

LEVERAGE

THE ONLINE MARKETING GUIDE FOR SMALL BUSINESSES

5 SOCIAL MEDIA
PITFALLS TO AVOID
AT ALL COSTS

HOW TO CREATE
GREAT CONTENT
WITHOUT WRITING A
SINGLE WORD



MARKET MAXIMIZE THE POWER OF

NEWSLETTERS:

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With personalized communication and superior reader retention, newsletters provide businesses with an effective way to keep their audience engaged and informed. But how can you maximize the effectiveness of your newsletter to its fullest potential? Here are top tips from industry pros!

Welcome To Clicks Magazine

Thanks for checking out our 104th issue of Leverage, your online marketing resource guide for small business. Each month we will be covering topics that resonate with local businesses just like yours.

Our goal is simple. We want to enable you to do big things online, and it all starts by breaking down the complexities of marketing your business online.

It doesn't matter if you're just starting out, or an established business owner in your local community, you can always benefit from increasing your brand's visibility online.

To your Success,

Dualdeko Search Engine Marketing

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(Your Business Name) is the leading small business marketing service in the (insert area) for over (insert years). We help small businesses connect with more customers online.

If you want to build your business, you need to market, it's that simple. But you can lose thousands of dollars if you don't know what you are doing. So we urge you to take action with some of the strategies we recommend.

For a more "hands off" approach, we offer affordable solutions that can deliver results. We hope you enjoy this issue of Clicks and feel free to reach out to us anytime.

5 SOCIAL MEDIA PITFALLS

TO *AVOID* AT ALL COSTS



Social media is no longer an optional luxury for local businesses; it's a necessity. It offers a platform for marketing, brand awareness, customer service, and even sales. However, as the social media landscape continues to evolve, businesses need to be aware of the potential pitfalls that can undermine their efforts and damage their online reputation. This article dives deep into five major social media pitfalls that local businesses must avoid to ensure their social media strategies deliver the desired results.

PITFALL 1:

NEGLECTING SOCIAL MEDIA LISTENING

Social media listening, or social listening, refers to the process of tracking conversations around specific phrases, words, or brands, and then leveraging them to discover opportunities or create content for those audiences. It's a two-part process: monitoring digital conversations for mentions and conversations that matter to your business, and then taking action on those conversations.



A well-executed social listening strategy can have considerable payoffs. It can enable local businesses to uncover industry trends, gain insights about competitors, understand customer sentiment, and above all, engage with customers in a meaningful way. Conversely, ignoring this can result in overlooked customer complaints, negative word of mouth, and missed opportunities for engagement.

To effectively conduct social media listening, consider employing social media monitoring tools such as [Hootsuite](#) or [Brandwatch](#). These tools can help you track and respond to mentions of your brand online. Also, set up Google alerts for your brand, products, and services. Regularly dedicating time each day for team members to personally engage with customers online is also essential. This could involve answering customer queries, responding to feedback, or just generally interacting with your audience.

**WHAT
DO
YOU
REALLY
WANT?**

PITFALL 2:

LACK OF CLEAR SOCIAL MEDIA GOALS

Having a social media presence without clear goals is akin to embarking on a journey without a destination. Goals are necessary for giving direction to your social media strategy, measuring the success of your initiatives, and ensuring alignment with your overall business objectives. When goals are not defined, it can lead to a scattergun approach that wastes resources and dilutes your brand message.

Effective social media goals could include raising brand awareness, increasing engagement, driving website traffic, or generating leads or sales. Ensure that your goals are SMART - Specific, Measurable, Achievable, Relevant, and Time-bound. For example, a SMART goal could be "Increase website traffic from Facebook by 20% over the next quarter." This goal is specific (increase website traffic), measurable (by 20%), achievable and realistic (depending on your past metrics and resources), relevant (drives business), and time-bound (next quarter).



PITFALL 3: **IGNORING LOCAL ENGAGEMENT AND INTERACTION**

In an era where customers increasingly crave authenticity and personal interaction, ignoring local engagement can be detrimental. The power of local engagement lies in its ability to foster a sense of community around your business, create personal connections with your customers, and build customer loyalty.

