize the effectiveness of your referral programme is not only to reward the inviting person, but also the person who is being invited.

This strategy works because it's a win-win-win situation where everyone included is happy. Your current and new clients both have some-

thing to gain, and you make a new customer in the process.

Drop Box is a shining example of this strategy's effectiveness. Their two-sided referral programme gives both the referrer and the referee more storage. *And in just 15 months, they managed to skyrocket their user base by a whopping 3900%!*

4. Create a Dedicated Page for Your Programme

This may sound obvious, but it's often overlooked. If your client must sift through several pages to find your referral programme, you'll get little, if any, results from your programme.

You need to create a dedicated page for it, that's easy to find. Complete with a large, bold headline that grabs your customers' attention and content that clearly explains the terms of the programme.

After you create the dedicated referral page, it's time to direct your audience to it. You can do this in a few ways, one way is by adding a simple "Refer a Friend" button on your homepage that will direct those who are interested to your referral programme page to get all the details.

You can also place a link at the end of a follow-up email when you thank them for purchasing from you. Whatever it is, you need to make it easy for them to find.



5. Make it Simple and Pain Free

You don't want to give your customers any reason to NOT participate with your referral request so keep it simple and easy to do. The quicker your customer can understand what they need to do and what they stand to gain, the better.

6. Use a Tool to Build Your Program

It's no secret that there are many parts to creating and managing a successful referral programme, which can make it difficult and time-consuming.

But it doesn't have to be that way, though! There is plenty of referral tools and software options available that will help you set up and manage your referral programme pretty easily. Here are a few ones to get you started:



Referral Rock helps any business get more customers using the most powerful and underutilized asset, the happy customers. It automates every step of the process to scale and consistently measure the success of referral marketing. It helps to acquire customers, scale best practices, and build brand awareness.



Invite Referrals: Referral marketing software that is multiplatform, fully customisable, and easy to use. There are plenty of features to go around as well!



Revetize: Another excellent and user-friendly referral marketing tool. The best part about Revetize is that you only pay for the features you use.



7. Set Yourself Up For Growth

Congratulations! Your killer referral program is bringing in a steady stream of new and satisfied customers and they all love your business. So, where do you go from here?

Now you need to keep these new customers and clients around.

Another excellent idea is to remind them that your referral program can benefit them too. Keep in mind your happiest customers are your best are also your best source of new customers. They'll almost certainly refer another friend, who will likely refer yet another, and so on. This way, you're setting your company for exponential growth.

Digital Marketing

in 2022

What Trends You Need

Consider Now

November through to January is one of the most exciting times for digital marketers. It's the time where budgets are drawn up and the new marketing strategy is solidified.

As a small business owner, you don't have a team of marketers working on your behalf

To Formulate A Winning Digital Marketing Strategy

to ensure your marketing efforts are a success. Because of this, it can be intimidating to plan your marketing strategies for the upcoming year.

But that's okay because we've spent our time, looking at all the data that matters to identify the key digital marketing trends that you need to follow in 2022.

These are the trends that are working right now to generate leads and grow your-business today, and through 2022.



What Are the Trends of the Future?

It's no surprise that digital marketing is an absolute must for small businesses nowadays and there's no shortage of strategies you can choose to focus on. But this year marketing channels like content marketing, social media marketing, paid social media advertising were utilised by more businesses than ever before.

In 2021, content marketing was one of the leading forms of marketing used by businesses. Brands with a blog **generated over 67% more leads** than ones without a blog, and the revenue for content marketing will exceed £250 billion in 2022.

Social media marketing has also skyrocketed, with **54% of social media users** using these platforms to research products. Since the average user spends just under 3 hours a day consuming social media, it's clear to see why marketers have prioritised these marketing tools

over others in 2021.

Digital marketing is especially useful for small business owners because it's cost effective, has an extensive reach and is instrumental for building brand awareness and trust.

But we know it can be overwhelming to develop your digital marketing strategy as a small business owner – especially if you don't have much experience with digital marketing.

