



# Local Marketing Made Easy

Special Free Report

Skyrocket Your Business Success  
With Our Latest  
Local Marketing Strategies



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# Introduction:

Welcome to the latest and most effective Local Marketing Training Guide, designed to take you by the hand and walk you through the process of getting the most out of Local Online Marketing on behalf of your offline business. I'm so excited to have you here, and I know this will be very helpful for you.

This excellent and exclusive training will take you by the hand and show you step-by-step, topic by topic, and tool by tool what you really need to know in order to dominate Local Marketing the easiest way possible, using the most effective tools and in the shortest time ever.

This is exactly what you are going to learn from this training:

**In Chapter I** you will learn what local marketing is all about, we will give you the easiest definition for it, as well as how it generally is used for offline businesses.

**In Chapter II** you will learn why local marketing is such a powerful marketing approach to take the productivity of any offline business to any level you want.

You will know the amazing benefits local marketing on the web can bring to your own offline business or any other offline business and we will even show you up to 10 shocking facts that will open your eyes to the immense power of Local Marketing done over the web, nowadays.

**In Chapter III** you will learn about some really nice local marketing power tools, highly effective tools that have been created to make local marketing amazingly simple for you, even if you haven't tried local marketing on the web in the past.



**In Chapter IV** you will learn how to do local marketing the right way from start to finish using five of the most effective and easy to apply Local Marketing methods. We will cover topics like Local Website, Local Search, Local Marketing on Social Media, Local Marketing on Mobiles, and Local Lead Generation.

**In Chapter V** you will learn about several highly effective local marketing tips you can apply and definitely see some great results in your local marketing efforts. Tips used by experienced people in the field.

**In Chapter VI** you will learn about a few really nice and shocking Local Marketing case studies. These are actual examples we have taken from the internet to show you that Local Marketing actually works.

**In Chapter VII** we will give you a list of several Local Marketing Dos you must be sure you include and a list of several Local Marketing Don'ts you must be sure not to do.

Well it's time to dominate Local Marketing guys. I know you will love this training guide a lot.

To Your Success,

**Lena Khalid**



# Chapter I: What is Local Marketing?

## ■ Definition

In Offline Marketing, “Local Marketing can generally refer to any marketing techniques a localized business, in any industry, uses to market itself to the area it operates in.” [Source](#)



In Online Marketing, Local Marketing can generally refer to any online marketing techniques that a local business, in any industry, uses to market itself online to the area it operates in.

Local marketing is mostly used by small businesses like stores, restaurants and outlets, but franchise businesses also use local marketing to promote themselves around their specific location.

A local company uses specific marketing strategies to engage new and potential customers related to their specific community. Transferring that same marketing activity to the online marketing world may bring some outstanding results that can easily surpass those offline marketing activities.

Local marketing is an endless process instead of a campaign or event that will end after a fixed time.



- **How is Local Marketing generally used on the web?**

In the online marketing world you can use online marketing strategies to do local marketing so you can build your brand awareness in your neighborhood.

It is all about how you can reach, know and interact with your audience as much as you can. Here are a few online media channels normally used to target local audiences.

**Local Website:** Local customers normally get excited when their favorite store where they usually go to purchase their goods, has a website showing their products and services. It's a lot easier for a customer to plan with the use of a webpage where is he going to buy stuff before going there.

**Local Social Media:** People hang out a lot more on social media networks than on a website, and that's where you should establish your presence as well. I have no words to explain how much time, money and effort social media has invested on behalf of local businesses.

**Local Search:** Is your website listed by your location and the local market it serves? Are the keywords and descriptions you used for the search engines used by those people who are searching for a business like yours in a specific area, for example 'Builder in Shepparton' and 'Plumber in Orange'?

**Local Mobile:** The time has come when every single thing created to be used on a desktop computer has to be optimized for mobile devices. If you don't go mobile you will certainly be missing out on a great deal of customers.

