

HOW TO RUN A SUCCESSFUL

LOCAL MARKETING CAMPAIGN

THE IMPORTANCE OF MARKETING ON A LOCAL BASIS

- Engages with the local community
- Targets customer in geographic area surrounding business
- Builds trust among target audience
- Tailors the marketing message to the target demographics
- Increases name recognition of brand
- Develops the company's online presence



HOW TO BUILD A CAMPAIGN STRATEGY



1
Assess the Situation



2
Determine Goals and Budget



3
Identify Target Audience



4
Outline Marketing Tactics



5
Execute, Measure, Improve

IDEAS FOR INCREASING YOUR LOCAL PRESENCE

PRINTED MATERIALS

- Use printed materials to provide your target audience with a physical reminder of your brand.



Flyers



Brochures



Door Hangers

DIRECT MAIL

- Using a targeted mailing list, utilize direct mail to reach prospective customers and keep existing customers informed of services and promotions.



Postcards



Newsletters



PROMOTIONAL PRODUCTS

- Give out branded promotional items to prospective and existing customers for name recognition.



Notepads/Pens



Mugs

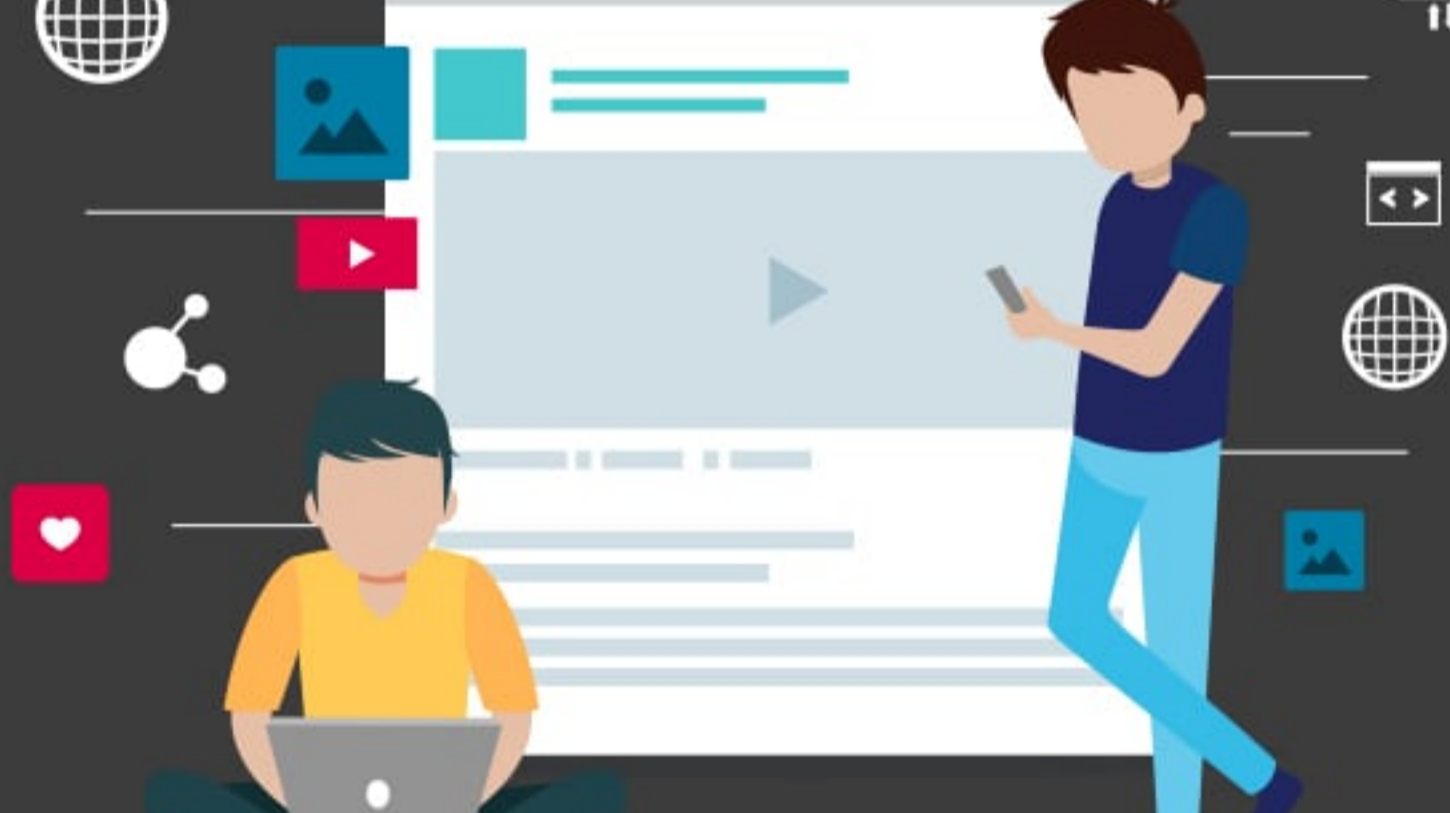


Bags

- Send dimensional mail to your target audience to increase brand awareness.

SOCIAL MEDIA

- Keep up-to-date social media accounts with consistent posting among all platforms.
- Host contests and promotions that will engage with local customers and the community.



