

PRAUS CONSULTING

Newsletter

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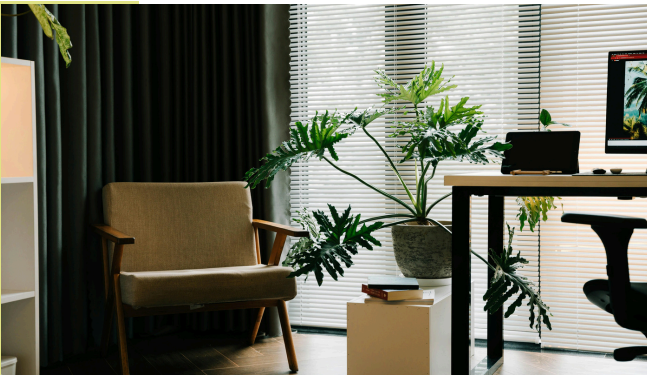
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Momentum comes from taking intentional steps

INSIDE THIS EDITION

Fall Forward: Reset, Refine, and Reignite

As September arrives, the air shifts and with it, opportunity. Back-to-school routines settle, leaves begin to turn, and your audience is ready for fresh direction. This month we're zooming in on fall marketing strategies that work, the latest small business trends, and how to align your content and offers with what customers actually want right now. Dive in for tips to elevate your visibility, build trust, and own this season.



Insider Company Spotlight: *The Original Tamale*

This month we're featuring ***The Original Tamale*** Company, a small, family run eatery in LA that turned a meme worthy, AI-assisted video into more than just laughs. It drove massive visibility and foot traffic. They took a viral meme, added clever narration, and leaned into personality over polish, hitting over 22 million views and boosting both online and in-store interest. Their approach proves something important for service based businesses: you don't need perfection to connect. If your message is real, fun, and tied to your brand, people show up.

See the full story 🖱️ [Read More](#)

TRENDS

THIS MONTH'S TRENDS



ESSENTIAL FALL MARKETING MOVES

- **Authenticity & Community Over Glossy Ads**

Audiences are tired of perfection and polished ads. They want real voices, user-generated content, and brands that feel human. Highlight real customer stories and behind-the-scenes moments to build trust. [Source](#)

- **Local & Hyperlocal SEO Gains Traction**

Fall brings increased local searches as people shop for seasonal needs closer to home. Small businesses optimizing Google Business Profiles and local site content are seeing better visibility and foot traffic. [Source](#)

- **Consumer Spending Holds But Gets Picky**

Retail sales in August in the U.S. exceeded expectations, especially for back-to-school essentials. But consumers are increasingly value conscious and prioritizing what they need. Discretionary spending is being weighed more carefully. [Source](#)

Need help planning your next move? Download our free Small Business Growth Blueprint—a quick-start guide to help you cut through the noise and grow with clarity. ➤ [Grab it here](#)



Market & Economy Update: What You Should Know

September ushers in steadier routines and evolving market signals as consumers move fully into fall. For small businesses, this season offers a critical window to refine strategies, highlight value, and position for growth ahead of the holiday push.

Here's what you need to know:

- **Consumer caution persists:** Spending is up, but many are still holding off on big purchases, prioritizing value and trust.
- **Ad budgets tighten:** Slower online holiday growth is pushing businesses to spend smarter and more strategically.
- **Tech levels the playing field:** Small teams are leveraging AI, chatbots, personalized emails, and dynamic content to stay agile in a fast-changing market.

What You Can Do:

- **Start fall promos early-** highlight value with discounts, bundles, or add-ons.
- **Refresh content and messaging-** match what customers need now like budget tips, routines, and stress relief.
- **Prioritize local SEO-** show updated reviews, listings, and area-focused content to outperform generic messaging.

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Key Stats & Benchmarks

September sets the tone for year-end performance. Consumer sentiment, budget moves, and retail behaviors this month offer a preview of Q4. As routines lock in and purchasing activity picks up, now is the time to track key metrics, adjust strategy, and align campaigns because the numbers you measure today shape how strong your final quarter can be.

Key Metrics to Track:

- **Email Open Rate:** Shoot for 22–28% using subject lines related to fall resets, cozy routines, or practical value.
- **Website Sessions:** Aim for a 10–15% lift by optimizing for fall-themed keywords like “fall skincare tips,” “back-to-business coaching,” or “small business seasonal planning.”
- **Promo Conversion Rate:** Target 3–5% conversions on time-sensitive offers or limited bundles that tie into fall urgency.

Seasonal Focus:

- **Fall Refresh Offers:** Create products/services for transitioning seasons—help people reset routines, self-care, or plan ahead.
- **Labor Day & Early Fall Events:** Use these moments for teaser offers, content bursts, or value drops to re-engage your audience.

Cozy Up Your Growth Strategy

Leaves change, routines shift your marketing should too. Fall is your chance to warm up your messaging, lean into authenticity, and set a foundation for momentum into the holidays.

➤ Start here with our free [**Small Business Growth Blueprint**](#) to sketch out your plan, or book a [**Free Strategy Call**](#) and we'll help you turn those ideas into results.