

How to market the business locally?

If your target audience is living near your location, then it is very important for you to market your business locally. Here are some ideas that you can follow to market your good or service locally:

By offering Your Product or Service as a Free Give Away

You can offer your product as a free give away to your customers. For example, if you are running a restaurant, then you can have your local Holiday Inn give away dinner gift certificates for \$10 to hotel guests during check-in.

You should think about businesses that are complimentary to yours. So, you should offer a promotion that is easy for them to implement. This thing will benefit their customers.

Donations to Local Charities - Schools etc

By offering your products, services, or gift certificates for charity auctions and events, you can create a good image in the minds of your target customers.

You should Leave Brochures, Fliers, and Business Cards Everywhere

You should leave brochures, fliers and businesses cards everywhere. Many local businesses would let you to display your cards and brochures.

There are many businesses like car wash, bookstores, coffee bars, churches and student centers etc. and you should leave your brochures, fliers and business cards at such places.

Leave the booklet everywhere

You should leave an inexpensive item or tips booklet, instead of leaving a flier only.

Conduct a Contest

People prefer to obtain stuff for free. So, the contests are considered a great way to attract new customers. By making the prizes something people want; you can attract a lot of new customers.

You should Use Gift Certificates Creatively

By using gift certificates, you can attract many customers. The reason of the success of gift certificates is that they are cost you nothing.

They bring the cash and the biggest benefit is that they are not usually redeemed. By offering the customers a special bonus, you can encourage your customers to buy gift certificates.

Home Parties

If you are in such a business where you can increase your business through home based parties, then you should contact your friends, family, and business associates and get the party started.

These are the ways that you can follow to market your business locally.

About the Author

Thomas helps small business owners to find the best hosting companies. He writes articles and guides how to find really cheap php web hosting and [special offers on web hosting](#). Visit [How to market the business locally?](#)

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