

Are you find it hard to get your business found?

Are you looking for a Local Area marketing Strategy that works?

Local Area Marketing (LAM) is the process of identifying, designing and implementing a range of marketing initiatives in your local community that result in positive engagement with individuals, groups, organisations, local businesses, and both customers and affiliates to create and maintain a hometown advantage over your competitors.

A successful Local Area Marketing should consist of a number of core elements such as: A local networking and affiliate relationship building strategy Local Google My Business presence, this is easy to set up, simply register for a google account and set up you g+ and get your business verified. Doing this and using Google plus will help you get found on the first page of Google organically for the keywords you have chosen. (below is a screen shot of how we achieved page 1 on Google using Google+ using "promotional products" as you can see we are number 2 organically which is pretty cool don't you think?) A targeted local social media presence that engages and shares stories not just sells or shouts the "Pick Me" message constantly as this is a sure fire way to loose followers. You need to have an active and engaging Facebook and Google plus page where you to add the stories about your customers experiences with your business as well as cross promoting your local affiliate partners and asking them to do the same for you. A good website with a seo keyword strategy targeting customers in your target reach A blog presence- Share your businesses stories, exciting customer centric interactions occur everyday, share them as part of you local area marketing strategy. Customer love to share positive and inspiring news stories, again use Google Plus to share you stories and boost your SEO and search ability. make sure you also share onto social networks as it is highly unlikely your blog will magically attach readers if no one knows it has been published. (Use sites such as PRWIRE.COM to really turbo charge your blogs reach.) Print marketing such as brochures, business cards that a professionally designed and add value to your brands equity. Cheap online tools maybe great to get your business started but will not help you attract the right customers. If you stay clear of cheap throwaway products why would you create an image using a similar process, bottom line regardless of your budget, invest in some professional branding, get dressed up and look the part, keep networking and building relationships until you break through and succeed.

How far should a franchisee go? To protect your investment in the franchise you have chosen, the franchisor should have brand equity standards in place.

In most cases a lot of money has been invested by the franchise to develop, promote and maintain the integrity of the brand which is why you have invested in the first place.

The franchisor should provide you with a set of guidelines to follow, some ideas that have proven to work in the past and recommendations for conducting your own local area marketing.

Well established franchises often have created a local area marketing portal, which allow all franchisees to utilise artwork, ideas and campaigns that have been created and have worked successfully throughout their history.

The success of any franchise is the brands equity, how we work together to promote the brand, and how together the franchisor and franchisee can engage with the community at large to drives sales.

It is vital that you as a franchisee continuously form strategic alliances and relationships within your local community and local media to help generate local loyalty to your business.

By actively and consistently engaging in your local community and with your local media outlets, you will help drive the success of your own business, but will also contribute to the overall success of the brand.

Did you know we carry an extensive range of promotional products which can have your logo on them?

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