So with that in mind we've put together a list of key trends that you need to know about in 2022 to create a successful digital marketing strategy that keeps your business profiting all year.

HERE ARE SOME OF THE KEY DIGITAL MARKETING TRENDS YOU NEED TO FOLLOW IN 2022:





Influencer Marketing:

In 2021, influence marketing is worth over £10 billion. We live in a time where consumers trust sales influencers recommendations over traditional celebrities, with

49% of consumers using influencer recommendations

to influence purchasing decisions this year. For teens and younger demographics, this number is even higher - with over

70% of teenagers relying on influencer recommendations for purchases.

Social commerce is more powerful than ever before thanks to the power of influencers. Social commerce allows you to use influencers and micro-influencers to sell products directly to new customers on social media networks.

Influencer marketing is a significant trend in digital marketing strategy that will continue to boom in 2022. The rise of micro and nano-influencers means that small businesses can capitalise on this exciting marketing, and there is a high return on investment on influencer marketing expenditure. For each £1 invested, businesses can make up to £6.50 ROI on influencer marketing.

Conversational Marketing is

"IN".

Conversational marketing refers to the use of chatbots and live chats for marketing purposes. Able to provide users with instant access to customer support, conversational marketing makes your business accessible to customers 24/7.

A powerful marketing automation tool, leading brands utilise conversational marketing tools to aid with data collection, qualify leads and provide premier customer experience services.