Local engagement involves being active in your local digital community: responding to comments on your posts, tagging other local businesses, creating content that resonates with your local audience, or even participating in local events and issues. Geo-targeting features on platforms like Facebook and Instagram can be beneficial for boosting local visibility. Incorporating local hashtags can also help your business appear in local search results.



PITFALL 4: **OVER-RELIANCE ON AUTOMATED RESPONSES**

Automation is a useful tool for managing social media, particularly when it comes to scheduling posts or responding to common queries. However, over-reliance on automation can make your business seem impersonal and disconnected. If customers sense that they're interacting with a robot rather than a human, they might feel undervalued or ignored. This can significantly harm the customer experience and ultimately, your business.

Automation should be seen as a tool to assist your social media efforts, not replace them. It's particularly effective for responding to common queries or acknowledging receipt of a message. But for more complex or sensitive customer interactions, nothing beats a genuine, personalized response. Make sure to balance automation with real-time, human interaction - your customers will appreciate it.

For businesses looking to strike the right balance, consider combining tools like Chatbots for initial contact or frequently asked questions, with dedicated customer service staff to handle more detailed inquiries.



PITFALL 5:

OVERPROMOTION AND LACK OF VALUE-DRIVEN CONTENT

It's natural for businesses to want to promote their products or services, but excessive promotion can have a counterproductive effect on social media. Social media is fundamentally about engagement and building relationships, and users generally don't appreciate being sold to all the time. Businesses that focus excessively on promotion tend to have lower engagement rates and may even lose followers over time.

Instead of focusing solely on selling, try to offer valuable content to your audience. This could be educational content, entertaining content, or simply content that sparks conversation. A common rule of thumb is the 80/20 rule, which suggests that 80% of your content should be value-driven, while 20% can be promotional.

Social media is an incredibly powerful tool for local businesses, offering an unrivalled ability to reach and engage with customers. But without careful navigation, businesses can fall into common pitfalls that harm their online reputation and nullify their efforts.

Remember, social media is not a static environment. It requires constant learning, adaptation, and evolution. As a local business owner, your goal should be to master the current best practices, anticipate future changes, and always strive to offer the best possible online experience for your customers.

The journey through the digital landscape can be challenging, but with these guidelines in mind, local businesses have a roadmap to success on social media.



HOW TO CREATE **GREAT CONTENT** WITHOUT WRITING A SINGLE WORD

Content is king. It's a phrase you've probably heard a thousand times, especially as a small business owner. You know it's true but what if writing isn't your strong suit? What if the very thought of creating blog posts and articles makes you cringe?

What if I told you that you can create a treasure trove of compelling content without writing a single word yourself? Yes, it's entirely possible, and it's about to turn your content strategy on its head.

In this article, we'll venture beyond traditional written content. We'll dive into the dynamic world of user-generated content, the art of curating compelling content, the power of visuals, and the magic of repurposing content. We're about to share some powerful strategies that will enable you to create content that delivers results without ever needing to write a single sentence.

So, sit back, relax, and let's redefine the boundaries of content creation together.

VISUAL CONTENT

Let's start with the basics. A picture speaks a thousand words, right? It's a cliché because it's true. Just think about the last time you were captivated by an infographic or a well-designed social media post. Visuals have a way of directly communicating with our brains, making the message more memorable.

In the era of short attention spans, creating impactful visual content is a sure-fire way to catch your audience's eye. Tools like Canva and Adobe Spark come in handy here. They provide user-friendly interfaces where you can design professional-grade visuals, even if you're a beginner.

But what if you need something more bespoke, something that distinctly reflects your brand's personality? Consider hiring a local marketing agency who can convert your ideas into stunning visual content. It's all about finding the right service who understands your vision and can bring it to life.

CURATED CONTENT

Not all content has to spring from your keyboard. The art of curated content is in finding, filtering, and sharing top-notch content from various sources. In this process, you position your brand as a knowledgeable guide, leading your audience to valuable insights.

Feedly or Pocket are great resources for this, helping you keep track of relevant blogs and publications. And remember, just as every good guide does, add your unique insights or opinion while sharing curated content. Your audience isn't just looking for information—they're looking for your perspective on that information.





