



Crash Course: Local Marketing

How can you connect with local customers?

Google & SEO

- 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

Directories

- 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

Social Media

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



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



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

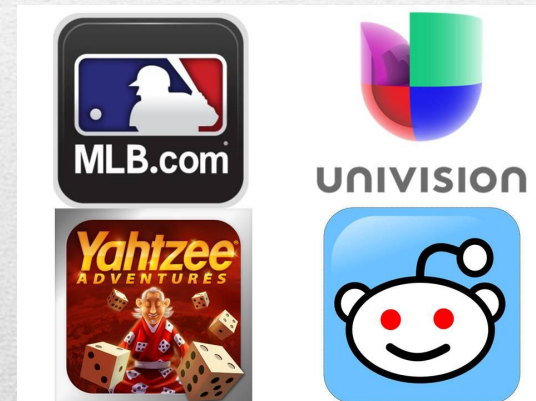


- Advantages
 - Long-lasting
 - Followers are very passionate
 - Great for visuals
 - Disadvantages
 - Less direct communication
 - Better for some things (recipes / DIY)
 - Time consuming to create content
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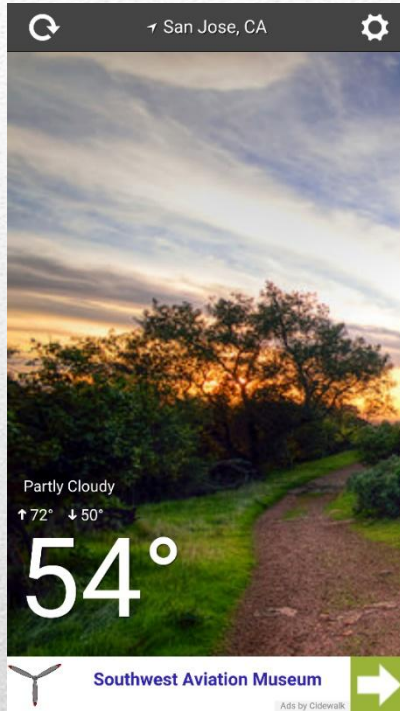
Mobile Marketing

- Advantages
 - GPS Targeting
 - Always connected
 - Less Competition
 - Detailed Stats
 - Cost-effective

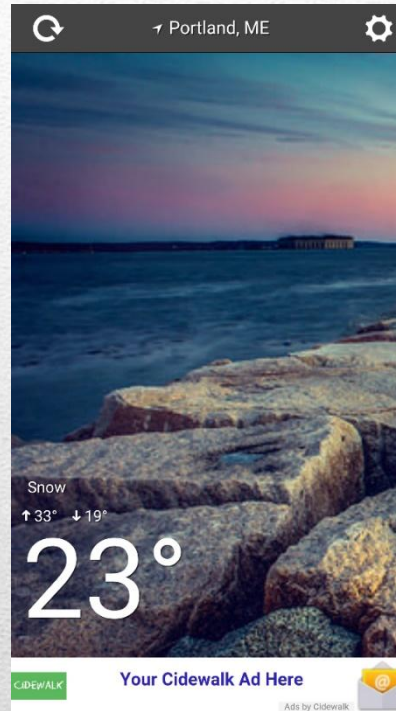
- Disadvantages
 - GPS Targeting
 - Top-of-mind reference



Geo Targeted Local Mobile Ads to Reach New Customers



Click-to-Website Ads



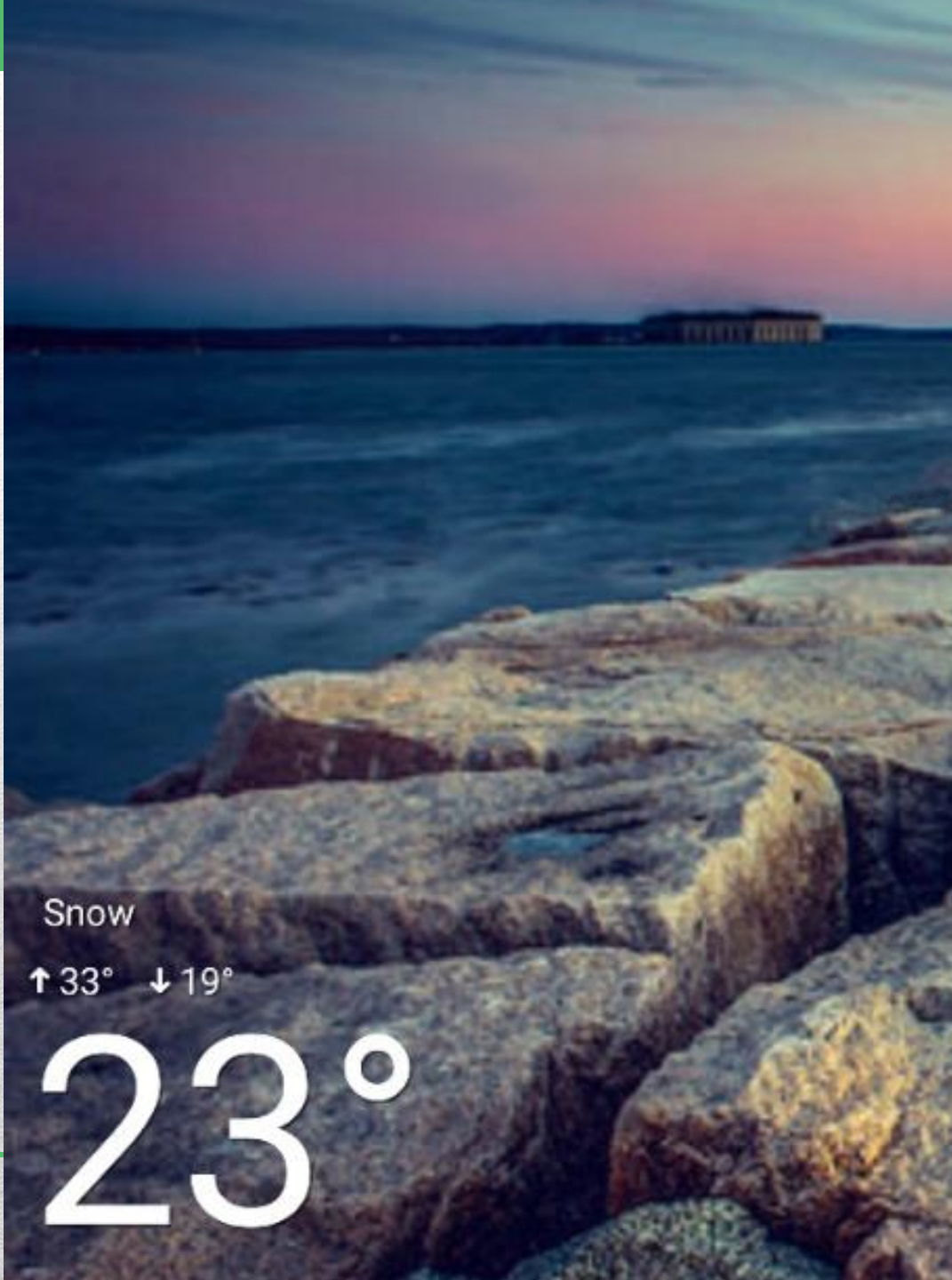
Click-to-Email Ads



Click-to-Txt Ads

CIDEWALK

INSTANT. LOCAL. MOBILE. ADS



Snow

↑ 33° ↓ 19°

23°

Snow

↑ 36° ↓ 24°

26°

Thank You