**Local Lead Generation:** I have seen how important and trusted Cost per Action websites offer to pay \$10 to \$20 for every new lead generated on behalf of a business. But in our training we will show you how to get that almost free.



## Chapter II: Why Local Marketing?

- **Amazing Benefits:**

**Credibility:** having your business' local presence everywhere on the web will increase your business' authenticity on the web.

If you place your business on the web with images, physical address and valuable information about your products and services; viewers will rely on your local listings more than other traditional listings.

According to the NDA Group report, about 57% of online customers browse online but they buy offline.

**Stronger Access to Local Market:** You can take advantage of local marketing by having a direct connection with your customers and community. That will maximize the chance to gain additional and future opportunities.

You can also refer the services of other local businesses that offer complementary services. In turn, they will come back to you with extra added benefits, because other local businesses in your communities will refer you to their customers.

**Brand Loyalty:** a really high level of customer service and the creation of top quality products will help you to build your brand in your local community really well. Make sure to offer quality and provide the best services to your local customers.





You can also use social media for communication and engagement with your customers. Social media can be the best way to gather brand loyalty for your local business if you update it on a regular basis.

**Accessibility for mobile searchers:** If your website is registered in local directories and has a mobile optimized layout then your viewers can easily find and navigate it. This will add an extra advantage over your competition.

Millions, if not all mobile devices have applications which help the customer find any business near them. These applications will help you get a large amount of potential customers coming through your local business' doors.

**Easy to implement:** Complexity is a word that is disappearing over the web nowadays. One of the strongest visions of any service or product on the web is to make it as easy as possible for the user.

The same can be said about Local Marketing. You will be amazed how much time, money and effort important companies are spending to create the greatest local marketing tools ever that are 100% free to you or at least a fraction of the real cost.

**Targeting and Personalization:** You will get extremely targeted customers for your products and services because you will know who they are, where they come from and what they like.

You can classify your customers on their demographic profile like age, gender, buying habits, geographic location, income level, occupation, hobbies and interests. You can do almost anything on the web.

**Increase revenue:** How much do you usually spend on local marketing activities around your local business area? How much do you think you can get doing it on the web and way faster? With just a few clicks.



That alone will save you a good amount of money. But the principal idea of targeting a lot more of your local customers a lot faster is leading them to buy your products and services more often. And that is also possible.

**Analytics:** Analytics allows you to see who is looking for your products and services, when they last checked out your website and where they were online previously. That's something really hard to do offline.

These statistics will allow you to adjust your marketing plan accordingly. You can completely monitor your social media and website activities. All these things have a positive effect on your productivity.

**Free traffic:** yeah, that's right, you will get a lot of free local-customer traffic to your website when you submit it to local directories.

Google states that 40% of mobile queries are related to local business searches. Several search engines also have local directories where you can submit your listing too.

**Channel Engagement:** the less traffic your competitor's website gets, the more opportunity you have to engage those customers, promote your products and services in your community and increase your revenue streams.

As you know local engagement is key to increasing your revenue. People will remember you because you are there constantly reminding them that your awesome offer is about to expire.



### ■ Shocking Facts:

Here are some amazing eye opening facts that will show you why you have to use Local Marketing to market your Business. [Source](#)



|   |   |
|---|---|
| 74% of Internet users perform local searches.   |   |
|   | More than 100 MILLION PEOPLE a month use Google Maps from mobile phones to find business information. |
| 66% of American's use online local search, like Google local search to locate local businesses.                     |   |
|   | 61% of local searches result in purchases.  |
| 54% of Americans have substituted the internet and local search for phone books.                                    |   |
|   | Microsoft has claimed that 53% of mobile searches on Bing are local in nature.                        |
| 82% of local searches follow up offline via an in-store visit, phone call or purchase.                              |   |
|   | Nearly ONE in TWO shoppers for local products and services are using their smartphones.               |
| Without a mobile presence, you are essentially neglecting or potentially insulting HALF of your target demographic. |   |
|   | As much as 43% of Google Search traffic has local content.  |

Data like this makes it clear there is a lot of money to be made with Local Marketing. And while lots of people might be talking about it, very few can really teach you how to productively use Local Marketing on behalf of your business.



