

PRAUS CONSULTING

# NEWSLETTER

OCTOBER 2025

VOLUME #25

## INSIDE THIS EDITION

### Momentum Matters: Plan, Publish, Prosper

The leaves are falling, but your opportunities don't have to. As Q4 starts to heat up, audiences are already scanning for solutions, services, and experiences to prep for the holidays. This month, we're exploring cutting-edge marketing trends for service-based businesses, strategies to amplify your online presence, and ways to connect authentically with clients before the holiday rush. Get ready to make every click, post, and campaign count



### Insider Company Spotlight: Anthropic

This month we're featuring **Anthropic**, an AI research company that made waves in September 2025 with its "Keep Thinking" consumer campaign for its flagship model, Claude. Instead of just promoting features, they framed Claude as a partner in responsible thinking, creating content that was memorable, shareable, and mission-driven. Their approach proves something important for service-based businesses: you don't need a massive budget or flashy production to make an impact. If your message is clear, human, and tied to your purpose, people respond and engagement grows.

See the full story ➡ [Read More](#)

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GROWTH HAPPENS  
WHEN YOU TAKE THE  
LEAP.

# OCTOBER

## THIS MONTH'S TRENDS



### AUTHENTIC PRESENCE + AI-DRIVEN REACH

- **Values-Driven Storytelling Wins**

Brands are leaning into authentic narratives, not polished slogans. October's data shows that audiences, especially Millennials and Gen Z, are tuning out generic marketing and responding to storytelling rooted in real human experience. [Source](#)

- **AI & Generative Marketing Tools**

More small businesses are leveraging AI to streamline content creation, personalize outreach, and optimize results. [Source](#)

- **SEO Evolution to AI-Augmented Discovery**

With changes in how search engines and AI agents surface content, your SEO strategy must go beyond keywords. Think structured content, conversational queries, featured snippets, and written for both humans and machines. [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

October signals momentum and shifting demand as Q4 gets underway. For small businesses, this month offers a key chance to elevate visibility, refine messaging, and convert growing interest into measurable results before the holiday surge.

*Here's what you need to know:*

- **Early spending starts now:** Consumers are shopping sooner and seeking trusted service providers before the holiday rush begins.
- **Competition is rising:** Brands are increasing visibility earlier, making October a key time to secure attention through consistent, high-value content.
- **AI tools go mainstream:** Small businesses are using automation, predictive analytics, and smart content scheduling to maximize efficiency and reach.

### What You Can Do:

- **Launch early holiday visibility campaigns**—show how your services solve seasonal pain points.
- **Audit your online presence**—update Google listings, refresh visuals, align messaging for Q4.
- **Leverage AI helpers**—plan content, track analytics, and personalize communication to stay competitive.

## KPI

### Key Stats & Benchmarks

October drives momentum into the heart of Q4. Consumer confidence is building, holiday searches are climbing, and small businesses that track the right numbers now can secure stronger year-end results. As demand rises and competition increases, this month is all about optimizing performance and fine-tuning campaigns to capture attention before the seasonal rush peaks.

#### KEY METRICS TO TRACK:

- **Email Click-Through Rate:** Aim for 2.5–4% by featuring gift prep guides, time-saving services, or “holiday-ready” solutions in your emails.
- **Website Conversion Rate:** Target a 4–6% lift by adding clear CTAs, holiday visuals, and limited-time service bundles.
- **Social Engagement Rate:** Focus on 5–7% by blending educational content with seasonal storytelling and personal insights.

#### Seasonal Focus:

- **Early Holiday Push:** Use October to test holiday offers and messaging before November traffic spikes—think “beat the rush” or “plan ahead” campaigns.
- **Small Business Saturday Prep:** Start promoting community-driven values and behind-the-scenes stories that highlight authenticity and local connection.

## MONSTER GROWTH STARTS HERE

As the season turns, opportunity heats up. Use this month to build visibility, nurture leads, and lay the groundwork for a standout holiday finish. Every intentional move you make now fuels your end-of-year growth and sets the tone for what's next.

➤ 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.