



Crash Course: Local Marketing

How can you connect with local customers?



1. Local Marketing

- Advantages
 - Free
 - Nearly unlimited potential
 - Targeted traffic / very close to completing the sale
- Disadvantages
 - Can be time intensive
 - Unpredictable
 - No guarantee for results

Homework

- Figure out if volume or competition is more important
- Incorporate key words into your website

2. Google & SEO

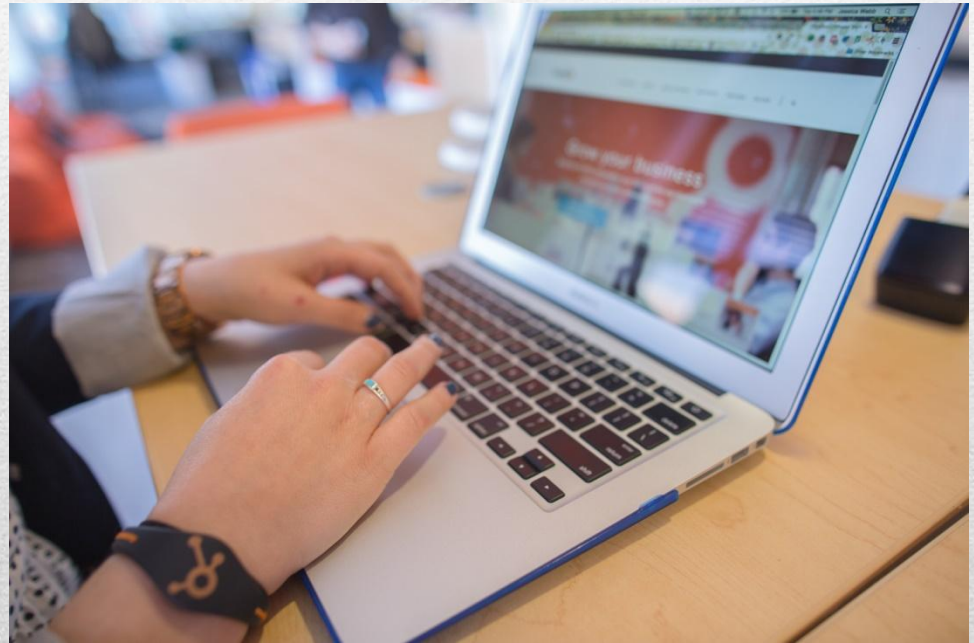
- Advantages
 - Long-lasting
 - Quick to implement
 - Cost
 - Help with search engine results
- Disadvantages
 - Usually need another step to convert
 - Not always detailed
 - Competition

Homework

- Find the directories that work for your business
 - AMFIBI.com
 - HotFrog
 - Lacartes
 - Spoke
 - Localpage.com

3. Directories

- Advantages
 - Connect directly with consumers
 - Multiple types of content
 - Cost
- Disadvantages
 - Constant upkeep
 - Always changing
 - Acquisition / Cost
 - Loss of control



4. Social Media

- Advantages
 - Large & Diverse Audience
 - Paid = extensive targeting options
 - Analytics
- Disadvantages
 - Time to build up page
 - Recent algorithm changes
 - Competition awareness



Social Media - Facebook

- Advantages
 - Hashtags
 - Integrate with current events
 - Quick to create
- Disadvantages
 - Short lived
 - Time consuming to keep constant
 - Limited content / not great visually



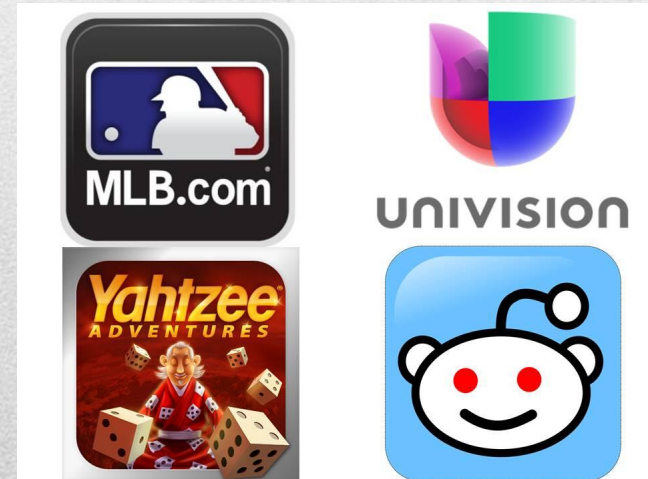
Social Media - Twitter

- Advantages
 - Long-lasting
 - Followers are very passionate
 - Great for visuals
- Disadvantages
 - Less direct communication
 - Better for some things (recipes / DIY)
 - Time consuming to create content



