**Attract and Convert Customers with Modern87 Marketing**

You had a dream to start your own business. With initiative, drive, and passion, you achieved your dream and became a successful local business owner. You generated a following through word of mouth, you have a small, steady stream of customers, you made a fair revenue, and now you’re thinking about how to grow your business. Whether you own a classy, upscale boutique, a chic café, or a relaxing health spa, a local business needs a strong online presence to truly blossom and attract more customers. By utilizing social media platforms such as Facebook, Twitter, Pinterest, and Instagram, as well as creating a distinct presence on Google, any business can experience a boom in traffic to their websites and even through their doors.

To get a better idea as to how social media can generate sales and help mature your business, it’s wise to look at the facts:

* As many as 71% of internet users will patronize a brand or business they follow on social media.
* 46% of global users turn to social media to help them make purchasing decisions.
* 62% of businesses found that email marketing campaigns produced over a third of their digital marketing revenue.
* Finally, digital content marketing agencies help local businesses generate 3x as many leads as traditional marketing methods, but cost up to 62% less.

It’s difficult to deny that in order for your brand to grow you need to learn how to use social media for your local business, and you need a digital marketing agency to help.

**“Likes” Don’t Equal Customers**

As a self-starter, you’ve given everything you have to get your business off the ground. You may have already set up one or several social media pages for your business. If you have, then you realize running multiple social media accounts takes valuable time and immense effort to master. There’s much more to social media than gaining “Likes” or followers, since it doesn’t take much for someone to “Like” a page. If you aren’t putting out new, creative, and consistent content for them to see, they may forget your business even exists. The object of these platforms is to create a lasting relationship with customers – one that nurtures, educates, and entices them to buy your products or services. By providing this, you’ll get customers from Facebook and other social media sites who not only buy from you, but share their love of your business with their friends and followers.

By using an online marketing agency for local businesses, you can take the stress out of social media marketing. Trying to tackle social media yourself can be difficult and time consuming. You’d be taking valuable hours you could be spending on your business or with your family to crawl through the thousands of books and articles written about digital marketing and content marketing management. Instead, you can take the burden of growing your online presence off your shoulders and place it in the trusted hands of Modern87 Marketing.

**Modern 87 Marketing – The Modern Marketing Agency for Local Businesses**

We specialize in optimizing your online presence. By managing your social media accounts, social advertisements, Search Engine Optimization (SEO), email marketing, blogs, and content marketing, our team of experts can help you grow your business from a small blip to a pillar in your community. We focus our services to local business owners who are looking to expand their customer base, gain customer loyalty, and who want to save time and money in order to enjoy the life they’ve created.

Our main focus is on local businesses, particularly those that serve the modern woman. From boutiques, salons, cafes, spas, and more, we give local business the edge they need to acquire their targeted customers. As a team that consists mainly of women, Modern87 Marketing understands the needs and concerns of women in a busy, and sometimes hectic society. Since online marketing is generally dominated by men, when they try to advertise to women it can come off as fraudulent or over the top. With the use of a genuine, distinctly feminine voice, we create compelling, enticing content and advertisements that are relatable. We help you define and build your brand, solidify your online presence, gain customers in your target market, and drive your business forward so you can flourish.

Our founder, Staci Karim, used a mixture of unique and innovative strategies as well as traditional methods – the same techniques we implement for you– to grow her own business. She founded Modern87 Marketing to help other local business owners grow and thrive in the digital world. What sets us apart from other online marketing agencies is our commitment to helping you succeed. We work closely with you to develop innovative marketing strategies and custom, captivating content to establish your business as an authority. We offer a variety of services including Social Marketing, Pay Per Click (PPC) and Social Media Advertisement, Email Marketing Campaigns, and Content Strategy to help get customers online and through your doors.

**Get a Complimentary Modern Marketing Review**

Take the next step in growing your business with a completely complimentary review of your business and social media platforms. Enter your information and apply for a review. One of our experts will contact you to discuss your current strategy and show you how Modern87 Marketing can help you build your brand, cultivate your content, and ultimately expand your business. We have a variety of marketing strategies and packages that are tailored to meet your specific needs and won’t break the bank.

You’ve accomplished a great deal already as a local business owner. Apply for your complimentary modern marketing review today and let us handle the daily grind of social media and advertising. With the weight off your shoulders you can sit back, watch your business grow, and enjoy the rewards.