

PRAUS CONSULTING

Newsletter

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Empower your business, amplify your impact

INSIDE THIS EDITION

May marks a pivotal moment for small business owners. With spring momentum building and summer around the corner, it's the perfect time to boost your visibility and show up with intention. In this edition: we're breaking down the latest digital trends, spotlighting a standout brand, sharing KPIs that matter this month, and giving you the strategy you need to show up and grow smart.

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](#)



Insider Company Spotlight: *Ritual*

This month, we're spotlighting ***Ritual***, a wellness brand whose marketing success stems from tapping into what today's consumers care about most—**transparency**, **trust**, and **sustainability**. This year, Ritual reached \$250 million in revenue by leaning into science-backed storytelling, educational content, and clear ingredient sourcing that builds consumer confidence. Their marketing strategy centers around trust—backed by clinical studies, minimalist branding, and a strong sustainability mission. Ritual proves that in a noisy digital space, clarity, consistency, and values-driven messaging can cut through and convert. Showing that customers *are* buying from brands that make them feel informed and aligned.

Intrigued? [Read More Here](#)

TRENDS

THIS MONTH'S TRENDS



SHAPING THE GAME FOR SMALL BUSINESSES

• AI-Driven Content Creation

More brands are leveraging AI to enhance content production, automate customer interactions, and improve personalization. AI tools are now being used to generate blog posts, email sequences, and social media captions while maintaining brand authenticity.

• Voice Search Optimization

As voice assistants like Alexa and Google Assistant become more prevalent, businesses should optimize content for conversational search queries. Voice searches are longer and more natural, meaning businesses must adapt their SEO strategies to match.

• Sustainable and Ethical Marketing

Consumers are increasingly drawn to brands that prioritize sustainability, ethical sourcing, and social responsibility. Highlighting eco-friendly products, ethical business practices, and social impact initiatives can set your brand apart in an evolving marketplace.



Market & Economy Update: What To Should Know

As Q2 continues, the economy presents a cautious yet steady outlook. Inflation is cooling but remains a factor in consumer behavior, while interest rates stay elevated. Marketing strategies are shifting in response to buyer habits and tech efficiency.

Here's what you need to know:

- **Consumer Behavior Reset:** Consumers are spending more intentionally, favoring purpose-driven brands and small businesses that communicate clear value and authenticity.
- **Marketing Channel Diversification:** Brands are spreading their budgets across multiple touchpoints email, influencer marketing, SEO, and video rather than relying heavily on paid social.
- **Automation as a Necessity:** AI-powered tools are being adopted rapidly to reduce costs, personalize content, and scale efforts without additional team overhead.

What You Can Do:

- **Rethink your marketing mix**—prioritize what delivers organic reach and sustainable ROI.
- **Share meaningful content**—build trust and clearly addresses your audience's current needs.
- **Embrace automation tools**—free up time while keeping your brand voice and quality consistent.

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Key Stats & Benchmarks

May brings key opportunities for businesses to align their marketing efforts with the start of summer. Take advantage of the momentum from these holidays and adjust your strategies accordingly.

Key Metrics to Track:

- **Email Open Rate:** Maintain a 20–25% open rate by creating engaging promotions, offers, and content that taps into the seasonal shift.
- **Social Media Engagement:** Aim for a 3–5% engagement rate by running interactive campaigns, focusing on summer-ready content, and sharing tips for overcoming seasonal business challenges.
- **Paid Ad Performance:** Aiming for a 2–5% CTR is a strong benchmark. Consider campaigns targeting "Summer Ready" offers and retarget high-intent users.

Seasonal Focus:

- **Memorial Day Promotions (May 29):** Honor veterans or offer summer-related promotions with limited-time discounts to drive urgency.
- **Summer Kick-Off:** Start building buzz for your summer sales, events, and product launches with early-bird discounts and social media teasers.

May We Help You Grow Your Business?

Now is the perfect time to refine your marketing strategy and prepare for summer success. Whether you're building visibility, testing offers, or simplifying your strategy for summer—having a clear, focused plan makes all the difference. Our free Small Business Growth Blueprint can help you do exactly that.

➤ [**Download it here**](#) or book a [**Free Strategy Call**](#) to map it out with us.