

PRAUS CONSULTING

Newsletter

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Your growth starts with bold action

INSIDE THIS EDITION

June signals more than just the start of summer, it's the halfway point of the year. For small businesses, this is prime time to pause, evaluate what's working, and realign your strategy. Whether you're chasing visibility, leads, or conversions, now's your chance to course-correct and finish strong. This edition covers summer marketing trends, powerful mid-year pivots, and smart strategies to help you move with more clarity and less guesswork.



THIS MONTH'S TRENDS



THE MID-YEAR MOMENTUM SHIFT

- **Service-Based Summer Sales**

June used to be quiet for coaches and consultants, but that's changing. With families settling into summer schedules and professionals making space for self-improvement, demand for services like wellness, strategy, and personal development is rising.

- **Content Refreshes for SEO Gains**

Google's algorithm favors freshness. June is a great time to update your website copy, blog posts, and service descriptions to reflect current language, client outcomes, and search trends.

- **Micro Funnels for Summer Campaigns**

Short-term campaigns like 7-day lead magnets, flash service bundles, or limited-time consult offers are helping small businesses generate bursts of traffic and warm leads without overwhelming their systems.



Insider Company Spotlight: *Better Help*

This month, we're spotlighting **BetterHelp**, the online therapy platform that scaled to over \$1 billion in revenue by leaning into something most brands overlook: emotional connection. Instead of relying solely on traditional ads, BetterHelp built trust through honest storytelling, partnering with everyday creators across YouTube, podcasts, and TikTok to share real, relatable experiences. Their growth wasn't fueled by flashy promotions—it was built on consistent, human messaging that met people where they were. For service-based business owners, the takeaway is clear: authentic stories and meaningful partnerships aren't just good marketing—they're how you build a brand people believe in.

See how they did it: [Read More Here](#)

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



Market & Economy Update: What To Should Know

As we reach the halfway point of the year, small businesses are navigating a mix of economic steadiness and shifting consumer habits. June is a key month for planning, especially as summer spending patterns start to take shape.

Here's what you need to know:

- **Consumer Confidence Rises:** Consumer optimism grows with stable jobs and easing inflation, leading to more spending focused on value and transparency.
- **Ad Costs Stay High:** Paid media remains costly on Meta and Google, but brands using organic strategies gain better ROI and steady leads.
- **AI-Driven Tools Expand:** Access to AI tools grows for small businesses, rewarding those who adopt them strategically rather than just following trends.

What You Can Do:

- **Lead with transparency and value:** Highlight clear benefits, pricing, and long-term impact in your messaging to build consumer trust.
- **Balance paid with organic efforts:** Use social content, SEO, and email marketing to reduce over reliance on ads and improve ROI.
- **Use AI with purpose, not pressure:** Start with simple tools for scheduling, automation, or content repurposing to save time efficiently.

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Key Stats & Benchmarks

Summer isn't slow for everyone it's strategic for those who show up. While many businesses hit pause, this is your chance to connect more meaningfully, test fresh ideas, and get ahead before Q4 noise returns.

Key Metrics to Track:

- **Open Rate:** Target 22-28% with timely subject lines like "Reset for summer" or "Your mid-year momentum check-in." These catch attention while tapping into seasonal reflection.
- **Lead Magnet Conversions:** Shoot for 4-7% with summer-themed checklists, quizzes, or planning kits—lightweight, valuable, and action-ready.
- **Reels/Shorts Engagement:** Look for a 3-5% interaction rate using themes like "summer slow-down," "what I'm doing differently mid-year," or "goal refresh."

Seasonal Focus:

- **Father's Day (June 15):** Great time for leadership-based or reflective content. You should think mindset, resilience, legacy.
- **Juneteenth (June 19):** Anchor content in values—highlight your community, showcase diversity in action, or tell stories that reflect your brand's deeper purpose.

Let's Make This Summer Count!

Whether you're pivoting, planning, or pressing play, June is the time to take intentional action. We created a free Small Business Growth Blueprint to help you refocus your offers, update your content, and build out a plan that matches your goals.

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