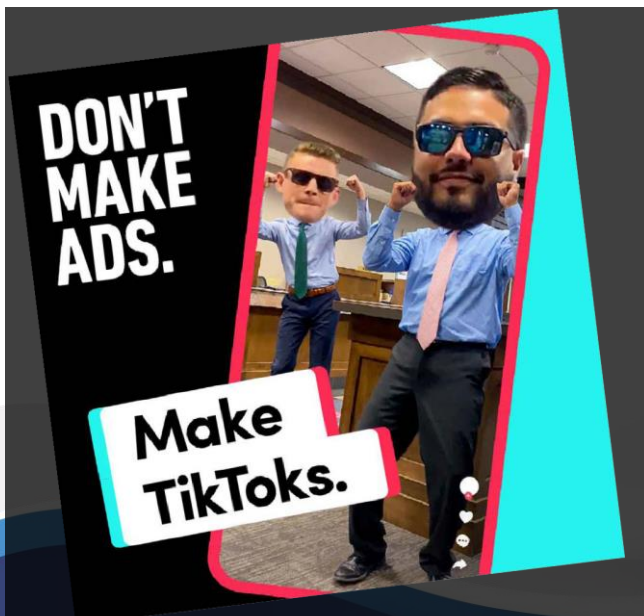
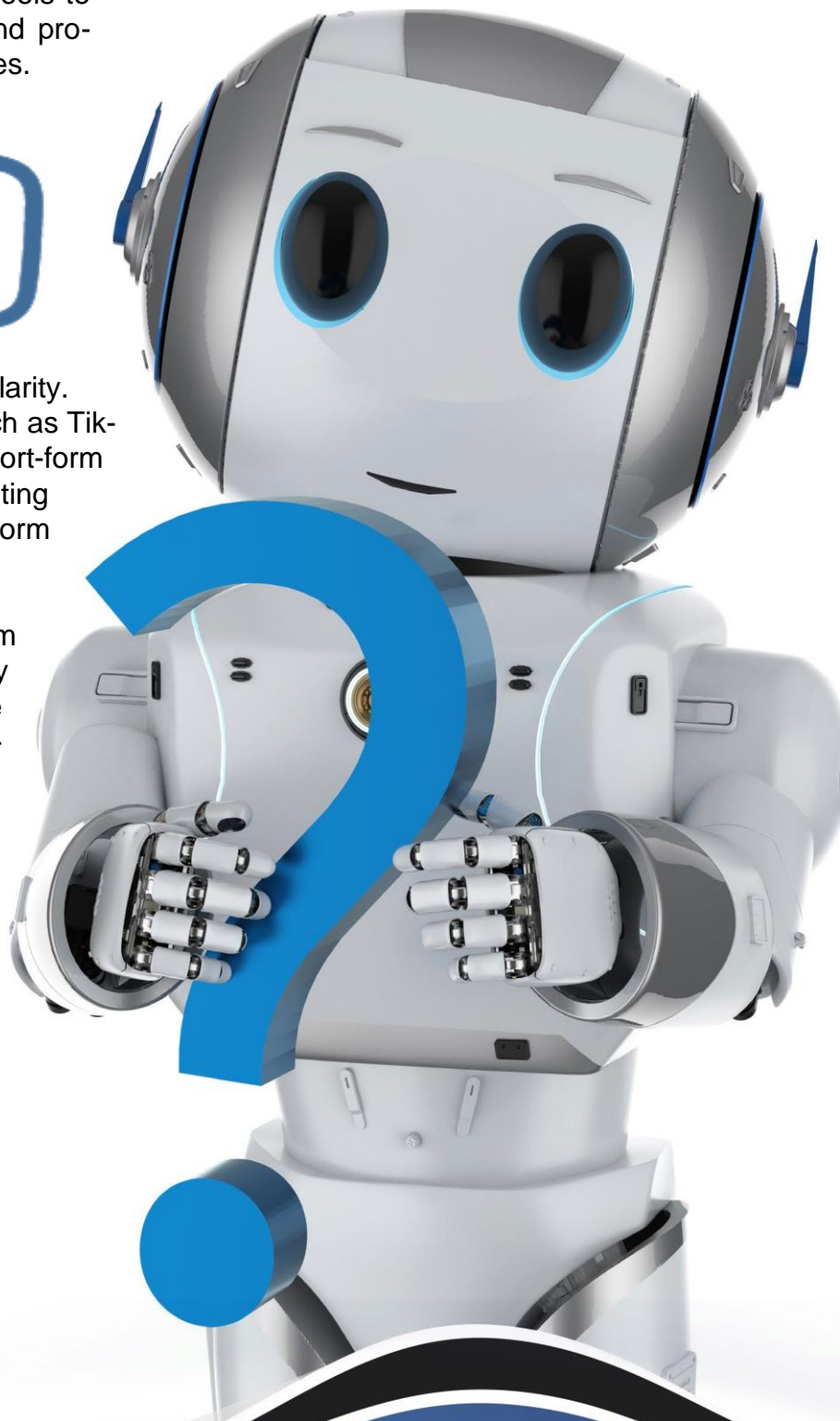
The best part about conversational marketing is it's fully automated. It literally works for you in your sleep, and can be set-up fairly easily.

Facebook, Wordpress & Wix all offer chatbot artificial intelligence tools that small businesses can use today.

The Power of Short-Form Video:

Short-form video is skyrocketing in popularity. The growth of social media channels such as TikTok and Instagram reels has caused short-form video to become a booming digital marketing trend. It's important to incorporate short-form video into your digital marketing strategy.

Short, snappy and to-the-point, short-form video marketing allows you to share key marketing messages in 15 seconds. These marketing messages are memorable, engaging and resonate with consumers. Expenditure on short-form video is predicted to rise in 2022, and many leading marketers are investing more into it this new year.





Brand Challenges & User-Generated Content:

The rise in short-form video marketing is giving rise to other digital marketing trends such as brand challenges and user-generated content. Both of these offer prime marketing automation opportunities and allow you to produce interactive content with existing customers.

Interactive content is key to boosting engagement with your digital marketing efforts. Many marketers incorporate brand challenges into

their marketing strategy in order to boost the amount of user-generated content created by existing customers.

User-generated content is content that is created by consumers and is key for building brand trust and awareness. Consumers are more likely to trust content that is created by other consumers, and it requires minimal marketing efforts on your behalf.

Blogs and Website Content Are Still In:

Blog and website content is still popular and will continue to be popular through 2022. You can utilise AI tools like Answer the Public to find what your consumers are searching for and develop a content strategy around it.