USER-GENERATED CONTENT

Think of user-generated content as your customer's love letter to your brand. It's candid, authentic, and brimming with persuasive power. How do you get these love letters? Encourage customers to share their experiences, create social media challenges, or ask for reviews. Showcasing user-generated content gives your customers a sense of community and participation, fostering stronger connections with your brand.

SOCIAL MEDIA STORIES AND LIVE SESSIONS

Social media stories and live sessions are your backstage pass into your audience's daily scroll. They're fun, spontaneous, and let you interact with your audience in real-time. From sneak-peeks into your workday to live Q&As, they offer a slice of authenticity that's hard to resist.

Social media stories on Instagram, Facebook, and LinkedIn are perfect for sharing quick updates or behind-the-scenes peeks into your business.

Live sessions, on the other hand, offer a platform for real-time interaction with your audience. Host a Q&A session, invite an expert for a live chat, conduct a product demo, or simply talk about your day - the possibilities are endless. What's more, you get instant feedback from your audience, making these sessions a goldmine of customer insights.



VIDEO CONTENT

Video content is storytelling in its most engaging form. Whether it's a product demo, a behind-the-scenes tour, or a heartwarming customer testimonial, videos allow your audience to see your brand in action. Tools like Promo, Biteable, or Animoto make video creation a breeze, but for a truly unique piece, consider hiring a freelance videographer or animator.

COLLABORATIONS AND INTERVIEWS

Nothing screams 'authority' like collaborations with industry experts or influencers. Interviews, joint projects, or live discussions infuse fresh perspectives into your content and expose your brand to a broader audience. Make sure to find collaborators who align with your brand's values.



REPURPOSING EXISTING CONTENT

What's better than great content? Great content that keeps on giving! Repurposing lets you squeeze every bit of value from your existing content. Turn a blog post into an infographic, a webinar into a series of clips, or a popular tweet into a graphic for Instagram. With every repurpose, you extend the lifespan of your content and reach a wider audience.

So, there you have it! Your ticket out of 'blank page syndrome' and into the vibrant world of non-written content. Remember, content creation is about adding value, and there's a multitude of ways to do so without having to write a single word.

As a small business owner, time is your most precious resource. These techniques don't just offer an escape from writing, they also let you create content efficiently and effectively. So, why wait? Start experimenting with these techniques today, and you'll discover that content creation can be fun, impactful, and less work than you thought.



Customer Retention Strategies 101:

HOW TO BUILD **STRONG AND LASTING** **RELATIONSHIPS**

Are you ready to unlock the cheat sheet to building unbreakable customer relationships? In the fast-paced world of business, acquiring new customers can feel like a never-ending battle. But what if we told you there's a powerful strategy that can save you from this exhausting cycle? Welcome to the realm of customer retention, where building strong and lasting relationships is the name of the game.

Imagine having a tribe of fiercely loyal customers who not only rave about your brand but also keep coming back for more. These

loyal enthusiasts become your brand advocates, spreading the word and attracting a steady stream of new customers without you lifting a finger. Now, that's the kind of growth every business dreams of.

In this article, we're going to equip you with the ammunition you need to conquer customer retention. No more generic, cookie-cutter strategies. We're diving deep into the trenches, arming you with value bombs to build unshakable relationships with your customers.

Understanding Customer Retention: **The Hidden Goldmine**

Before we unveil the strategies, let's shine a spotlight on why customer retention deserves your undivided attention. Picture this: It costs five times more to attract a new customer than to retain an existing one. Yes, you read that right. By focusing on customer retention, you can maximize your profits while minimizing your acquisition costs. It's the secret weapon that can transform your business's bottom line.

But customer retention is more than just a financial benefit. It's the key to creating a loyal community of brand advocates who will stick with you through thick and thin. These customers are your biggest cheerleaders, spreading positive word-of-mouth and fueling your business's growth. They become an integral part of your success story.

Know Your Customers

To build lasting relationships, you need to get up close and personal with your customers. No, we're not talking about stalking them on social media. We're talking about understanding their needs, pain points, and preferences. By actively listening to their feedback and addressing their concerns, you can strengthen the bond between your customers and your brand.

