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The Top 20 Ways To Market Your Business In The Local Area

Local businesses face different challenges to national businesses, particularly with how best to market themselves. Chances are that your small business is primarily, if not entirely, dependent on the support and patronage of your local community. That being the case, you need to pay special attention to the people within your local community, implementing marketing that will attract them.

Local small business owners are constantly looking for new ways to let their community know about their business. I assume you are one of these local small business owners trying to find the perfect marketing system for their business. Sometimes we are looking for ways to jump-start some new sales, sometimes we are just starting out but eventually, you will find the things that work well for your particular business.

Consider the following **20** ideas that you can do to boost awareness of your business within your community and get more customers through your doors.

1. **Connect with other Local Businesses-** that are non-competitive with your business eg who else serves your clients but doesn't compete with you. On a local level, developing relationships with other businesses that fit this criteria



eg for example a local printer who does business cards and business stationery for small business and a telecommunications advisor. These businesses can expand into each other's network by carrying each other's brochures and sharing videos and information pieces to each other's database.

2. **Participate in Community Events-**

The best way to build good business relationships is to network in community events that don't necessarily involve your industry. Participating in a 5K run or charity event allows you to introduce yourself to other businesses in a way that doesn't feel like a sales pitch. Everyone is in a comfortable environment where conversation can flow.



3. **Use Google Local-** Making sure you've got your listings properly managed is one of the best ways to be present locally. You need to make sure that you play by their rules. Upload pictures include relevant phone numbers and information and ask people to participate in reviews of the location. If you tick all these boxes, you'll cover the basics really well.



4. **Set up Niche Meetups-** Plan an event or class to host, then print out flyers and post them on community bulletin boards (libraries, coffee shops, local colleges and adult ed centres). While most community bulletin boards won't let you post business advertisements, they're often more than happy to post a flyer promoting an educational event or class.



Launch a new meetup focusing on your core service area. Maybe even consider partnering with another non-competitive local business and run the event together.

5. **Organise and Attend Charity Events-**

A great way to foster connections with our local communities is by having barbecues and other events that raise money for local charities. Contribute to the local community, make friends, and at the same time raise awareness of who you are and what you do.



6. **Hold Happy Hour Networking Events-** There is something interesting about business owners and executives being able to relax with a few drinks and share business as well as personal stories in a relaxed setting. Perhaps, it is because we all have hectic and busy days. A great way to build some very strong relationships and business opportunities at these networking events



7. **Organise Exclusive Networking Mixers-** Creating a networking mixer for entrepreneurs to attend creates a private environment where owners can relax and discuss business. It also provides attendees with opportunities to get ideas from one another and make new business connections



8. **Use Local Directories and Social Media Groups-** There are so many more groups that have formed to discuss local businesses and that offer a way to share information on certain days about what you offer. These grassroots efforts are helpful and get you in front of people who may want to ask you a question that you can answer immediately to win their business.

