

2023  
EDITION



# MARKETING YOUR LOCAL BUSINESS

Local small businesses need to start marketing to thrive and survive

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**Are you a local business struggling to keep up with the demands of modern marketing?**

**Are you experiencing stagnant sales, despite your best efforts to stir interest in your offerings?**

**You're not alone.**

Many small business owners just like you are wondering what they can do differently to differentiate their brand and attract more customers.

Don't lose hope – there is good news! There are plenty of options available that could help reshape the way your business interacts with customers, giving it an opportunity to find a new voice and gain more visibility in your community.

In this guide, we'll discuss how using the right marketing tools can be essential for further developing your small business so that it can thrive in today's competitive marketplaces.

### **What is local marketing?**

*Are you a small business looking to maximise marketing success?*

*It's time to start thinking locally!*

Local marketing is taking advantage of the interests of people within your immediate area. By focusing marketing efforts on local communities, small businesses can leverage unique opportunities based on their geographic area. Through local marketing, businesses can personalise content and experiences for a niche population and reap the rewards from targeting the right customers in the right way.

With local marketing, it's easier than ever to connect with potential customers nearby and build relationships that matter.

### **Why is local marketing important for your small businesses?**

In today's digital marketing environment, small local businesses can be overwhelmed when it comes to marketing themselves. Without proper marketing exposure, local businesses can quickly become lost in the crowd as larger companies are often tapped first for consumer products and services. Focusing marketing efforts on a local level is essential for small businesses success. By investing in marketing their business to their community through events, signage or even word of mouth marketing; small businesses can increase consumer exposure and build loyalty so that they remain the go-to choice now and into the future. It is essential that marketing efforts are an active component of any small business's strategic plan if they hope to stay competitive and continue to survive.



*What you can do today, can improve  
all your tomorrows.*

Ralph Marston

**What does your business need for a successful local marketing campaign.**

As a local business owner, there are a number of tactics you can employ to help make a positive difference in your business marketing activity.

Let's take a look at 7 things you can implement today that will make a difference to your local business marketing.

*Continued...*

### **1. A Logo.**

A logo is a powerful tool for a small local business. It serves as a form of advertisement and branding, conveying to potential customers the philosophy, values, and personality associated with the business. It also helps to create trust and recognition among customers, allowing them to easily recognise the business logo in various contexts. Investing in a logo may be one of the best decisions a small local business can make - it stands out from competitors and creates an instantly recognisable identity that is invaluable.

Creating a logo for your local business can seem daunting but it doesn't have to be. Taking into account just three key things will help you craft a logo that resonates with your target audience, captures the core values of your business, and can be recognised instantly.

- i. First, consider who you are trying to appeal to - is it an older or younger audience? Knowing who you are speaking to should influence the logo's design.
- ii. Next, reflect on what message do you want your logo to broadcast- create a logo that is reflective of the type of business you are and capture its core values.
- iii. Finally, make sure there is something unique about it - it should stand out from the rest in order to be recognisable and memorable.

Remember these three things when designing the logo for your local business, and recognition is sure to follow!

### **2. A Website.**

A local business website is the pipeline that can help you tap into your local market. With a local business website, it makes it easier for customers who live nearby to connect with your local business and find out information they need - such as store hours, location, and contact information. For any local entrepreneur, investing in an online presence through a website is crucial to success as it can extend their reach immensely, build trust with potential customers, and will massively boost their marketing game plan. Don't underestimate the power of having a local business website!

Having an engaging and functional website is essential for success. But what 'must haves' do you need to have on your small business website?

**Make sure you include three key elements: keyword-rich content, local SEO, and an attractive design.**

Quality content showcases your expertise, local SEO helps Google understand the local area of your business, and an attractive design makes it easier for potential customers to browse and explore your website's offerings. With all of these pieces in place, you are well on your way to having a successful small business website.



*I didn't get there by wishing for it or hoping for it, but by working for it.*

Estée Lauder

### **3. A Blog.**

With local businesses launching their own websites, many are turning to one of the most powerful marketing tools in their arsenal - blogging. Incorporating a blog into your local business website can help you significantly expand your reach, build relationships with potential customers, and boost customer satisfaction. A blog can get your local business content noticed by potential customers, while also displaying your expertise in ways that static pages on a local business website are unable to do. With effective blogging, local businesses can avoid being lost among the waves of generic competition and have a platform for actively engaging and developing strong relationships with customers.

Posting engaging blog articles that capture readers' attention is essential for a local businesses. From detailed product reviews to insightful industry updates - there are dozens of blog article opportunities local businesses can explore.

Three highly effective article themes include:

- i. Highlighting success stories from local customers.
- ii. Providing helpful local resources, tips and advice.
- iii. Discussing ways local businesses contribute to the community.

Taking advantage of these topics can help your local businesses stay on top of it's marketing game!



*The way to get started is to quit talking and begin doing.*

Walt Disney

#### **4. Social Media.**

A quick and free way to grow your business, build trust with customers, and express brand personality is through social media. Popular platforms like Instagram, Facebook or LinkedIn enable you to connect with people and organisations in your local community. Following and commenting on posts by others will help to raise your profile, gain your own followers and be recognised for the services you provide.