Craft Compelling Buyer Personas

Don't just think of your customers as faceless entities. Create compelling buyer personas that embody the characteristics and aspirations of your target audience segments. These personas will guide your decision-making and ensure your strategies hit the mark.





Go Above and Beyond: **Be Exceptional**

In the fiercely competitive business landscape, exceptional customer service is the key to standing out from the crowd. It's not just about meeting expectations; it's about exceeding them and creating a memorable experience that leaves your customers in awe. Here's how to take your customer service to the next level:



1. Personalization

Treat your customers as individuals, not just a number. Tailor your interactions to their preferences and history with your brand. Address them by name, remember their preferences, and offer personalized recommendations or offers.

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2. Prompt Responsiveness

Speed matters. Respond to customer inquiries, concerns, and feedback promptly. Whether it's through email, phone, or social media, show your customers that you value their time.

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3. Empathy and Understanding

Put yourself in your customers' shoes. Empathize with their concerns, frustrations, and needs. Show genuine understanding and offer empathetic solutions that address their specific situations.

Building Trust and Loyalty: The Foundation of Lasting Relationships

Trust forms the bedrock of strong and lasting relationships. When customers trust your brand, they're more likely to stick around and become loyal advocates. Here's how to build trust and foster loyalty:



1. Consistency and Reliability

Deliver on your promises consistently. Be reliable in providing high-quality products, services, and experiences. By consistently meeting or exceeding expectations, you'll earn your customers' trust and loyalty.



2. Transparency and Honesty

Be transparent in your business practices. Communicate openly about your processes, pricing, and policies. Honesty breeds trust, and customers appreciate transparency in their interactions with a brand.



3. Brand Reputation and Social Proof

Build a strong brand reputation by delivering exceptional experiences and generating positive reviews. Leverage social proof, such as testimonials and case studies, to showcase the success stories of satisfied customers.



4. Seamless Omni-Channel Experience

Offer a seamless experience across all touchpoints, whether it's your website, social media, mobile app, or physical store. Maintain consistent branding, messaging, and user experience throughout the customer journey.



BUILD

TRUST



Communication and Engagement: **Forging Meaningful Connections**

Effective communication and engagement are vital for building strong customer relationships. It's not just about talking to your customers; it's about fostering meaningful connections and creating a sense of community. Consider these strategies:



1. Regular Communication

Stay in touch with your customers on a regular basis. Send personalized emails, newsletters, or social media updates to keep them informed about new products, promotions, or industry insights. Keep the conversation going and show that you value their continued support.



2. Social Media Engagement

Leverage the power of social media to engage with your customers. Respond to comments, messages, and reviews promptly. Encourage user-generated content (UGC) and create opportunities for customers to interact with each other and share their experiences.



3. Customer Feedback and Listening

Actively seek customer feedback and truly listen to their opinions. Conduct surveys, polls, or online reviews to gather valuable insights. Use this feedback to improve your products, services, and overall customer experience.

Loyalty Programs and Incentives: **Rewarding Loyalty**

Rewarding customer loyalty is a powerful way to strengthen relationships and encourage repeat business. Implement loyalty programs and incentives to show your appreciation. Consider these strategies:



1. Tiered Rewards

Create a tiered loyalty program that offers increasing benefits as customers move up the ladder. Provide exclusive perks, discounts, or personalized experiences based on their loyalty level.



2. Referral Programs

Encourage customers to refer your business to their friends and family by offering incentives. Provide rewards, discounts, or special access to both the referrer and the referred customer.



3. Surprise and Delight

Occasionally surprise your loyal customers with unexpected rewards or personalized gifts. This unexpected act of appreciation will not only make them feel valued but also encourage them to continue their support.

Retention Analytics and Metrics: **Measuring Success**

To gauge the effectiveness of your customer retention strategies, it's important to track relevant metrics and analyze the data. Here are some key retention analytics and metrics to consider:



1. Customer Retention Rate (CRR)

Measure the percentage of customers you retain over a specific period. This helps you understand how successful your retention efforts are.



2. Churn Rate

Calculate the rate at which customers leave or stop using your products or services. Analyzing the reasons behind churn can provide insights into areas for improvement.



