



Brought to you by Gold Gerstein Group

856-727-0100

info@g3cpa.com

LINKS YOU CAN USE NOW



This Month –Summer Marketing Ideas

If you haven't thought of making use of the seasons in your marketing strategy, here are some ideas to get you started for summer.

Shopify has some good tips for summer marketing ideas, including creating special summer products and launching a summer points program.
<https://tinyurl.com/links06230>

Help your business engage with customers during the summer months with these ideas, such as hosting an outdoor event and offering summer-themed promotions.
<https://tinyurl.com/links06231>

Get even more inspiration from these 10 tips from Hello Print—specifically, what kind of customers you may be attracting in the summer.
<https://tinyurl.com/links06232>

Attract more customers to your store with six creative ideas to make eye-catching displays, such as using fun props and bright colors and creating beach or outdoor scenes to attract customers.
<https://tinyurl.com/links06233>

5 Things to Consider for Your Mid-Year Business Checkup

Spreading your business goals out over the course of a year doesn't always work out the way you hope. As you approach the halfway point, it's important to give your business a checkup to ensure it's on track to meet its objectives. Conducting a mid-year review can help you identify areas that need improvement and make any necessary adjustments.

Review Your Financials. Take a close look at your financial statements and compare your actual results to your budgeted goals. Identify any discrepancies and analyze the reasons behind them. This will help you make any necessary adjustments to your budget for the rest of the year.

Assess Your Marketing Strategy. Review your marketing campaigns and evaluate their effectiveness. Identify which strategies are working and which ones are not. Use this information to refine your marketing plan for the remainder of the year.

Evaluate Your Customer Service. Look at your customer service processes and see if there are any areas where you can improve. This could include implementing new training programs for employees or upgrading your technology.

Check Your Inventory Levels. Analyze your inventory levels and find any products that are overstocked or understocked. This way you can optimize your inventory management and improve your cash flow.

Review Your Business Plan. Haven't looked at your business plan since January? Take a fresh look and evaluate whether it's still relevant and aligned with your goals. Part of making objectives is to also make necessary updates to ensure they remain a useful tool for guiding your business.

How to Win Big in Today's Economy

The altered economic landscape presents innovative and nimble businesses with opportunities to thrive.

Find out how by requesting my free report "How to Win Big in Today's Economy."

Just reply to my email at info@g3cpa.com or call 856-727-0100 and I'll send it right out to you.



Brought to you by Gold Gerstein Group



Digital Marketing Mistakes and How Not to Make Them

In this day and age of technology, digital marketing is a must-have for any business that wants to expand and succeed. But even though digital marketing has numerous benefits, many businesses still make some mistakes that can cost them a lot of money and opportunities.

Have a plan. One of the most common mistakes is not having a clear strategy. Without a solid plan, it's easy to get lost in the vast world of digital marketing and waste valuable resources on ineffective tactics. A clear strategy is essential for defining business goals, understanding the target audience and developing effective campaigns that resonate with them.

Search Engine Optimization (SEO). Optimizing your website for search engines is a crucial aspect of digital marketing that can increase website traffic and improve visibility in search results. However, many businesses overlook the importance of optimizing their website for SEO, resulting in low traffic and poor search rankings.

Use social media effectively. Businesses often make the mistake of neglecting social media marketing or not using it effectively. Social media platforms are powerful tools for engaging with customers, building brand awareness and increasing sales. However, to use them effectively, businesses need to have a clear understanding of their target audience and develop content that resonates with them.

Make sure you track your results. Failing to analyze the results of digital marketing campaigns is a significant mistake that many businesses make, no matter how established they are. Without tracking and analyzing data, it's impossible to know whether your digital marketing efforts are effective. By tracking metrics such as website traffic, conversion rates and engagement, businesses can identify areas for improvement and adjust their strategies accordingly.

Repackage your content. Just because you post a piece of content on your blog or website doesn't mean you can just leave it to gather dust. Repurposing your content is one of the best tricks of the trade. The more places people can find your content, the better. Think about turning that well-visited blog post into a podcast topic or linking it to a video interview.

Contact me today:

505 Pleasant Valley Avenue
Moorestown NJ 8057

856-727-0100
info@g3cpa.com
www.g3cpa.com

Worth Quoting ...

It's better to hang out with people better than you. Pick out associates whose behavior is better than yours and you'll drift in that direction.
Warren Buffett

Efforts and courage are not enough without purpose and direction.
John F. Kennedy



This Month's Quick Quiz Question

For an answer, email me at info@g3cpa.com or call 856-727-0100.

What was the first film shown at the first drive-in in June 1933?