As of 2021 over 70% of marketers are actively investing in content marketing. Effective content marketing will help you rank higher on Google's search results, which means more targeted traffic for your business!



Your Email Copy:

With an average return on investment of £36 for every £1 spent it's important to include email marketing in your digital marketing strategy.

But your email marketing results are only as good as your email copy. Create engaging email copy to compel your subscribers to click on your email offers and purchase you're promoting. Once you have a customer email list, you can literally create sales on demand. So make sure you keep your list engaged with content that matters to them.

Wrapping up...

Digital marketing isn't the future of marketing, it's right now. And it's more important than ever for small businesses to capitalise on it now.

By implementing any of the digital marketing trends we mentioned above, you can take full advantage of powerful marketing strategies that will vastly improve your ROI digital reach with your audience.



7 OUT OF THE BOX

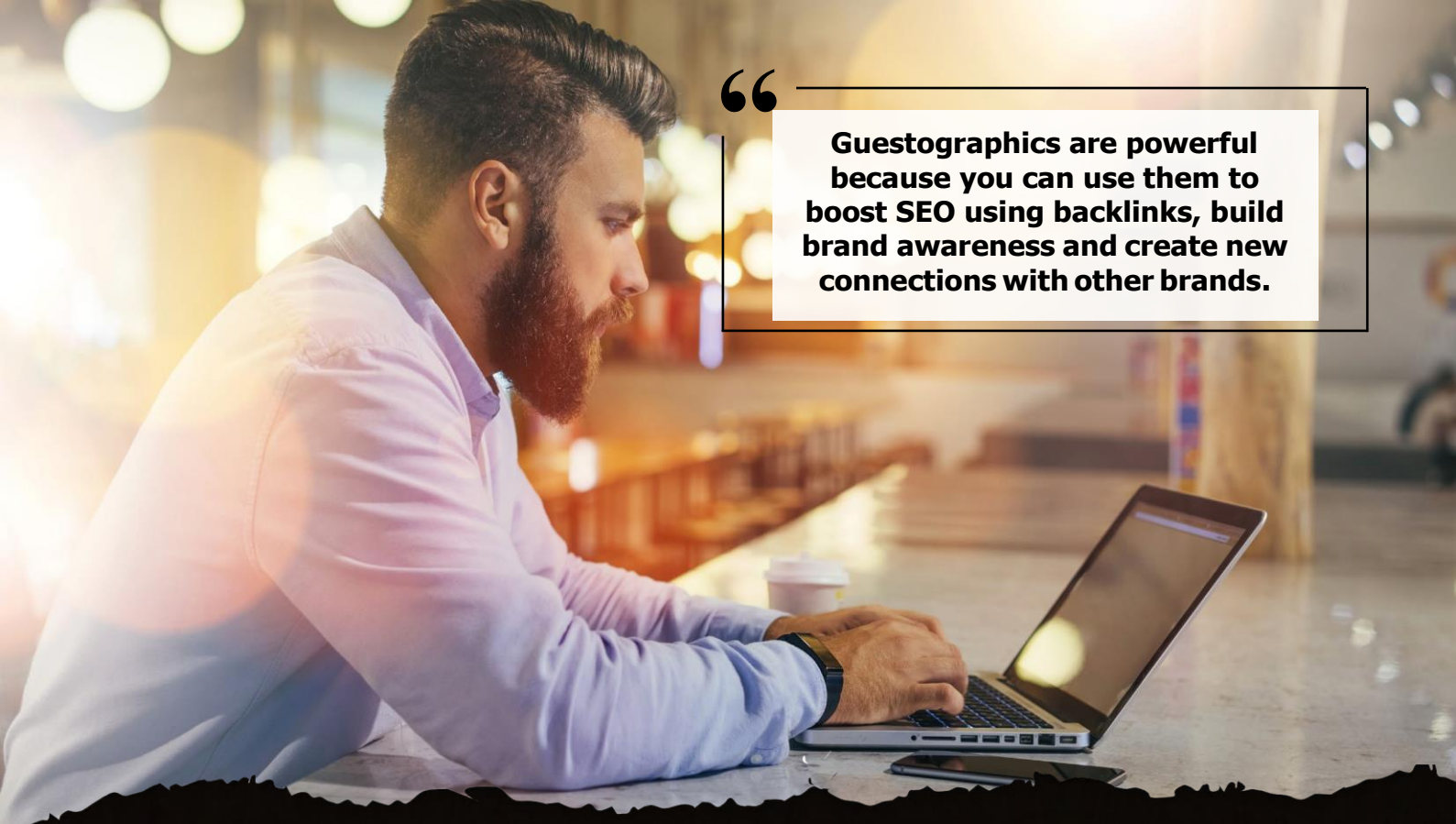
CONTENT MARKETING

Ideas to Try in 2022

As we close out 2021 and look ahead to the new year one thing that has become blatantly obvious is that – now more than ever content marketing should play an important part in every small business's digital marketing strategy.

If you want to stay one step ahead of your competitors online than it's crucial to create content that engages, educates and is relatable to your audience.

And now you can stand out from the crowd with these 7 out-of-the-box content marketing ideas, that you may not have considered.



“

Guestographics are powerful because you can use them to boost SEO using backlinks, build brand awareness and create new connections with other brands.