3. Customer Lifetime Value (CLV)

Determine the total value a customer brings to your business over their entire relationship with you. This metric helps you identify high-value customers and allocate resources accordingly.





Building Lasting Relationships for **Long-Term Success**

Congratulations! You've now armed yourself with powerful customer retention strategies to build strong and lasting relationships. By prioritizing customer retention, you're investing in the long-term success of your business. Remember, it's all about delivering exceptional experiences, fostering trust, and continuously evolving to meet your customers' needs.

But this is just the beginning. Customer retention is an ongoing journey that requires consistent effort and adaptability. As you implement these strategies, monitor their effectiveness and make necessary adjustments based on customer feedback and evolving market trends. Remember, customer preferences and expectations change over time, so it's important to stay attuned to their needs.

Building strong and lasting relationships with your customers not only boosts your bottom line but also creates a loyal community of brand advocates. These loyal customers will sing your praises, refer others to your business, and contribute to your long-term success.

So, go ahead and take the first step. Put these strategies into action, adapt them to your unique business needs, and watch as your customer relationships flourish. Embrace the journey, invest in your customers, and enjoy the rewards of building enduring connections that stand the test of time.

Remember, customer retention is an art, and you are the artist. Paint a masterpiece of loyalty and watch your business thrive!

MAXIMIZE THE POWER OF NEWSLETTERS:

TOP TIPS FROM THE PROS

While social media platforms have garnered attention for their flash and flair, email newsletters remain a remarkably powerful tool for reaching out to customers. With personalized communication and superior reader retention, newsletters provide businesses with an effective way to keep their audience engaged and informed.

But how can you maximize the power of your newsletter to its fullest potential? Here are top tips from industry pros that can guide you in creating newsletters that not only capture attention but drive tangible business results.





“ Amazon leverages users’ browsing and purchase histories to generate hyper-targeted newsletters with book recommendations tailored to each reader’s preferences. ”



MAKE IT PERSONAL: MICRO-TARGETING FOR MAXIMAL IMPACT

Let’s start by addressing one of the most important facets of newsletters - personalization. You see, in the world of digital communication, where generic, one-size-fits-all messages often fall on deaf ears, personalized newsletters can make your audience sit up and take notice. They make your readers feel seen and understood, leading to increased engagement and response rates.

Brands like Amazon and Spotify have honed the art of micro-targeting. Amazon leverages users’ browsing and purchase histories to generate hyper-targeted newsletters with book recommendations tailored to each reader’s preferences. Spotify, on the other hand, taps into individual listening habits to create ‘Discover Weekly’ playlists, which are shared through newsletters. These examples highlight the power of micro-targeting - they’re a testament to how personalized newsletters can resonate deeply with each recipient, making them feel unique and valued.



THE POWER OF STORYTELLING AND EMOTIONAL CONNECTION

Storytelling has been an integral part of human communication since time immemorial. It’s the way we connect, empathize, and relate to one another. When leveraged effectively, storytelling can breathe life into your newsletters, transforming them from bland, salesy messages into evocative narratives that resonate emotionally with your readers.

TOMS, a well-known shoe brand, is a prime example of a brand that uses storytelling brilliantly. They craft newsletters around moving stories of how each customer’s purchase contributes to their “One for One” mission, creating a sense of shared purpose and emotional connection. Similarly, Warby Parker uses storytelling to highlight the direct impact of their customers’ purchases through their “Buy a Pair, Give a Pair” program. By weaving engaging stories into their newsletters, these brands create an emotional bridge to their readers, fostering a sense of belonging and loyalty.



USER GENERATED CONTENT



STRAIGHT FROM THE HORSE'S MOUTH: LEVERAGING USER-GENERATED CONTENT INSERT UGC

In a world where authenticity is prized, user-generated content (UGC) can add a layer of credibility and relatability to your newsletters. UGC presents real experiences, opinions, and insights from actual users, which can resonate deeply with your readers.

