

PRAUS CONSULTING

Happy
NEW YEAR
2025

PRAUS CONSULTING

Newsletter

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Unleashing
Business Potential,
Through Innovative
Solutions

INSIDE THIS EDITION

Happy New Year from all of us at Praus Consulting! As we step into 2025, it's time to refine your marketing strategy and capitalize on the latest trends to boost your business's online presence. Here's what you need to know this month:



THIS MONTH'S TRENDS



SHAPING THE GAME FOR SMALL BUSINESSES

- **AI-Powered Personalization**
Artificial intelligence is enabling brands to deliver hyper-personalized experiences at scale, enhancing customer engagement through AI-driven content recommendations and real-time support. [Speak](#)
- **Short-Form Video Dominance**
Platforms like TikTok, Instagram Reels, and YouTube Shorts continue to dominate, with brands leveraging short-form videos to boost engagement and brand awareness. [Vogue Business](#)
- **Sustainability and Purpose-Driven Marketing**
Consumers are increasingly favoring brands that prioritize sustainability and social responsibility, making purpose-driven marketing essential for building customer loyalty.



Insider Company Spotlight: *Nike*

Nike has kicked off 2025 with a groundbreaking marketing campaign centered on sustainability. Their "Move to Zero" initiative, which promotes a zero-carbon and zero-waste future, has taken center stage with powerful storytelling and innovative product launches made from recycled materials. This bold strategy not only reinforces Nike's leadership in sustainable practices but also highlights the growing importance of purpose-driven marketing for brands in today's competitive landscape. [Read More](#)



Strategic Tips to Kickstart Growth in 2025

- Focus on Building Strategic Partnerships**
 Collaborate with complementary businesses or influencers in your niche to expand your audience. Co-marketing campaigns, cross-promotions, or bundled offerings can help you reach new customers without a significant increase in advertising spend.
- Leverage Customer Feedback for Improvements**
 Actively seek and act on customer feedback to enhance your products, services, and user experience. Use surveys, reviews, or social media polls to understand customer needs. Highlighting these improvements in your marketing builds trust and loyalty.
- Invest in Owned Media Channels**
 Strengthen your owned media channels, such as your website, blog, and email list. These channels offer more control over your messaging and audience engagement compared to social platforms, which can be unpredictable due to algorithm changes. Consistently producing high-value content builds long-term brand equity.

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Key Stats & Benchmarks

Customer Acquisition Cost (CAC): The average CAC is expected to rise by 10-15% due to increased competition. Businesses should aim to maintain a CAC below 20% of customer lifetime value (CLV). (Accounting Department)

Conversion Rates: Typical website conversion rates hover around 2-5%, while optimized landing pages can achieve rates of 10% or higher. A/B testing remains critical for improvement. (Owox)

Email Marketing ROI: Email marketing continues to deliver high returns, with an average ROI of \$42 for every \$1 spent. Personalized campaigns see 20% higher engagement rates than generic emails. (eMarketer)

Social Media Engagement Rates: Benchmark engagement rates vary by platform, with Instagram leading at 1-2% and TikTok seeing rates of 5-10% for highly engaging content. Video outperforms static posts across all platforms. (Adverity)

Organic Search Traffic: Businesses should target organic search as a primary traffic source, aiming for at least 50% of total website traffic. A strong focus on local SEO can boost visibility for small businesses. (UserMaven)

Plan Your 2025 Content Calendar Now

A well-crafted content calendar is the secret weapon of every successful marketing plan. It keeps your strategy aligned with your goals, ensuring campaigns remain consistent, relevant, and impactful. Whether focusing on trends, seasonal themes, or innovative ideas, now is the perfect time to map out your year. Need inspiration? Let's work together to create a personalized strategy that drives growth and elevates your brand this 2025. Schedule a free consultation with us today!