# Chapter III: Local Marketing Power Tools

- Power Tool #1: [LocalVox](#)



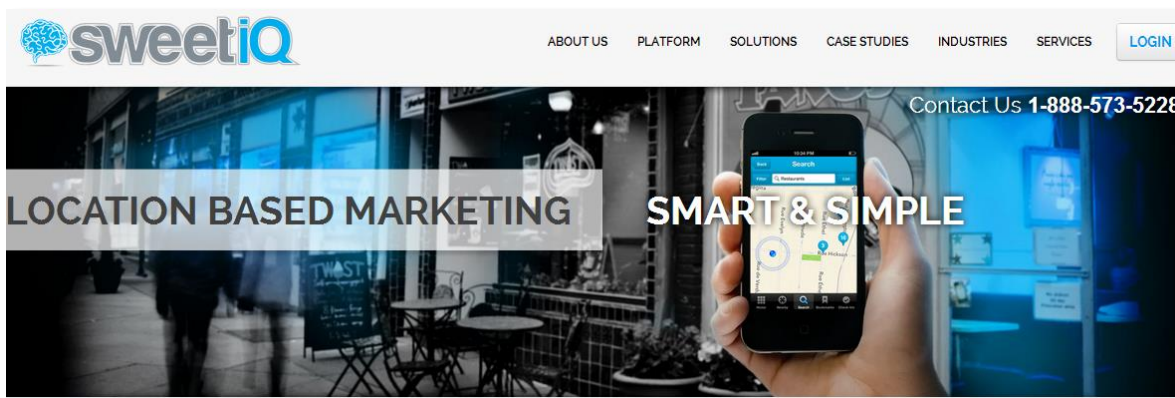
LocalVox is a local and social media platform that helps you market your business online. With LocalVox you can promote your local business across a network of publishers, social media, mobile, search engine and on your website - and all these are as easy as using your email account.

LocalVox saves you time with a single partner and provides solutions for local internet marketing. It drives better results for your local business with an all in one marketing platform. LocalVox saves you money with pricing that you can afford.

There are so many online marketing channels, so it becomes very hard to keep your business on top. LocalVox puts your business in front of your target audience everywhere online.



- Power Tool #2: [Sweetiq](#)



If your customers don't find you when they search, you might as well not exist, so Sweetiq is an all-in-one location based online marketing platform for local businesses, brands, and franchises.

A Local and organic keyword tracker finds out the keywords that you can use to compete in local search. You can track your customers' activities on twitter and check-in on foursquare.

