



MASTERING LOCAL MARKETING

Claim Your Online Listings

One of the simplest yet most impactful ways to get noticed by customers is by claiming your business listings on platforms like Google and Yelp. Optimizing these profiles makes your local business more visible to people in your area when they search for nearby products or services. Ensure your information is accurate and up-to-date, including your address, phone number, hours of operation, and website. Many sites also let you add photos and posts to enhance your online presence. This added engagement can build trust with customers.

Run Targeted Ads

Targeted digital ads are a powerful way to reach customers based on location and interests. Platforms like Google and Facebook allow you to pinpoint potential customers within a specific geographic area. Focusing on local audiences ensures your advertising budget is spent efficiently, delivering your message directly to those most likely to engage with your business. You can also lead users to your website and social media pages to boost traffic and engagement across several branded platforms.

Leverage Customer Reviews

Online reviews are among the most influential factors in consumer decision-making. Did you know that 88% of consumers trust online reviews as much as or more than word-of-mouth recommendations?¹ This shows just how critical reviews are for your local business. Encourage satisfied customers to leave positive reviews on platforms like Google, Yelp, and Facebook. Responding to positive and negative reviews shows that you value customer feedback and are committed to providing outstanding service. Consistent, quality reviews boost your credibility in the local market and can lead to more sales.

¹ <https://www.invespcro.com/blog/the-importance-of-online-customer-reviews-infographic/#:~:text=Very%20important%2C%20as%20it%20turns,so%20important%20to%20other%20shoppers!>

TESTIMONIALS:

"Such a wonderful magazine to be a part of. It allows us to network, be part of the community, and also advertise our company with an excellent ROI."

- Advertiser

"Working with [our local magazine] has always been an absolute joy. [The local team] is extremely passionate about their written word and the people they feature! They do a great service to the community."

- Reader



Contact me about **Community & Content Sponsorship Opportunities** across Asheville and beyond:

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