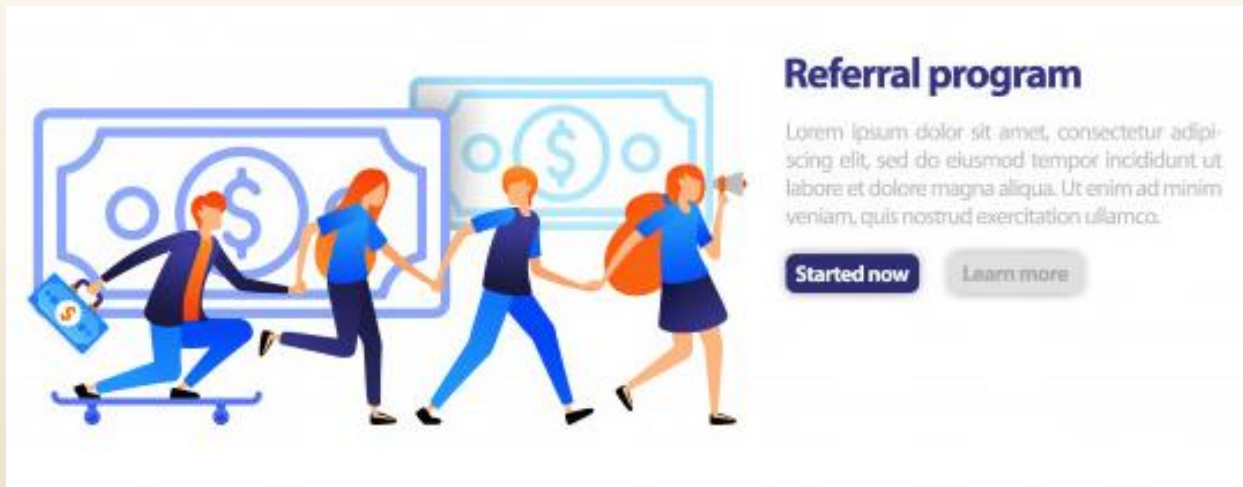


9. **Partner with Local Celebrities and Charities-** Consider using local influencers to grow your fan base and attract talent to your app. If you are launching a business or a new product, consider inviting the local Politician to do the opening/launch and of course the media will follow. By attracting the politicians, you also attract people and credibility by default.

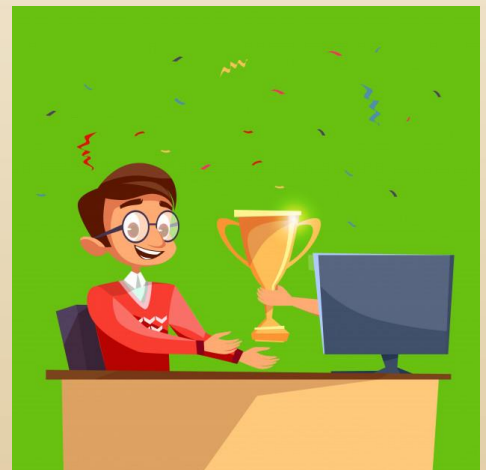


10. **Create Instructional Videos-** Make small instructional/educational videos around what you do and give hints and tips out to help position you as the expert.

11. **Develop a Customer Referral Program-** Offer existing customers a free product, free month of service, or some other reward for referring new customers. Remember, word-of-mouth is very powerful, so friends telling friends about your business is incredibly valuable.



12. **Online Contents-** You'll need to come up with the prize, but the number of participants and new potential leads you get will be well worth the price. Really tight on budget? You don't technically need a super expensive prize (ask your suppliers to donate) to get participants. Even a couple high-end water bottles or fancy backpacks might be enough of a draw for some users.



13. **Business Awards-** Most industries have business awards you can win, providing you with an online badge you can place on your website. Badges like these can boost credibility, and as a result, increase sales. If there aren't any awards for your industry, host your own! You'll get a ton of attention from other industry businesses who want to apply for your award, which means even more connections and more possible future collaborations!



14. **Business Cards**- Get yourself some snazzy business cards, then give them to every person you lay eyes on. Every handshake should come with a business card. The more people who find out about your business, the better – even if it's just a quick glance at a business card.



15. **Car Magnets**- If you have a vehicle that you regularly drive around, consider branding it with your company logo and information. A full paint job can be expensive, so you might opt for magnets that stick to the sides. Or, you can purchase window decals to put on the side and back windows.... then drive carefully!



16. **Give Away Balloons at Local Events**- Get a few hundred custom balloons printed with your business name, rent a helium tank, and watch the smiles roll in. Kids love balloons. Adults love them too but are embarrassed to admit it. Stop the shame – balloons and bubbles will always be awesome, it's OK to say so. You'll have a bunch of happy people marching around with your brand floating above their heads, all for less than \$200.



17. **Join in on Local Contests**- Consider donating a product or service of yours as a prize in a local contest or event.

18. **Community Volunteering-** Involved in local project, again a great day to meet people and get your name and what you do out there plus have a lot of fun giving back.



19. **Chamber of Commerce-** Often in your local area the Chamber of Commerce is the hub for small business, besides being a great resource for you other businesses are members and you may find some referral partners there.



20. **Letterbox Flyers-** Woolworths and Coles deliver catalogues every week why not you? A small flyer consistently out into your local area will support other activities you are doing, build awareness and profile of your business



21. **Join Local Business Networking Group-** A must for everyone. A good one will provide opportunity for education, support and referrals. Think of it like your sales team that are working for you.



22. **Business Card Drawing-** If you have a physical presence/office Put a fishbowl at your place of business with a sign asking visitors to drop their business cards in for a chance to win something from you (for example, a restaurant might offer a free pizza party). At the end of the month you've collected a ton of business cards, and while you can only have one winner, there's no reason those other business cards have to go to waste. Use the email addresses provided to let users know that while they haven't won this time, they are more than welcome to join your mailing list, which will notify them of future giveaways and special offers.