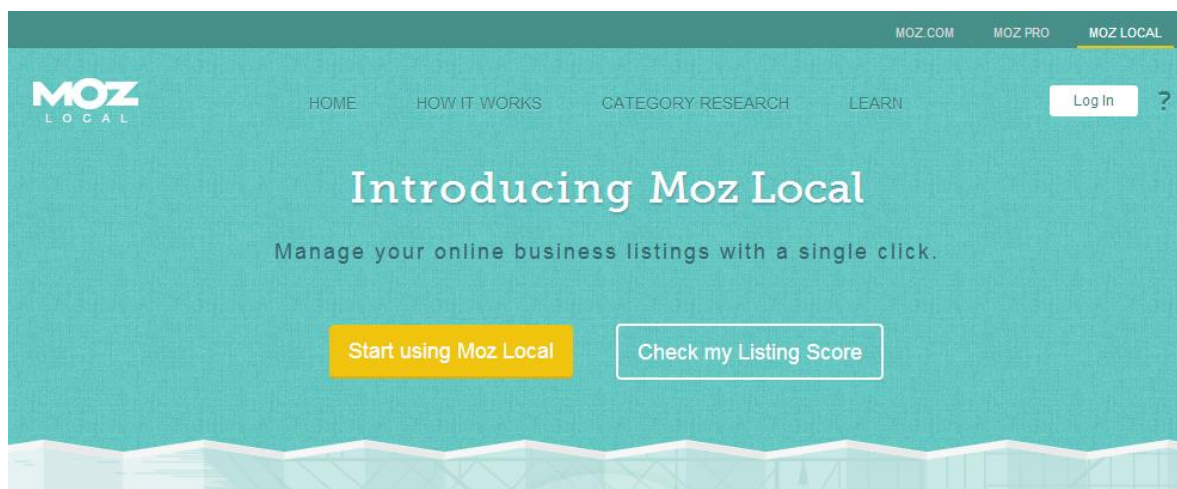
Sweetiq provides local competitor analysis for your business that monitors your local and organic keyword rankings on Google, Bing and Yahoo. It also tells you the online directories, social media profiles, blogs and websites that would help you to improve your local business rankings.

Local business listing management from Sweetiq discovers where your business is listed online, finds the gaps and gives you 100% local search coverage. It also identifies inaccuracies or inconsistencies and fixes them in a single click.

Sweetiq reviews, monitors, and listens where and what your customers are talking about your business and products.



- Power Tool #3: [MOZ Local](#)



MOZ Local is designed for local businesses and businesses who manage multiple local businesses. With MOZ Local you can easily manage your online listing, all you need to do is upload your business information with a click and it notifies you if any issues arise.

You can establish a consistent business listing in directories and popular websites with MOZ Local. MOZ Local emails you reminders to update your listings and re-verify your local business listings information to establish correct and consistent listings.

The Category Research tool of MOZ Local helps you choose the right search engine categories for your local business. It also provides transparent reports of your listings and it is the only self-service location data management software that lists your local business with all five major U.S. data aggregators.

**For additional Local Marketing Power Tools please [click here](#)**



# Chapter V: Highly Effective Local Marketing Tips

**Tip #1: Provide an online free service:** Providing a free service on the web is a great way to create brand awareness in your local community. Every time they see your brand somewhere on the street they will remember you and might stop by your business place.

They will even be more aware of your offers and special occasions just to check out what hot promotion you are having at the moment. Besides grabbing their attention, they will constantly be remembering you every time they use that product or service you gave them for free.

**Tip #2: Show your local personality over the web:** It is very important to show your unique personality to your local audiences on the web. That will make them excited once they know you in person, it will give them trust.

You can use places like your local business website, your local business social media accounts. You can even create Videos about your company, showing your local business place as well as your employees.

**Tip #3: Stay on brand:** avoid promoting other brands. If you need to show other brands make sure it's only for the purpose of letting them know what services or products you actually sell in your local store.

If your services are unique or made by yourself, there is no point in promoting what tools, services or training material you use in creating your products or services. Promote only your brand everywhere.



**Tip #4: Capture leads:** as you may know by now, there are so many ways to capture leads for your local business. Capture as many leads as possible by using as many lead generation techniques as possible.

But remember to focus on the techniques that allow you to get high quality leads. Don't be deceived by those crazy online services offering you thousands and millions of leads for \$20 or \$40 bucks. Those are not Quality Leads at all.

**Tip #5: Digital Banner Ads Work Locally:** The Google+ display network allows local businesses to create banner ads and display them in community websites. These ads will not be displayed outside of a specific area.

With Google AdWords PPC ads and Facebook ads you can target your local audience as well. It is less cost efficient but it can send great message to your audience.

**For additional Highly Effective Local Marketing Tips please [click here](#)**



# Chapter VI: Shocking Local Marketing Case Studies

- Case Study #1: [Hue & Cry](#)



Hue and cry Inc. is a family company; it sells security and life safety products and services in Northern California and Southern Oregon. They needed more traffic to their website to generate more sales leads to support their business mission.