INSTAGRAM FILTERS FOR USER-GENERATED CONTENT:

Instagram is one of the most popular social media channels available for digital marketing today. Over one billion users enjoy Instagram every single month, with the average daily use time sitting at around 30 mins per day.

Marketers love to target Instagram, as over 200 million users visit a business page every single day. Plus, **81% of users use the app to research various products and services prior to buying.** Instagram stories are a popular content tool marketers use to promote businesses, products and services.

User-generated content is powerful, because people are more likely to trust real people.

92% of consumers will rely on referrals from others when deciding to purchase a product, and **79% will use user-generated content to sway their purchasing decisions.** Instagram filters aren't expensive to produce and offer a unique, interactive way for users to create their own content for your brand.

GUESTOGRAPHICS:

Guestographics are guest infographics. There are both images and text in this piece, and it is published on or linked from multiple websites. It's not unusual for brands to collaborate on guestographics for a specific use. Establishing stable connections and establishing brand awareness are both attainable through this method.

In addition to publishing an infographic on your website, you can create guest content that includes a link to it on another website using the guestographic concept.

Guestographics are powerful because you can use them to boost SEO using backlinks, build brand awareness and create new connections with other brands.

The best part about using guestographics is that they are free to create. You can use Canva to create a guestographic for your social media today or hire a graphic designer for a fully custom design.

