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Does Local Online Marketing Work For Your Company?

Well, you have opened your shop but for some reason people are knocking on your door. You should not be taken off guard about that given the current economic stalemate. This is especially true if you have not devised a good plan for marketing locally. An ad during the super bowl might be out of the budget but there are plenty of other options. A well designed plan can make all the difference in your campaign's success.

One of the best places to start is often your local rag. Granted, it is not the Atlanta Journal but that is not what you need anyway. You are a local business so you want to market in a paper that covers your local area, not a Senate race in a far away state. The readers of the local papers are the people that will be spending money with you so you must advertise where you will be seen.

You also gain another advantage by advertising like this. It also demonstrates that you support bringing them their local paper and there fore support local business. That goes a long way on present an image of being a good corporate citizen and caring about local needs. In smaller communities that type of image is vitally important.

There are always people that don't get the paper and there is no reason to ignore them as potential customers. Every area has at least one free advertising paper. While they don't carry any news they are free and are targeted to and read by people that are would like to spend money locally. These are just the type of people you are looking for and can really help expand your business.

Every local store should look into advertising on local radio. It has the ability to reach everyone and helps you send your marketing to the groups most likely to be future customers. For the most part, it easy to target your audience to help you get the most out of you advertising dollar. Betty' Hair Salon and spa will not do well putting ads on the farm report but the feed store will. You also have the ability to act prudently if you find out that you have not made the best choices on your station.

Local sponsorship is another great brain child. It is easy to overlook when making out you marketing plan but rest assured that you will be reminded by high school kids trying to sell space in their yearbook. There are also Little League teams that need sponsorship as well High School bands. Yes, it does not reap a lot of the benefits that some other forms of marketing do but once again you look like a good corporate citizen.

At Last is the most important one of all, The Internet. The net has revolutionized in marketing locally by being both cheap and flexible. For those reasons it is the undisputed king of local marketing in the new millennium.

As you can see, (local marketing strategy is important and can be a help to growing you sales by targeting the very customers that you want. It will be up to you and a lot of trial and error to find out which one will be best for you. Marketing is like a pair of shoes. Not all shoes fit all people so try them all.

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