Social Media - Pinterest

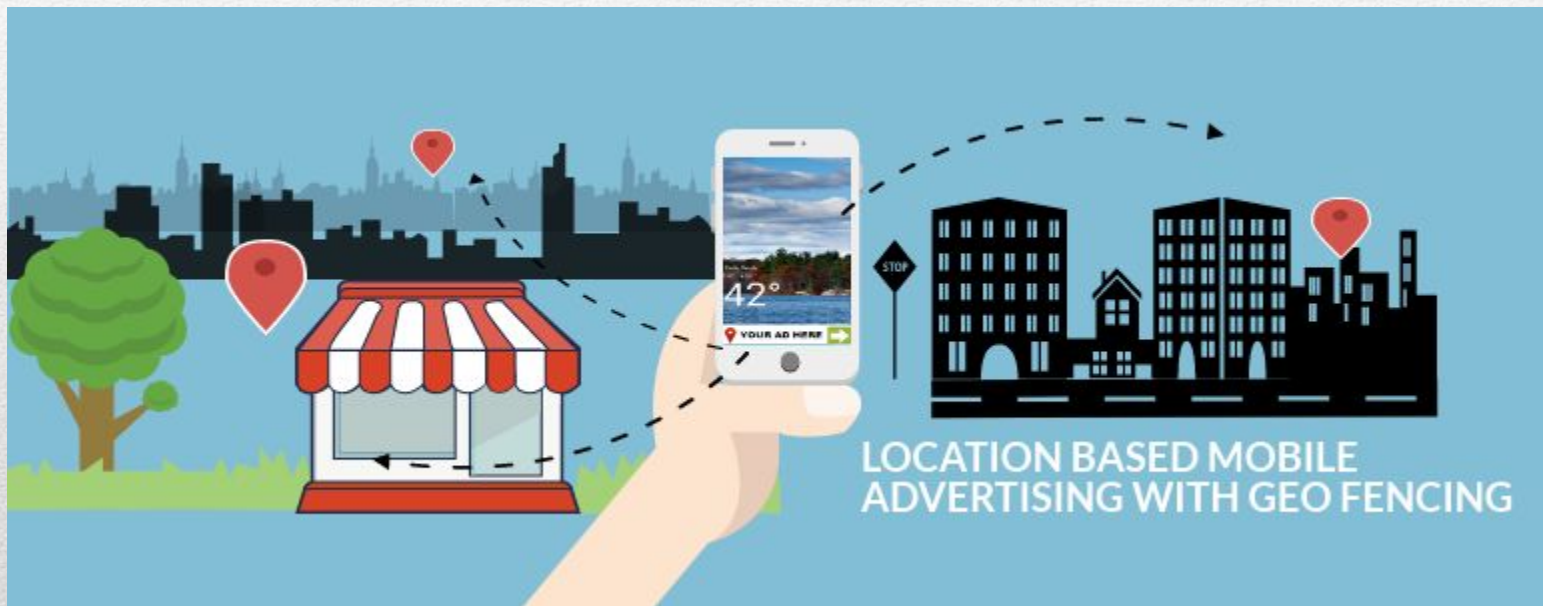
- Advantages
 - GPS Targeting
 - Always connected
 - Less Competition
 - Detailed Stats
 - Cost-effective
- Disadvantages
 - GPS Targeting
 - Top-of-mind reference



5. Mobile Marketing

Geo Targeted Local Mobile Ads to Reach New Customers

LOCATION BASED MOBILE ADVERTISING WITH GEO FENCING
TARGET ANY LOCATION AND REACH NEW CUSTOMERS



CIDEWALK

INSTANT. LOCAL. MOBILE. ADS

Thank You
