

PRAUS CONSULTING

Newsletter

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Shape your future
with smart moves.

INSIDE THIS EDITION

Gear Up for Growth Before School Bells Ring

As we move into August, back-to-school season kicks into high gear—and that means opportunity for service-based businesses. From parents and teachers launching into routines to coaches and consultants positioning for fall, now's the time to capture attention with smart content and SEO-friendly offers. Inside this edition you'll discover key seasonal stats, small business trends, and actionable steps to help you grow before the school year starts.



Insider Company Spotlight: *Merit Beauty*

This month, we're shining a light on ***Merit Beauty***, a brand that's thriving by slowing down the brand hustle and focusing instead on emotional resonance and consistent storytelling. Instead of chasing trends or investing heavily in paid ads, Merit has prioritized brand loyalty through minimalist product releases, culturally relevant partnerships, and lo-fi content that feels authentic. With only 14 products launched since 2021 and strong engagement at stores like Sephora, Merit shows how meaningful connection—not noise—really moves the needle. Their strategy offers a clear lesson: small service-based businesses can build depth and trust by pacing growth and investing in consistency over hype.

Intrigued? [Read More Here](#)



THIS MONTH'S TRENDS



BACK-TO-SCHOOL MARKETING THAT MATTERS

- **Data-Driven Back-to-School Messaging**

Nearly 75% of parents plan to spend the same—or more—this back-to-school season, while 37% won't buy unless it's on sale. That means your promotions and flyers need to highlight value and urgency. [Source](#)

- **AI-Enhanced Sales Support**

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. [Source](#)

- **Local & In-Person Still Matter**

Despite digital growth, 59% of shoppers plan to buy in-store, especially for back-to-school basics. That means local SEO and clear online-to-offline signals are still critical. [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 To Should Know

August brings steady economic signals and fresh marketing shifts as consumers settle back into routines after summer. For small businesses, this transition is a prime time to adjust strategies and capture attention before fall momentum picks up.

Here's what you need to know:

- **Consumer Spend Normalizes:** After summer peaks, budgets reset—making clarity and urgency in your messaging more important than ever.
- **AI Tools Drive Marketing Efficiency:** Platforms like Duolingo report strong revenue growth thanks to AI-assisted personalization and content scale.
- **Organic Reach is Tightening:** Social and search platforms favor helpful, trustworthy content over flashy ads or automated keywords.

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

As summer wraps up, August signals a shift in habits for both consumers and business owners. Customers are settling back into consistent routines, which makes it the perfect moment to measure what's working, tighten your strategy, and align campaigns with the season's renewed focus on structure and planning.

Key Metrics to Track:

- **Email Open Rate:** Aim for 20–25% with BTS-related subject lines or "school season reset" offers.
- **Website Sessions Growth:** Monitor a 10–15% lift from SEO keywords like "back-to-school marketing tips" or "small business planning."
- **Lead Conversion Rate (from promos):** Target 3–5% conversions when paired with back-to-school framing and urgency.

Seasonal Focus:

- **Back-to-School Ready Offers:** Create service bundles, discounts, or packages timed for school preparation (e.g. "Fall Launch Strategy Session").
- **Routine Reset & Self-Care:** Wellness and coaching brands can lean into themes around stress reduction and productivity as school ramps up.

Homework for Your Business Growth

August isn't just about back-to-school, it's about getting your business ready for its next chapter. Think of this as the assignment that actually pays off: sharpening your visibility, building stronger lead flow, and setting up strategies that carry you through the rest of the year.

► 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.