Social media platforms are perfect for sharing content such as blog posts that drive traffic to your website. Create polls for followers or discussions about your products/services. Also, why not share your reviews, potential customers love to read them and it helps to build confidence in what you do. No matter the activity make sure you are regularly engaging!

Staying connected to your followers is essential for successful social media engagement. Set a goal and consistently strive towards it - you'll be surprised the positive impact that thoughtful interaction can have on boosting relationships with existing customers, as well as attracting potential new ones!



### **5. Email.**

Email marketing is a powerful tool for local businesses to reach their target customers. With personalised emails, local businesses can communicate directly with local customers and get their message out faster than ever. By leveraging email marketing to its full potential local businesses have access to a powerful communication tool, enabling them to quickly connect with local audiences in a meaningful way that drives results. Email marketing allows local companies to not only reach existing customers but also build relationships with new ones in the local area, creating additional opportunities for growth. With targeted emails local businesses can build more personal relationships with new customers and increase loyalty among existing ones, all while making it simpler than ever before to get the word out about their brand.

Growing an email list is a powerful promotional tool that you can use to get your message out effectively and quickly. Here are three techniques for local businesses to grow their email lists: using local advertising campaigns, incentives and/or coupons and leveraging social media platforms. Local ads can be specifically designed to promote any special offers or new products as well as directing interested customers towards signing up for your email list. Providing incentives such as coupons for subscribers gives a good benefit to being on your email list, while leveraging social media platforms can introduce your local business to audiences beyond just the local area. With these techniques, you'll be able to start growing an effective email marketing list and watching your local business take off!

### **6. A Google Business Profile.**

Everyone knows that local businesses need to have a strong marketing strategy in place if they want to succeed, but very few local businesses are aware of the importance of having a Google business profile. This powerful tool provides local businesses with tremendous benefits, from accessing advanced marketing analytics tools to helping customers easily find them online. Not having a Google business profile can make it almost impossible for local businesses to stand out from their competition and really grow their presence in their local market. Don't let your local business fall behind – create a powerful Google business profile today and watch your success grow!

Help your potential customers find all the information they need about your business with just one click:

**A map listing** on your Google business profile makes it easier for local customers to locate you and making their journey hassle-free.

**Posting photos** on your Google Business profile, customers get a true glimpse into what makes your local business unique: its products, services, culture and more!

Let your customers do some of the marketing for you! Allowing customers to **leave reviews** on your Google Business Profile is a great way to improve your local presence and build trust in your local market. Positive customer feedback on Google can increase visibility and show potential customers that you're trustworthy and a reliable local business. Get a jump start on local SEO today by allowing customers to leave reviews of their experiences with your local business. It's important for local business owners to take advantage of the review system available through Google Business – it could be the local marketing boost that propels you further than ever!

### **7. Ask for referrals.**

One of the best ways to grow your local following is by asking people for referrals. Today social media offers an incredible marketing opportunity, but there's nothing quite like a personal referral which can open up new avenues and put you in contact with people who may not otherwise even consider your local business. Making contacts through referrals can help provide invaluable insight into local trends and provide face-to-face connections with decision makers that could make all the difference at the local level.

Referred customers are both cheaper to acquire and more likely to stay loyal than those found through other channels! Referral marketing is becoming more and more popular as an effective way to reach interested local customers. Consider offering incentives such as discounts or prizes for local customers who refer others to your business - this is often highly successful in boosting engagement. Additionally, don't forget the tried and true methods such as word-of-mouth or even just old fashioned posters in local establishments. Remember: it's all about connecting with members of your local community and encouraging referrals so that your business can continue to grow and thrive! Don't be afraid to ask; you never know where your next referral might lead!

### Summary

All of these marketing techniques are available to you and they can be executed relatively easily. Furthermore, most of them don't require a large budget. This is great news because it means that even small businesses with limited resources can still compete with larger businesses in their respective markets. If you need help implementing any of these marketing strategies, or if you have questions about how to get started, please don't hesitate to reach out to us at Buddy Websites. We specialise in helping local businesses prosper online and we would love to partner with you to help grow your business.



*A small business is an amazing way to serve and leave an impact on the world you've in.*

Nicole Snow

### About the Author

Mark Baker has dedicated his career to supporting small businesses. Despite a brief pause in a print factory creating design and artwork for major companies like Tesco and Lloyds, Mark always knew he wanted to focus on helping smaller enterprises succeed with the help of Buddy Websites and Seven Design Associates. Small business plays an enormous role in contributing not only economically but socially - giving them much-deserved recognition is essential!



***“Getting to know a business owner, understand what they do and working with them to find ways to reach their market is such a rewarding experience. I get to deal with actual decision makers on a day to day basis, I help them make important choices to get the most out of their budgets.”***

With over two decades of expertise, this business marketer is able to provide actionable advice and strategies that can help overcome even the toughest challenges in promoting a company.

He lives in Wantage, South Oxfordshire with wife Laura, their two boys and dog Olly.

He’s always keen to meet other business owners, share experiences and help them develop.

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