

143 Berkley Social Posts - November

For LinkedIn, Instagram, and Facebook

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1.

Did you know almost half of all small businesses spend less than two hours a week on marketing efforts? (via Nerd Wallet)

How much time do you spend on marketing per week?

- A. Less than 2 hours
- B. 2 - 4 hours
- C. 4 - 8 hours
- D. 8 -10 hours
- E. 10+ hours

#smallbusiness #marketingpoll #marketing #nerdwallet

2.

Whether or not you want to dive into TikTok or keep things old school with a YouTube channel, video is as strong a marketing tool as ever.

Check out this list of video marketing trends. Which one will you add to your marketing strategy? <https://www.envato.com/blog/video-marketing-trends/>

#tiktok #videomarketing #youtubechannel #marketingstrategy

3.

We all love swag!

One of our all-time favorite pieces of swag is a stylish mug that keeps drinks warm for hours. What's the best-branded item you've received from a company?

#brandidentity #branded #smb #brandswag

(Photo of 143 mugs)

4.

Brands we love: Allbirds

Each month we're showcasing a brand we love - this month's winner is Allbirds! This apparel company's mission and the problems they solve are instantly made clear in all of its promotional materials.

The company knows its target audience wants footwear that's easy to wear, will last, and is environmentally conscious. Every piece of copy and every graphic element is approachable and serves a purpose.

The brand identity even stretches into the customer experience with shipping notifications and customer service emails infused with the same personality.

Sound off in the comments:

What do you think? What brand do you love most?

#brandidentity #customerexperience #brand #allbirds

<https://www.allbirds.com/>

5.

Google Analytics 4 is here - are you prepared?

Some notable changes and features of this switch:

- GA4 is designed to be more focused on the customer journey
- It focuses on event-based data instead of session-based (like in the past)
- It boasts new privacy settings and predictive capabilities

Need help navigating this new frontier? Schedule a call with us!

#ga4 #businessintelligence #thecustomerjourney #needhelp

6.

Question: Why isn't my website converting?

Answer: There are many factors to consider, but often it comes down to empathy. It's easy for us to talk about ourselves (what we do, why we're great at it) instead of our customers' experiences (addressing the problem they're facing).

Make sure you're speaking to them about the issue they're experiencing as well as the feelings that come with it. Wait to talk about yourself only once you've laid out the problem in an empathetic way. Then only share the most relevant details about how you can solve it.

Also, consider how many clicks or form fields stand between a prospect and contacting you. You'd probably be annoyed if you had to click through multiple different pages or answer a lot of irrelevant questions just to submit your contact info.

Putting yourself in your customers' shoes makes it clear: The easier it is to reach you, the more people will convert.

#begreat #convert #marketingtips #smb

7.

Happy Thanksgiving from the 143 Berkley team! We're thankful for some time off to enjoy with our family and friends. What are you most thankful for this year?

#happythanksgiving #thanksgiving #bethankful #familyandfriends

8.

Behind the scenes at 143 Berkley:

Here's Angela's desk, where the magic happens! Her favorite must-haves include (a large screen for design work/a mug of tea/a to-do list/etc. - Whatever you want).

What's your top desk must-have for a productive day?

#behindthescenes #work #designlife #marketerlife

9.

Ready for annual report season? We know how important it is to make a splash when wrapping up your year.

Here are 3 reasons you need a well-designed annual report:

(I'm imagining these as graphics in a carousel but I guess we could also just put this copy in the post itself)

- It's Your Go-To Guide: An annual report is your chance to showcase an entire year's worth of work. Your teams need a clean, clear source of facts and figures for clients and prospects, not to mention when impressing investors.
- It Builds Buy-In: A well-designed annual report shows off your organization's impact and financial accountability. It helps build trust in your mission and shows (instead of just telling) that you walk the walk.
- It's Universal: Your annual report is (or should be) one of the most viewed pieces of collateral you publish. It houses important information for every one of your audiences. With that many eyes on it, it needs a top-notch layout and design.

#annualreport #impact #investors #wrappedup

10.

Do you use retargeting ads?

We understand they might seem like an intense or expensive marketing tactic for small/medium-sized businesses. But they're not as out of reach as you might think, and they can be a game-changing addition to your marketing arsenal.

Leave a comment with any questions about retargeting ads below. And reach out to us if you want to explore retargeting for your business!

#instabusiness #ads #success #retargeting

11.

Our team thrives when we're helping you thrive. What marketing challenge can we help you tackle today?

"Angela is an amazing person to work with and consistently gives us a clear marketing direction with every project we set in front of her. Her knowledge is indispensable and so glad to have the opportunity to work with her!"

Michelle Wong
Founder, Nifty Advisor Group

#testimonial #clientquote #happyclient #marketerforhire

12.

What area of your marketing do you wish you could take care of by waving a magic wand?

- A. Design
- B. Copywriting
- C. Social Media
- D. All of it
- E. Other (comment below)

#poll #marketingpoll #communication #smb

13.

Check out this last-minute booth design that "Turned out PERFECT!" -

Michelle Y., @Levitate

(Photo for Instagram story)

14.

It's possible: small/midsize businesses CAN advertise on big media platforms!

We helped Michiana Door develop and air commercials for Hulu, Pandora, and Spotify. These ads are specifically targeted to reach the target audiences in their service areas while staying within budget.

SMBs have more options and marketing power than you might think. Contact us to learn about the possibilities.

#instabiz #streaming #commercial #budget