SEARCH ENGINE OPTIMIZATION (SEO)/PAID SEARCH

- Use paid search services to target customers who search for keywords related to your company's services and area.

- Implement SEO tactics to ensure your website will have higher rankings when people search for services you offer in their area.



HELPFUL TIPS FOR BUILDING A LOCAL MARKETING STRATEGY

- Figure out who your target audience is and look for specific ways to reach that demographic.
- Improve brand recognition with consistent branding across all online and offline channels.
- Establish relationships with local bloggers and influencers who can help promote your business.



- Encourage customers to leave positive reviews on Google/Yelp listings, social media, and your company website.

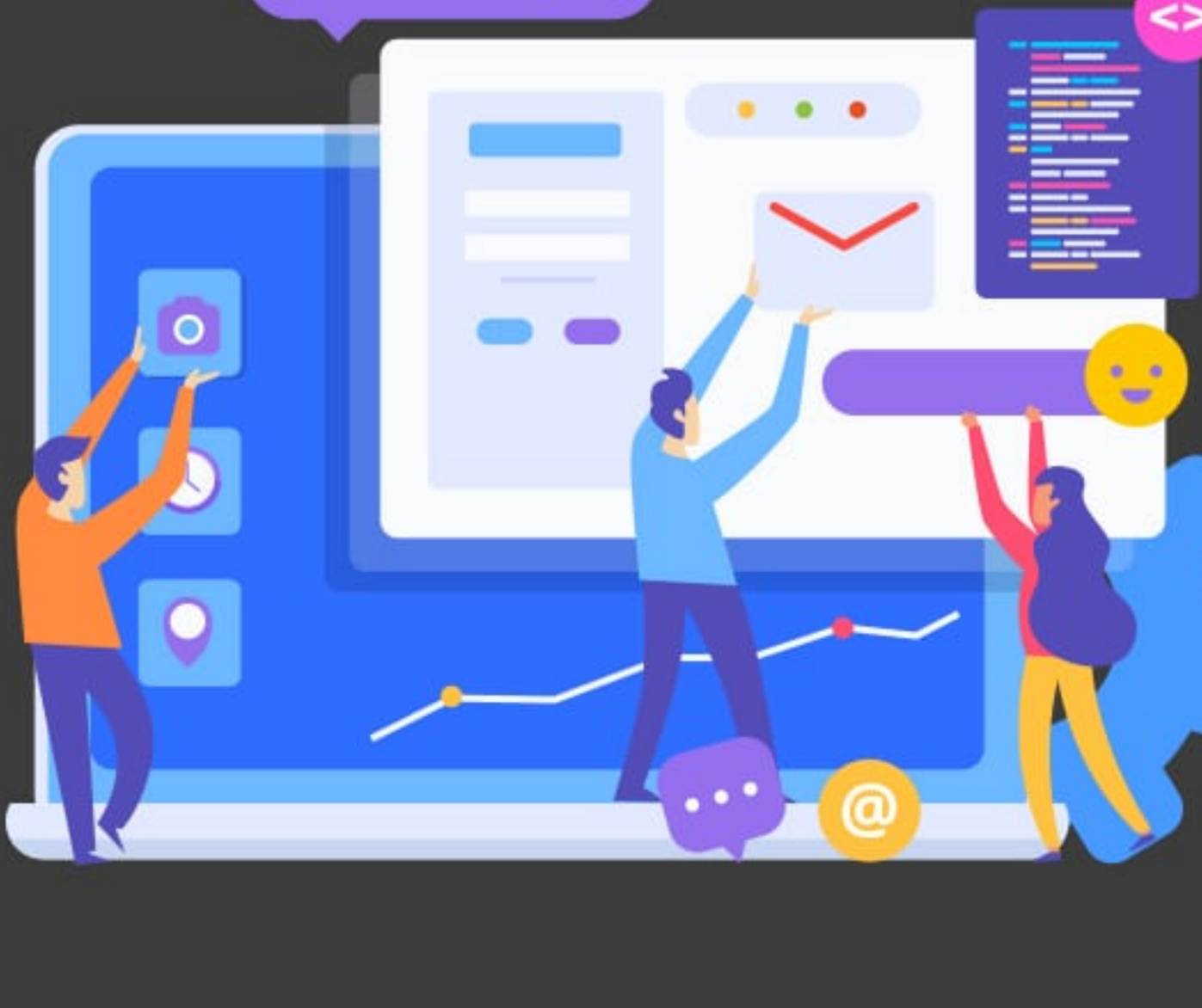
- Post your company's information in local directories (ex. Angie's List, Yelp, etc.).

- Create a referral program for your customers to refer their friends and family.

- Develop a loyalty program for repeat customers.

- Become a member of your local Chamber of Commerce and register with the Better Business Bureau.

- Throw customer appreciation parties and events on your company's anniversary dates.



Resources:

<https://www.business.com/articles/ways-to-improve-local-marketing/>
<https://www.forbes.com/sites/forbesagencycouncil/2018/08/13/the-br-and-value-of-localism-marketing-to-communities-over-locations/#2d8cf3822017>

<https://fitzsmallbusiness.com/local-marketing-ideas/>
<https://smallbiztrends.com/2018/08/local-marketing-strategies-small-business.html>
<https://www.business.com/articles/ways-to-improve-local-marketing/>

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