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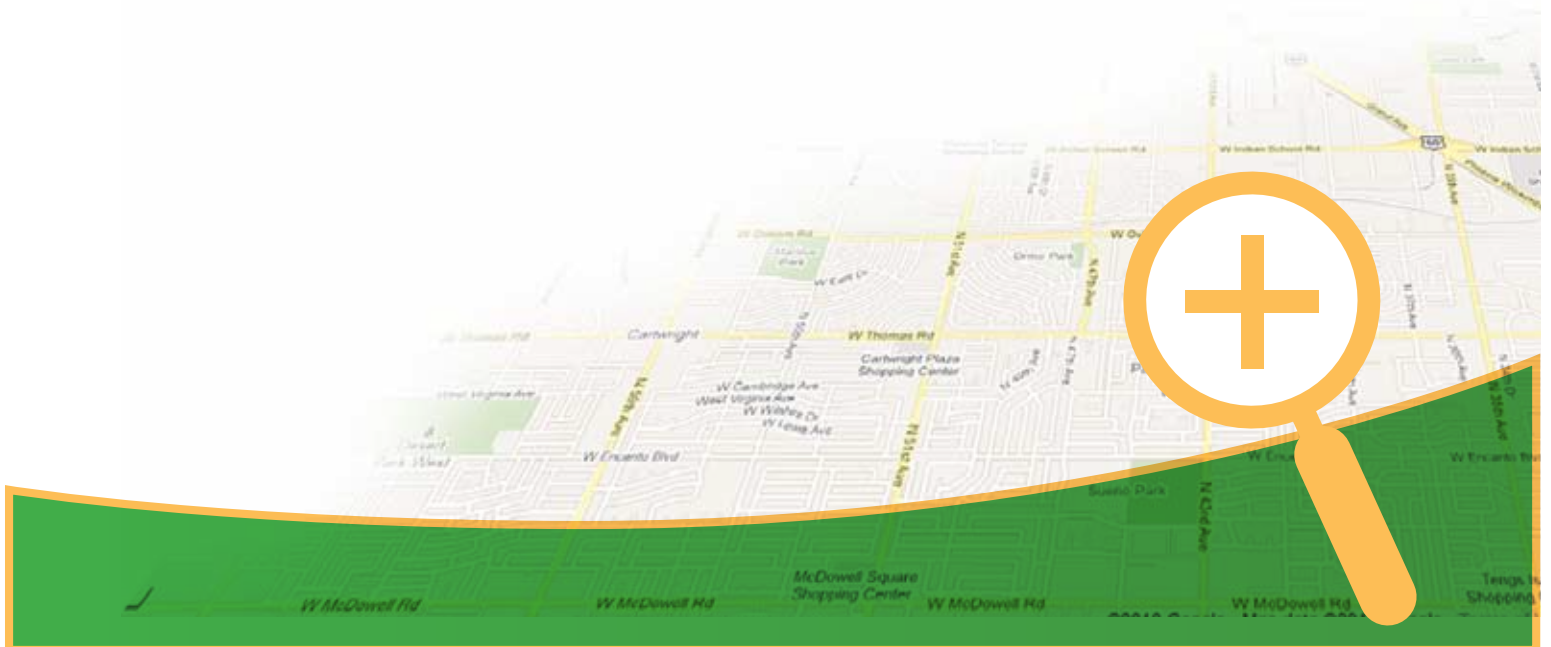


Navigation for  
Local Marketing

# 7 Keys

## *to Finding & Growing Local Customers*

Discover the secrets of local marketing success



# 7 Keys to Finding & Growing Local Customers

*Strategies other businesses like yours use to grow their sales!*

At GannettLocal, we have 120 years of experience helping business owners like you find new customers and drive sales.



## DID YOU KNOW?

80% of people who could be your potential customers start their search for local businesses online.

And today, with 80% of potential local customers starting their search for local businesses online, we know how tough it is for companies to reach the right customers, at the right time, in the right place, with the right message.