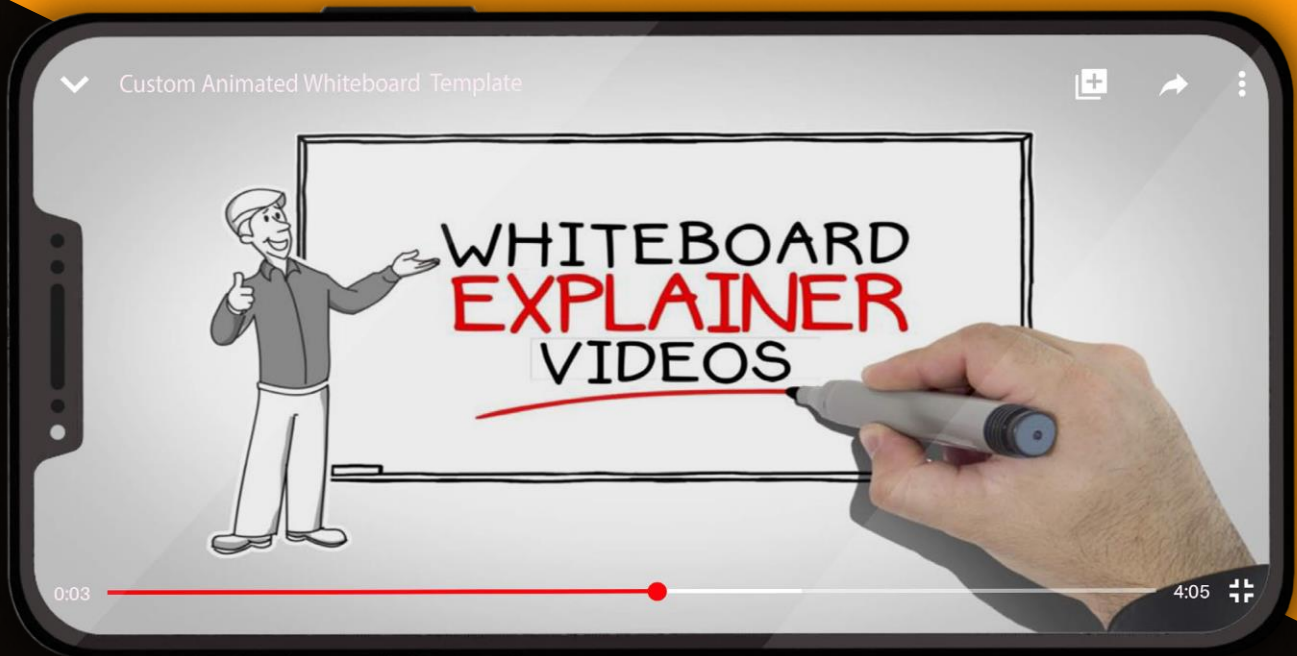


INSTRUCTOGRAPHICS:

Instructographics are infographics that explain how to do something in an engaging manner. Instructographics are a great addition to your content strategy as they are easy to digest and showcase your product and how to use it effectively.

You are only limited by your own creativity when using instructographics for step-by-step instructions or other how-to guides.

The best thing about them is that they are free to create using online sites like Canva (or hiring a graphic designer) and record a better share rate than other forms of content.



WHITEBOARD VIDEOS:

Drawing on a whiteboard can be an effective way to explain a point, process, or product visually attractively for artists, graphic designers, or people good with a marker.

You can use whiteboard videos for almost anything that can be illustrated. Whiteboard videos create a sense of curiosity as the viewer waits to see how the rest of the story unfolds. Plus, the illustrations are pretty entertaining to watch.

Creating whiteboard videos doesn't take a special skillset, especially with whiteboard video making programmes like [Doodly](#) or [MySimpleShow](#). But just like giving a speech, you may need to practice prior to recording to ensure everything flows smoothly.

CAROUSEL POSTS:

Carousel posts involve posting multiple photos and videos into a singular post. These are super popular at the moment and record a higher engagement rate than static posts due to the fact the user has to swipe to see more information.

