

FIVE SUPER QUICK SUMMER MARKETING FIXES...

TAILORED FOR BUSINESS OWNERS TO HELP BOOST YOUR MARKETING RESULTS OVER THE SUMMER:



1) Refresh Your Social Media Presence

Update your social media profiles with summer-themed banners, cover photos, and profile pictures that reflect the season and resonate with your audience.

Create engaging summer-themed posts such as tips related to your industry, behind-the-scenes glimpses of your business, or special summer promotions.

Use relevant hashtags to increase visibility and engagement. Consider running contests or giveaways to generate excitement and encourage user-generated content.



2) Leverage Seasonal Promotions

Create limited-time summer promotions or discounts to attract customers during the season.

Highlight seasonal products or services that are popular during the summer months. Use urgency in your marketing messages to encourage quick action from your audience.

For example, phrases like "Summer Sale - Limited Time Only!" or "Beat the Heat with Our Exclusive Summer Offer!" can create a sense of urgency and drive sales.



3) Optimise Your Website for Mobile

Ensure your website is fully optimised for mobile devices since many people browse and shop online using their smartphones during the summer.

Check that your website loads quickly on mobile devices, the navigation is intuitive, and all buttons and forms are easy to use on smaller screens.

Mobile optimisation not only improves user experience but also positively impacts your search engine rankings.

& THREE MORE...

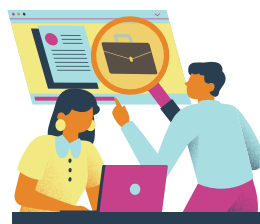


4) Collaborate with other Local Businesses

Summer is a great time to collaborate with other local businesses or influencers to expand your reach. Partner with businesses that complement yours but are not direct competitors.

For example, if you own a boutique, collaborate with a local spa for a joint promotion where customers receive a discount at both businesses.

This cross-promotion can introduce your brand to new audiences and strengthen your community presence.



5) Use Email Marketing Strategically

Craft targeted email campaigns focused on summer-related topics or promotions.

Segment your email list based on customer preferences or purchase history to send personalised offers.

Include compelling subject lines that grab attention, such as "Beat the Heat with Our Summer Essentials!" or "Exclusive Summer Savings Inside!"

Use visuals that evoke a summer vibe and include clear calls-to-action (CTAs) to drive traffic to your website or physical store.



6) Bonus Tip: Monitor and Adjust

Monitor the performance of your marketing efforts using analytics tools to track key metrics such as website traffic, social media engagement, and email open rates.

Analyse which strategies are yielding the best results and adjust your tactics accordingly. Stay agile and be willing to experiment with different approaches to find what works best for your business during the summer season.

By implementing these quick fixes, business owners can enhance their marketing efforts over the summer, reach a wider audience, and maximise their return on investment (ROI).

OUR CLIENTS SAY...



"The design team were patient and extremely knowledgeable, really great at helping us understand the design process, they implemented our requests very quickly and talked us through any improvements which could be made to enhance our website for SEO."

David: Sola Systems Group



"We have been over the moon with the support and drive from Leading Motion. They have given PIE Performance the tools to help grow and direct customers to our brand."

Christopher: PIE Performance



"What a star. Put our new website together, fuss-free, great ideas and in the process of sorting SEO, etc., great work on our social media posts, too. Highly recommend"

Simon: CEO at Colbea

LOOKING FOR SOME HELP WITH YOUR DIGITAL MARKETING?...

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Publish date: 04. 07. 2024