That's why we wanted to share seven of the most important tips and techniques other local business owners use to successfully grow – even double – their sales.

You can count on these **7 Keys to Finding & Growing Local Customers** to deliver big results for your business.

“Never underestimate the value of a handshake, thoughtful conversation, and a memorable brand experience to initiate word of mouth advertising. If you are passionate about what you do and engage with the customers, they will take note and tell others.”

– Louis Basile, CEO, Wildflower Bread Company

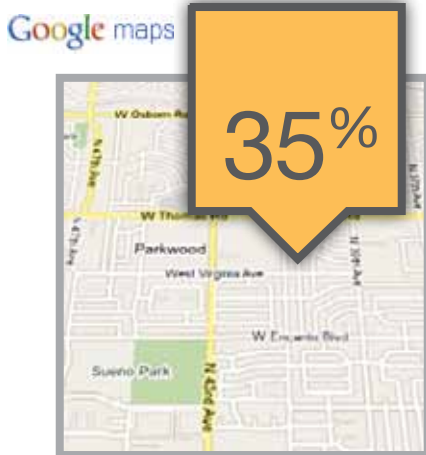


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## #1 Get Found Online

Today, over 35% of online users find local goods and services on search engine listings. Here are three of the most important techniques business owners have used to increase their online presence and make it easier for new customers to find them.



### DID YOU KNOW?

Over 35% of Internet users rely on major search engines to find local goods and services.

### Make sure your business shows up in search results

– so that you get found by people using search engines like Google, Yahoo, and Bing to find local businesses in your industry. This can be done whether or not you have a website. It requires: First identifying the words that best describe your business and using them across your website so that your site shows up high in natural search results; Next purchasing those key words on a pay-per-click basis so your site shows up in the “sponsored links” section. Of those consumers using search engines, 60% use the organic listing while the remaining 40% click through on the sponsored links. You can’t afford to miss either of these groups of consumers.

“GannettLocal got me to #1 in organic search results through the key phrase ‘Quality Baby Clothes Phoenix’.”

– Thomas Boharsik,  
AZ Baby Boutique

**Make sure your business shows up on local search engine maps.** You can use this technique even if you don’t have a website. Working with a marketing expert to optimize your map results can ensure that your physical location shows up at the top of list.

**Clearly display your business contact information on your website and/or directory listing.** Use a simple, one-step “contact us” link to make it easy for prospective customers to reach you.

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## #2 Tailor Your Marketing to Your Business Objective and Your Customer

Many small business owners use different types of marketing programs to attract different types of customers. Here are three simple – but highly successful – methods to get the right message to the right customer.

**Treat “searchers” differently than more passive prospects.** Consumers who are actively searching for products and services can be captured using search engine marketing (which includes SEO, pay-per-click, and local map listing results). More “passive” consumers, that aren’t searching, need a reason to buy from you. To get these potential customers interested, you can

advertise products and services they had not yet realized they needed, or send special promotions to inspire them to buy now.



### DID YOU KNOW?

Local businesses use print ads and pay-per-click marketing to get new customers quickly, and invest in Search Engine Optimization (SEO) and map optimization to maximize customer growth over time.

**Think “seasonally”.** Different products and services are more popular with consumers at different times of year (like lawn care in the spring and fall, or air conditioning repair in the summer). In the high season, make sure you stand out from competitors - double down on advertising and actively tell consumers why they should buy from you. During slow periods, use targeted promotions – online, in the newspaper, or in the mail – to generate business and seed interest before the high season begins.

### **Use different offers in different media for different kinds of customers.**

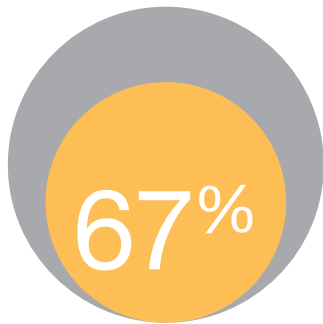
To get new customers, consider advertising a “new customer” discount in a strong community newspaper. To get your existing customers to spend more, consider using targeted email to announce a new product or service or offer a renewal discount.