After analyzing the competitive landscape, they published a blog and posted original content on that blog twice in a week. The Blog was optimized for organic search engine rankings. Top search engine rankings and high quality content brought more website traffic. Their website traffic increased 31% and their blog accounts got more than half of all the website traffic.

- Case Study #2: [Georgia Roofs](#)



Georgia Roofing & Repair, Inc. is a local Atlanta Residential & Commercial Roofing & Interior Construction Company. The Company was facing some troubles and wanted a new way to reach their customers. They used Search Engine Optimization and Search Engine Marketing to target their prospects in the client's area.



They also implemented a contact and tracking system to convert their online traffic into paying customers.

As result they got 200 new leads in the first month and their average conversion rate was 50%. They doubled their business productivity within the first month.

- **Case Study #3: [On Time Air Conditioning & Heating, Inc.](#)**



On Time Air Conditioning & Heating, Inc. is a local HVAC company. Kristi started this business so that she could take care of customers and their comfort.

The company decided to use local marketing on the web to increase their overall leads, new customers and sales by leveraging the number of online searchers looking for their products and services.

They used Local SEO, Local PPC (Google AdWords), and Marketing Consulting services for their company. As a result, the Company was able to increase their ROI by 454% in the first 2 ½ months of their online marketing activities.

**For additional Local Marketing Case Studies please [click here](#)**



# Chapter VII: Local Marketing Dos and Don'ts

- **Do's:**

**Optimize your website for mobile:** Make it easy for customers and followers who use mobile devices, tablets and Smartphones. Smartphone and tablet users use their mobile devices two to six times in a week to search local businesses.

**Assure Accurate Information:** You should keep your information accurate and constantly updated and accessible throughout the web and on all publisher's listings. These will increase your search engine ranking.

**Offer High Quality Content:** Your website content should be impressive and useful for your customers. It will make it easy for your customers to leave reviews about your business. Quality and effective reviews leave a good impression on your customers, it also influences your search engine ranking.

**Update your profile:** You should update your business profile from time to time with updated images, new product or new services. Search engines love consistency. Your customers will want to know more about your new products and services.

**Include Media:** Videos and Images increase your appeal in your local market by making your offerings more tangible. Search engines love them. Visuals can boost your business rankings and appeal in the market.

You can include customers' testimonials, product demonstrations and customer service staff in your videos and images to make it more powerful.



**Correctly optimize the On Page Signals:** On page SEO is associated with page title, URL, header tags, image alt text, and page content. You can consider the geographic area in which you provide service, including suburbs or nearby towns.

You can place keywords, language and content to describe your business and the area with a consistent NAP (name, address and Phone) listing on online directories. This will help local searchers find your business.

**Stand Out:** You should always try to be different and creative to stand out from the crowd in your marketing niche. You should tell your audience what you are providing that your competitors don't. You can give them a reason to purchase from you.

**Utilize social Ambassadors:** Social media pages work as a brand ambassador. Some people check their Facebook account more often than their mailbox. You can create mini pages to drive your traffic to your business blog and utilize the social platforms to get more traffic.

**Use a Strong call to action:** You can include a call to action on your business website. You can run an offer, free coupons, % off on products, etc. People always look for offers. With this you can get a great deal of traffic to your website. You can also include this offer information on your landing page.

**Claim your Profile:** You can list your business in local directories. Each directory serves different purposes, but overall they increase your visibility on the web.

You can claim your business on [Google Places](#), [Yelp](#), [Manta](#), [Bing Business Portal](#) and others. Power Listings allow you to claim your local business in more than 30+ local search sites in a few minutes.



- **Don'ts:**

**Don't Create Fake Reviews:** Do not write fake reviews for your company. Search engines are getting better at detecting fake reviews, so be able to stay away from that. If you post fake reviews you might face a penalty that can harm your business' local search engine ranking for a long time.