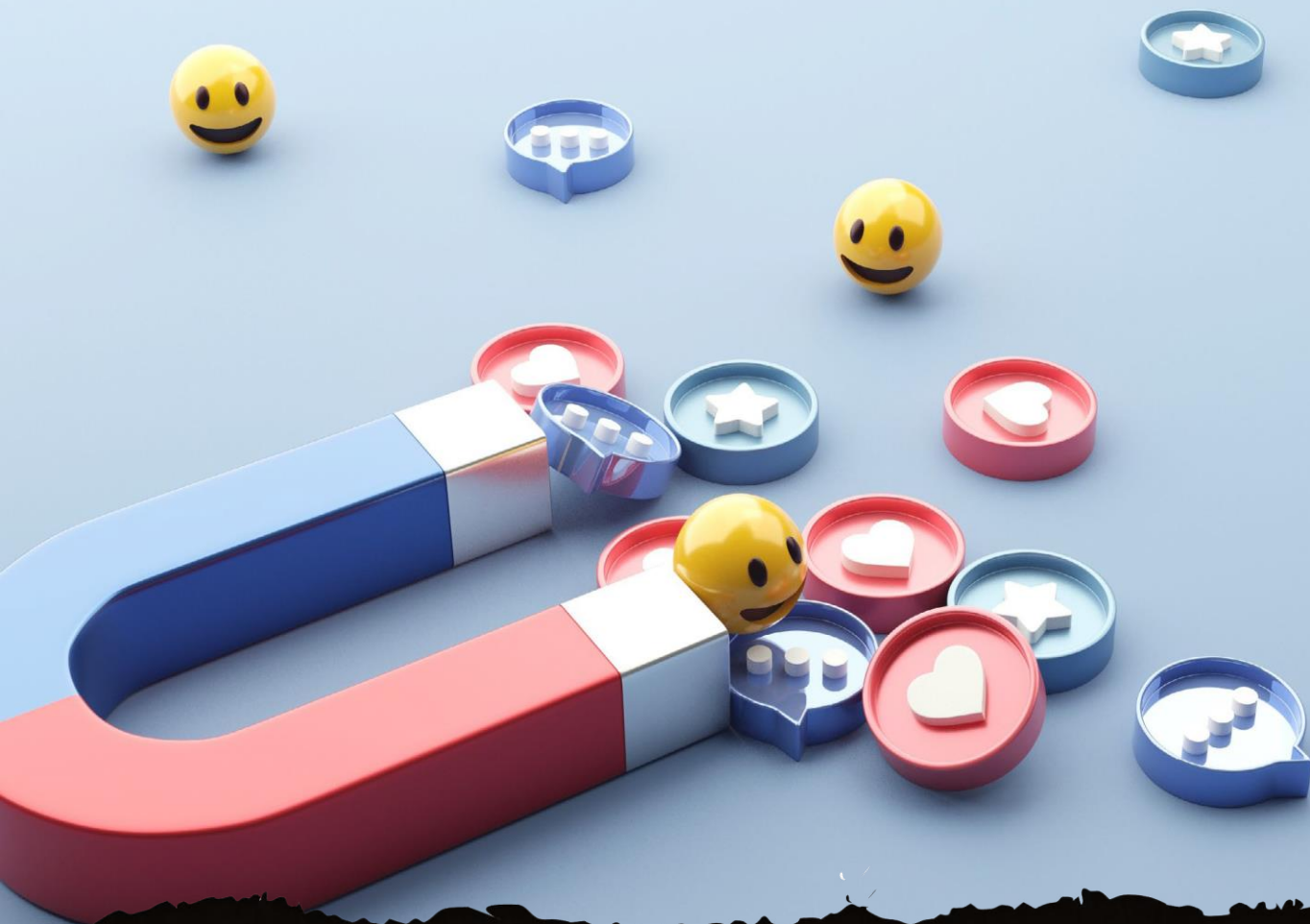
Carousel posts are an effective way to share information with your audience. Aim to include a call-to-action within your carousel post to improve its effectiveness.



SCREENCAST VIDEOS:

You can use screencasts to explain how to do something or solve a problem in simple to follow steps. The screencast format also allows you to create videos such as tutorials with relative ease. It is a great way to answer the most important questions that get asked over and over again.

Your voice is heard and your story is visualised when you create a screencast, rather than just a static video. Other content marketing methods lack the personal touch that screen casting offers. The best part? It's super easy to get started using a laptop or PC.



WORK WITH INFLUENCERS:

Influencers are a great way to add instant credibility to your business. Plus, you don't need a massive budget to work with influencers. Micro and nano-influencers are perfect for small businesses looking to get started with influencer marketing.

Best yet, these influencers already come with a built-in audience which can help boost engagement on Social Media and drive targeted traffic to your business.

How to find micro influencers for your business?

- Turn to your fans
- Research Hashtags
- Connect with local bloggers
- Or use tools like [Pixlee](#)

Final Thoughts:

The types of content marketing you choose to use doesn't have to be complicated. By following some of the ideas listed above - you will be well on your way to creating fresh, exciting content that will put you one step ahead of your competitors.

But no matter if you prefer to write blog posts, make videos or create social media content getting creative with your content is a great way to boost engagement and win more leads.