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## #3 Go Where Your Customers Are - Advertise in More Than One Type of Media

Not every customer responds to the same type of media message. Successful small business owners like you find that it's important to tap into a wide range of media, because different types of media influence different types of customers. Here are some quick facts:



### DID YOU KNOW?

In a recent Google-commissioned study of newspaper readers who use the internet: Of those people who researched a product after seeing a newspaper ad, 67% did their research online.

- Over 80% of adults still read a local weekly newspaper section each week.
- 61% of employed adults check their email every day.
- 82% of adults use flyers for information that prompts store visits and purchases.
- 60% of consumers will look at organic search listings.
- 40% of consumers will focus on sponsored links.
- 75% of consumers say they examine their mail closely for coupons and special offers that save them money.
- Facebook now has over 400,000,000 users.

Most small business owners don't have the time or money to invest in all of these media channels. But, if you focus on using just one type of media, you may miss some very important customer segments. So, you should always look for ways to combine more than one type of media to create integrated campaigns that are easy to manage and are easy on your budget.

For example, many small business owners successfully use newspaper advertising and fliers to drive new customers to their website, and pay-per-click advertising to capture people who are searching online.

Source: Clark, Martire & Bartolomeo, Inc. Survey October 2007; n=1003 (US online users ages 18+ who perform a search with a search engine at least once a month) Question: Within the last month, have you done research and/or purchased a product as a result of seeing a newspaper ad?  
[1] Scarborough Research USA, Release 2 2005

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## #4 Target Locally

The Internet has blown away geographic boundaries. But successful business owners have learned that it's more productive and profitable to look for customers in their local area. Here are three ways to target your advertising budget at the highest potential customers for your business.

**Use very specific local terms in your pay-per-click ads.** Listing your location first – like “My City” Restaurant or “Hometown” Dry Cleaners – can significantly improve your search engine listing results.



### DID YOU KNOW?

63% of people seek out businesses within 15 miles of their home, and most actually stay within 6 miles of home.

**Be careful of spending too much on “blanket-the-market” TV and radio advertising.** Shift that part of your budget into more targeted media that reaches customers who are more likely to buy from you. Ads in community newspapers, targeted key word purchases, map optimization, and direct mail are proven successful targeted media for small businesses.

**Think small in big online spaces.** When advertising on Facebook, for example, use local filters to zero in on just those people in your area and on the age and income groups most likely to buy from you.

“Within two months of launching an integrated campaign including community paper print ads, fliers, pay-per-click online advertising and creating an online business profile, I’ve received 20 calls, sold 2 cars, and had a lift in sales in the repair shop. The fliers and pay-per-click are really driving traffic to my website as well as my storefront.”

– Jonathan Darner, Darner Automotive

(Source: comScore-TMPDM (7/09), n=4,000, <http://gesterling.wordpress.com/2010/02/26/how-local-is-local-six-miles-it-seems/>)



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## #5 Use Compelling Offers That Are Hard to Resist

We know that business owners like you expect to see immediate results from your advertising budget. To achieve that, it's not enough to get the word out about your company. You need to give customers a compelling reason to take action now.

Here are three strategies to consider when creating an offer.



### DID YOU KNOW?

David Mays, owner of Golden Spoon, promoted a Free Yogurt Weekend with newspaper ads and flyers. *"The turnout was great and we have had many new people coming to the store. The advertising really paid off!"*

**Focus on what they want to "buy", not what you want to "sell".** Customers need to know what's in it for them. Focus on the benefits of buying from you – convenience, outstanding customer service, plenty of parking – rather than "features" that may be the same as your competitors.

**Build value and minimize risk.** When trying to attract new customers, make it easier for them to do business with you. Offering a money-back guarantee or a free trial minimizes their risk. Providing cost comparisons, consumer reports, or detailed product information builds up value.