**Don't Spam your customers:** Just because you have the customer's contact information that does not mean you should go crazy with your marketing strategies and send them an email every hour. If you do this, your customers will definitely unsubscribe from your lead list forever.

**Don't Set it and forget it:** Remember things change on the web, you've gotta keep an eye on all the online services you are using for your local marketing. Social Media as well as various online marketing tools are updated often. You must be aware of that for your local online marketing efforts too.

**Don't Use P.O. Box Address:** If you use a P.O. Box address for your business then it will be difficult for the search engine to determine where your local business is located geographically. If you run your business in your own home, then you should always use your physical address as your business address.

**Don't focus only on new customers:** You should appeal to both new and existing customers. New customers are quite interested in your contact information and support unlike existing customers who are often interested more in your products, discounts and new offers.

**Don't rely only on Search Engine traffic:** Local people don't always use Google, Bing, Yahoo or other directories to find businesses around their local area. A significant number of local searchers use review sites, portals, applications and other tools to find you.



**Don't over optimized:** Search Engine Optimization is important, but do not try to over optimize your website. Search engines penalize those who try to game the ranking code to get in the top no matter what. Try to optimize for several keywords at the same time instead of just one.

**Don't use a toll-free number:** Using a toll-free telephone number will make it very difficult for the search engines to find your geographical location. Using a land-line phone number will help you avoid this. Besides that, a land-line number will make you look more professional and real.

**Don't ignore Negative Reviews:** Negative reviews are a great opportunity to make your product or service even better each time until its perfect. Be kind to people who offer Negative Reviews, thank them for being honest. And tell them you actually use negative feedback to make your product a lot better.

**Don't pay to be in directories:** You don't have to pay to be in local directories. They don't provide any extra facility to your business. These types of directories are spammy and search engine don't like them.



## Conclusion:

We're thrilled that you have chosen to take advantage of our training guide, and we wish you amazing success. And in order to take your Local Marketing even farther, we invite you to get the most out of Local Marketing by getting access to our Complete Training [clicking here](#).

Thanks so much for the time you have dedicated to learning how to get the most advantages from Local Marketing. Local Marketing has come to stay in the market forever.

To Your Success,

**Lena Khalid**



# Local Marketing Resources

## Videos

- ✓ <https://www.youtube.com/user/localmarketingsource>
- ✓ [https://www.youtube.com/watch?v=d7\\_\\_whAKVFc](https://www.youtube.com/watch?v=d7__whAKVFc)

## Tools

- ✓ <http://mashable.com/2008/09/21/270-online-business-tools/>
- ✓ <http://www.brightlocal.com/>

## Training

- ✓ <http://www.localmarketingsource.com/>
- ✓ <http://moz.com/learn/local>

## Blogs

- ✓ <http://blog.reachlocal.com/>
- ✓ <http://localvox.com/blog/>

## Forums

- ✓ <http://localsearchforum.catalystmarketing.com/>
- ✓ <http://www.smallbusinessbrief.com/forum/forumdisplay.php?f=93>

## Affiliate Programs

- ✓ <http://www.offervault.com/local+marketing-affiliate-programs>
- ✓ <https://accounts.clickbank.com/mkplSearchResult.htm?dores=true&includeKeywords=local+marketig>

## Demographics

- ✓ <http://www.alexa.com/siteinfo/http://sweetiq.com>
- ✓ <http://www.alexa.com/siteinfo/http://www.kenshoo.com>

## Webinars

- ✓ <https://www.youtube.com/watch?v=8F6VMAQ8vtw>
- ✓ <http://elementslocal.com/cm/2012recordedwebinars.html>

## Infographics

- ✓ <http://localvox.com/blog/local-marketing-infographic/>
- ✓ <http://www.poweredbysearch.com/top-local-seo-infographics/>



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