10

Digital Marketing Tools

That Give You an Edge Over Your

COMPETITION

In this digital age, getting access to the best online marketing tools has never been easier. With just a credit card and a few clicks, you can get access to remarkable marketing tools that will help you level up your small business's online presence and generate more revenue.

But what tools are we talking about?

This article outlines 10 digital marketing tools that you can leverage to scale your business in 2022.

Canva is a cloud-based tool with a user-friendly interface that makes editing and creating designs easier.

By using Canva, you can make social media graphic designs, posters, newsletter designs, lead magnet templates, packaging designs, flyers, and more in a matter of minutes.

Pricing

- > £0 for Canva Free
- > £10.99 per month or £99 per year for Canva Pro

#1

Canva

#2

copy.ai

As its name suggests, CopyAI is an artificial intelligence tool that produces copy. It features an extremely advanced machine language model called GPT-3.

Using CopyAI allows you to create human-like genuine-sounding copy quickly.

Pricing

- The free plan is a good way to test this platform out.
- \$35 per month or \$420 per year for CopyAI Solo

Speaking of creating copy, Grammarly is another tool you can use to make sure your copy is readable and error-free.

Best used with tools like CopyAI, Grammarly checks the spelling, grammar, and readability of your sales letters, emails, blog posts, and more.

Pricing

- Grammarly offer a free plan basic plan.
- > \$12.50 per member each month

#3

grammarly

#4

The Ahrefs logo, featuring the word "ahrefs" in a stylized font where the 'a' is orange and the rest of the letters are blue.

Ahrefs is a tool that helps put your website on the first page of Google.

By using Ahrefs, you can monitor your competition, look for keywords, see how difficult it is to rank those keywords, and more.

Pricing

> \$0 for some keyword research, link building, and SERP tools

>\$99 per month for Ahrefs Lite

Developed by the world's largest search engine, Google Analytics is a must-have.

This tool gives you insights such as page impressions and click-through rates that let you monitor the performance of your website.

Pricing

> Free

#5



Google Analytics

#6

The Buffer logo, featuring a black icon of three stacked horizontal bars of increasing height, followed by the word "Buffer" in a bold, black, sans-serif font.

Over 160,000 small businesses use Buffer, a tool made for social media management.

Buffer saves you time by letting you schedule your posts to Facebook, Instagram, Pinterest, Twitter, and LinkedIn.

Pricing

> \$0 for Buffer's publishing tools

> \$5/month/social channel for Buffer's publishing, analytics, and engagement tools. **Alternatively, let us do it for you.**

Vimeo offers video hosting, sharing, and editing.

You can use this tool to make amazing videos from scratch or through templates, record promotional videos, and live-stream your products or services.

Pricing

- > £6 per month for Vimeo Plus
- > £16 per month for Vimeo Pro

#7

vimeo

#8

 **MobileMonkey**

MobileMonkey is a multi-platform tool that lets users build Instagram, Facebook, Webchat, and SMS chatbots.

Using MobileMonkey, you can automatically qualify leads, nurture them, and convert them to paying customers.

Pricing

- > Starts at \$19 per month for one feature and frequently have special deals.

Trello is a digital marketing tool that lets users organise projects into lists and cards.

This tool lets your team know what you are working on, what needs to be reviewed, and who's working on what.

Pricing

- > \$0 for Trello's basic features
- > \$5 per month for Trello Standard
- > \$10 per month for Trello Premium

#9


Trello

With over 12 million users, MailChimp is the top email marketing tool in the world.

This tool lets you send automated email sequences to your list, converting leads to paying customers and retaining them.

Pricing

>\$0 for up to 2,000 contacts and 10,000 sends per month

> Starts at \$9.99 for up to 500 contacts and 100,000 sends per month

#10



mailchimp

Conclusion

Combine the right strategies with the right digital marketing tools and you have a recipe for success in 2022 and beyond. So, what are you waiting for? Try a few of these tools and give yourself an edge in the new year!



Empowering Your Business Online... It's What We Do...

CONNECT WITH US TODAY TO DISCOVER MORE

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