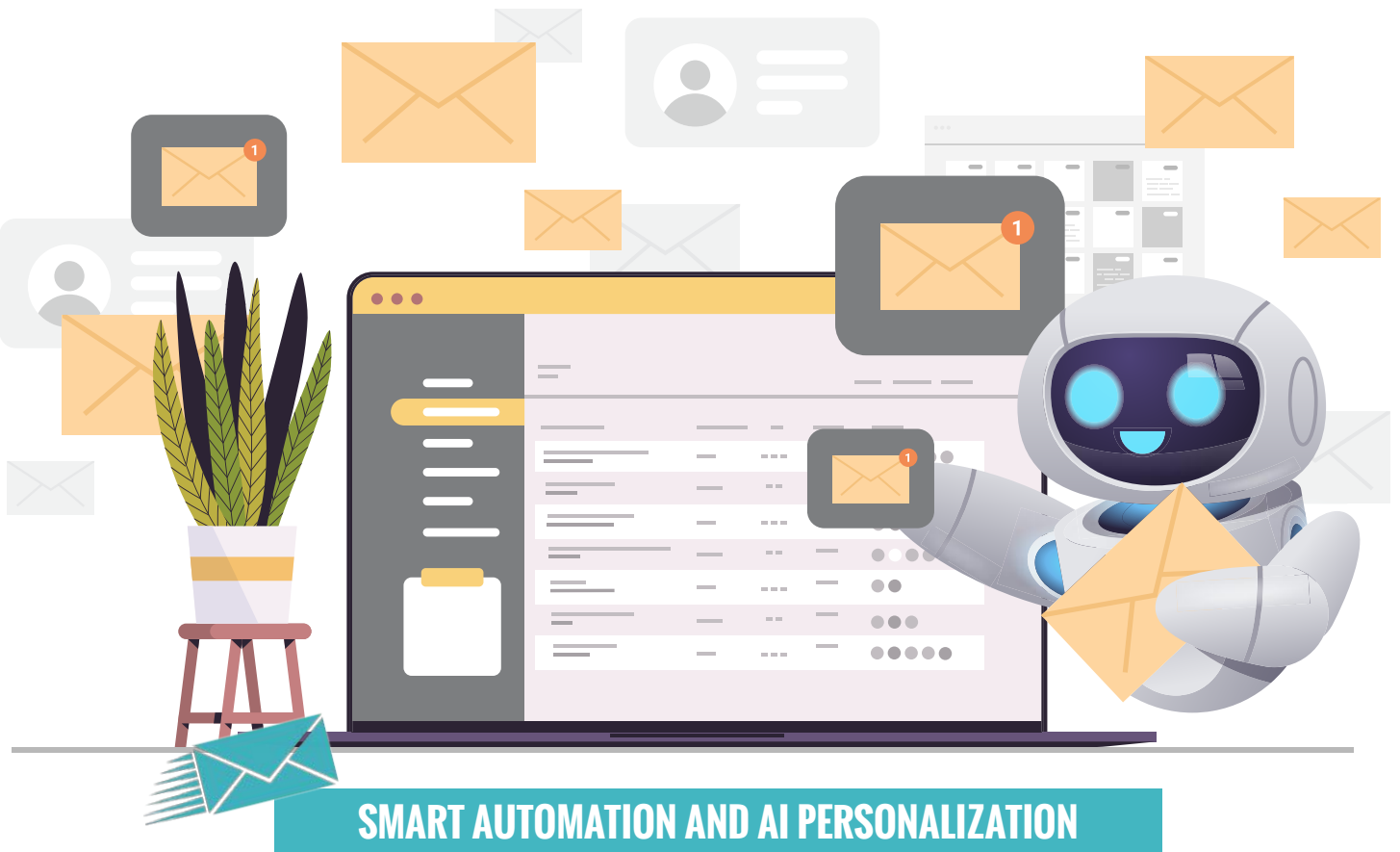
Take Strava, for example. This fitness app taps into UGC by featuring user-shared workout routines, success stories, and running routes in their newsletters. This strategy not only creates a sense of camaraderie among users but also provides tangible social proof of the app's effectiveness. GoPro, another UGC advocate, curates exciting user-submitted videos and photos taken with their cameras for their newsletters. This real-life showcase of their products' capabilities not only enriches their newsletters but also encourages more users to share their experiences.



MAKE IT INTERACTIVE

Interactive elements like polls, quizzes, or even simple "click to reveal" segments, make your newsletter more engaging. They encourage active participation from your audience and can provide useful insights about their preferences.