**Use a Limited Time Offer to create urgency.** Face it. Most people are busy and have more on their minds than your offer. Creating a sense of urgency is an effective technique to get customers to respond quickly. Providing an additional incentive, giving a short deadline, offering an early-bird discount, and creating limited availability are methods other local business owners have successfully used to get customers to take action now.

**"I got 10 coupons back from new customers looking to take advantage of the discount at my restaurant and it hasn't even been a week since my ad ran in the community paper."**

– Nick Lara, Café Laguna

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## #6 Leverage Your Best Customers

All businesses need to find new customers. And it's tempting for owners to focus most, if not all, of their marketing budget in that area. But your existing customers already know you and trust you. In addition, they are the ones with

6X

### DID YOU KNOW?

It costs up to 6 times more to find and sell a new customer than it does to make a sale with an existing customer.

the fate of your reputation in their hands - they talk to other potential customers about their experiences and write online reviews. Successful businesses spend time, energy, and advertising dollars to keep those customers from going to competitors, and to create strong loyalty that will encourage them to say good things about the business in social media.

Here are three techniques to consider for developing an effective marketing program for your existing customers.

**Make customers feel special.** If you have a new product or service coming out soon, let your customers know about it before the general public. Create a customers-only reward program – for example, one small limo company successfully used a “Get Your 10th Ride Free” promotion.

**Encourage your customers to spread the word about you.** Customers can be very powerful publicity agents for your business. Make it a point to get testimonials from your best customers and then post them on your website, use them in your print advertising, or put up a Satisfied Customer board in your location. Keep your customers satisfied so they are eager to say good things about your company - whether in person or online.

**Check out what people are saying about you online.** Monitor what customers are saying about your business on the major review sites. If you see a low rating, contact that customer and see what you can do for them. Make it a great experience for your customers, every time, and they will reward you with positive reviews. That's free publicity - for you from real local customers.

“Social media and targeted direct mail are some of the most effective ways to introduce yourself to your customers and the community.”

– Louis Basile, CEO,  
Wildflower Bread Company

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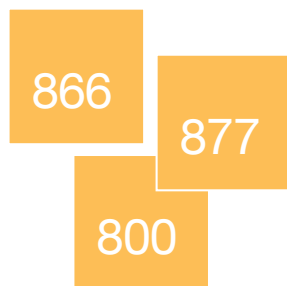
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## #7 Track and Measure Your Results

Every ad dollar you spend on your small business counts. You need to make sure your marketing programs are driving sales results, and you need to know when each type of advertising is successful.

Thanks to the rise in digital media, tracking results and determining ROI has become easier than ever before. Here are some of the most important reports you need to review to better understand how your advertising is working:

- **For paid search** – track how many people are clicking on your ads, and how many then visit your website.



### DID YOU KNOW?

If you're using multiple types of media or offers, you can track exactly which ads or offers customers are responding to by using different phone numbers.

- **For email marketing** – measure how many people open your email and how many “click throughs” you get from the email. You should also track how many emails are bounced back because of old email addresses.
- **For direct mail** – track how many people respond to your direct mail and then convert into customers.
- **For social media** – track the number of people who become fans on your business page, as well as the number of people who share your page with their friends.

- **On the phone or in your location** - when a new customer calls or comes in, ask them how they found out about you.

More and more small business owners are asking their marketing partners to provide tracking and measurement capabilities, so they can better understand how their campaigns are performing, and learn how to optimize their results.

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## GannettLocal delivers big results for small businesses.

We can do the same for you!

Start a conversation today with a GannettLocal Marketing Navigator

GannettLocal is the local marketing partner small business owners rely on to get maximum exposure and bring in new customers – easily and affordably – with a proven set of local marketing programs that combine online and print media.

Call 602-444-1700  
to talk with a GannettLocal Marketing Navigator

