

# How to create a powerful local area marketing strategy

It's easier than you think.

Creating a powerful and effective local area marketing or social media strategy can be overwhelming, however it does not need to be. Recently I was fortunate enough to be shared a video that really nailed the WHY message. A key component of being able to make a difference and stand out as a preferred and recommended choice of solution provider is how we present ourselves to the local community, how we demonstrate and broadcast our "WHY" I invite you to click on the link and read my take away and ask yourself "what can I learn from the powerful message shared in the video". I look forward to hearing your feedback

<http://www.workslocal.com.au/how-to-create-a-powerful-local-area-marketing-strategy/>

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