Starbucks and BuzzFeed have honed this tactic to perfection. Starbucks incorporates interactive quizzes in their newsletters, not only engaging readers but also gaining valuable insights about their preferences. BuzzFeed, renowned for its viral content, uses its newsletters as an extension of its engaging on-site quizzes, driving users back to their website. By transforming their newsletters from a passive reading experience to an active form of engagement, these brands amplify their reach and impact.



Artificial Intelligence (AI) isn't just the stuff of science fiction movies anymore. It has permeated every facet of our lives, and digital marketing is no exception. More and more brands are leveraging AI to enhance newsletter personalization, offering a level of precision that was previously unattainable.

Amazon and Netflix lead the charge in AI-powered personalization. They analyze vast amounts of user data, from browsing histories to viewing habits, using AI algorithms to create hyper-targeted newsletters. Amazon's newsletters offer personalized product recommendations, and Netflix's include movie and series suggestions tailored to each user's viewing preferences. By making every newsletter a unique, personalized experience, these brands enhance their connection with each reader.



POWER OF THE P.S. SECTION

The P.S. section of a newsletter is often overlooked, but it can serve as a surprise bonus that leaves a lasting impression on the reader. Think of it as a hidden gem, a nugget of surprise that elicits a sense of delight and curiosity.

Chipotle, the popular fast-food chain, uses the P.S. section to highlight special offers or announce new menu items. By placing this information at the end, they create a sense of surprise and excitement, often prompting readers to take action.



FOMO - FEAR OF MISSING OUT: A PSYCHOLOGICAL PLAY

Leveraging the Fear of Missing Out (FOMO) can be a powerful way to drive action through your newsletters. It creates a sense of urgency, prompting readers to act immediately rather than postpone their decision.

Fashion retailer ASOS and event management platform Eventbrite use FOMO to great effect. ASOS highlights limited-time sales, and items that are about to go out of stock, creating an urgency to purchase. Eventbrite features exclusive, limited-availability events, inducing readers to secure their spots before they're gone.



CROSS-CHANNEL SYNERGY: A COHESIVE BRAND EXPERIENCE

Your newsletters don't have to stand alone. They can be a part of your broader marketing strategy, complementing and reinforcing your other marketing efforts.

IKEA, for instance, synchronizes its newsletter campaigns with its offline catalog launches and social media campaigns, providing a holistic, multi-channel brand experience. Fitness brand Peloton links its newsletter content to live classes and exclusive events, creating a sense of synergy across platforms.



ADDING THE ELEMENT OF SURPRISE

Keeping your newsletters fresh and unpredictable can go a long way in maintaining reader interest. A surprise element, a dash of humor, or unexpected content can make your newsletters something to look forward to.

Dollar Shave Club is known for its humor-filled newsletters that often include unexpected content, making each one a delight to open. Airbnb regularly showcases unique accommodations and experiences, adding a sense of novelty and surprise to their newsletters.





Conclusion

Newsletters, when crafted thoughtfully, can be much more than a conduit of information. They can serve as a powerful tool to connect with your audience on a deeper level, to engage them, to prompt action, and to cultivate a sense of community. As we navigate the digital marketing landscape, it's crucial to keep evolving our strategies, to stay open to experimentation, and to constantly learn from the successes (and failures) of brands that are leading the way.

These are more than just strategies; they're ingredients for creating newsletters that resonate with your audience. Remember, there's no one-size-fits-all approach here. The most effective newsletters are those that reflect a deep understanding of your audience - their interests, needs, aspirations, and behaviors.

So, go forth and harness the power of newsletters! With creativity, innovation, and a dash of courage, you'll be well on your way to mastering this powerful marketing tool. Good luck, and happy sending!



WHAT CAN I DO TO GET MORE
CUSTOMERS ON SOCIAL MEDIA?

HOW CAN AUTOMATION
HELP MY BUSINESS?

HOW DO I INCREASE MY
RANKINGS ON GOOGLE?

YOU'VE GOT QUESTIONS. WE'VE GOT ANSWERS

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We'll answer your questions and show you exactly what you're doing right, what you're doing wrong, and how to fix it fast.

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