

Local Marketing

(Almost) everything
you need to know

Marvia

A network diagram on a blue background. Several wooden blocks, each containing a white person icon, are connected by white lines, forming a network. The blocks are arranged in a roughly triangular pattern, with lines connecting them to represent relationships or connections.

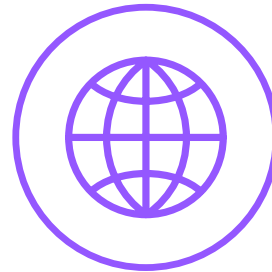
About

Local marketing is an essential part of your marketing strategy.

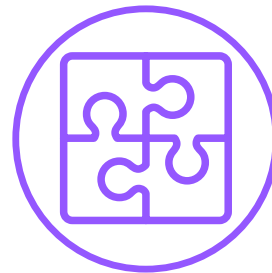
In this whitepaper

For many businesses, even the international giants, the goal of their marketing efforts is to reach prospective customers in their local communities. This means that their marketing has to be localized. When local marketing is done well, it's amazing. But it also comes with it's challenges.

This guide will go over (almost) everything you need to know about local marketing in the three themes you see on the right.



What is local marketing



Why is it important



How to improve

Contents

1. A quick overview of local marketing.
2. What are the benefits of local marketing?
3. How to improve your local marketing efforts.

Summary

Consumers are looking for valuable and authentic connections with brands. Localizing marketing efforts is one of the most successful strategies a business can employ to achieve this.

Localizing marketing entails adapting content and messaging to the local market, becoming a part of the local community, and investing in that community in a way that is authentic to you and your company.



In short

A quick overview of what local marketing entails

What is local marketing

Local marketing is a marketing strategy where you target local or regional audiences within a certain radius of your company's physical location(s).

Adapt to reach local audiences

Local marketing involves adapting components in the marketing mix to local conditions and characteristics. For a very basic example, think of translating your campaign into the language your target audience speaks. You can also get very technical and adapt your marketing materials to the weather conditions at specific DOOH locations.

By adapting to a specific location or audience, you're better able to connect to them, which is a great way to build trust. Local marketing can be done in big and small ways, online, offline... The options are endless. It's also not just reserved for smaller, local companies. Multinationals also greatly benefit from localizing their marketing efforts to connect to their audiences.

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Important local marketing channels

Reviews

Reviews showcase how much your customers love your products and show how you deal with negative feedback.

Direct Mail

Mail stands out between other marketing efforts and makes targetting specific groups of people easy.

(D)OOH

A direct and highly visible channel, and easy to use thanks to many programmatic DOOH platforms.

Influencers

Influencers help you build trust in their communities by creating authentic and culturally relevant content.

Live Marketing

Take your customers from persona to person and meet them on the street to gather real-life feedback.

User-generated Content

Reposting doesn't eat away at your budget, authentically shows your product, and encourages engagement.

The benefits

The value of investing in local marketing

Local marketing has many benefits, we'll go over three big ones here.

Reach the right audience

Effective marketing is not about reaching as many people as possible, but about reaching the right people. And the right people are the ones shopping where you are. Shopping locally is convenient, it means less travel time and gives you the option to quickly get something last-minute.

Leverage local market insights

Localization means shifting the focus of your campaign from reach to relevance. This is why continuously researching your market is important. You need those insights to react to changes in the market and profit from them when they work in your favor. .

Local marketing is cost-effective

Localized marketing campaigns are more profitable than larger-scale corporate campaigns because you reach the right customers. Local marketing also activate the best type of marketing you can wish for: word-of-mouth marketing.

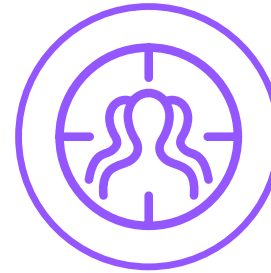


Local marketing isn't just good for local businesses. International companies benefit just as much from it.

Customers are always looking for local shopping opportunities, so make sure you're looking for them. Local search has made local findability more important as well.

Customers trust other customers, which makes reviews an important way of finding out how people see your brand. Use reviews as a way to engage with your audience to build consumer trust and show you value your local shoppers.

Localizing your marketing closes the gap between your customer and your Brand. Getting involved in the local community humanizes your brand and makes you more approachable.



Local customers



Valuable reviews



Brand humanization

Challenges in local marketing

Nothing in life is without its challenges. Let's go over five things that trouble local marketing.

1. No genuine involvement

Your involvement in the local community has to be sincere and authentic. Don't do something because it looks good, do it because it fits you.

2. A lack of creativity

Campaign creatives and assets should be adapted to local markets. Your local partners are a great supply of creative hooks and ideas.

3. No automation

Local marketing in particular greatly benefits from automation. Save time and money by streamlining your processes.

4. Not sharing knowledge

Sharing wins makes the entire company better. Implement what works in future campaigns to spread success through the organisation.

5. Disconnected from the brand

Many different locations mean many changes for rogue marketing. Strong brand guidelines and templates can prevent this from happening.

How to improve

Strategies for marketing and brand localization

Your local marketing strategy

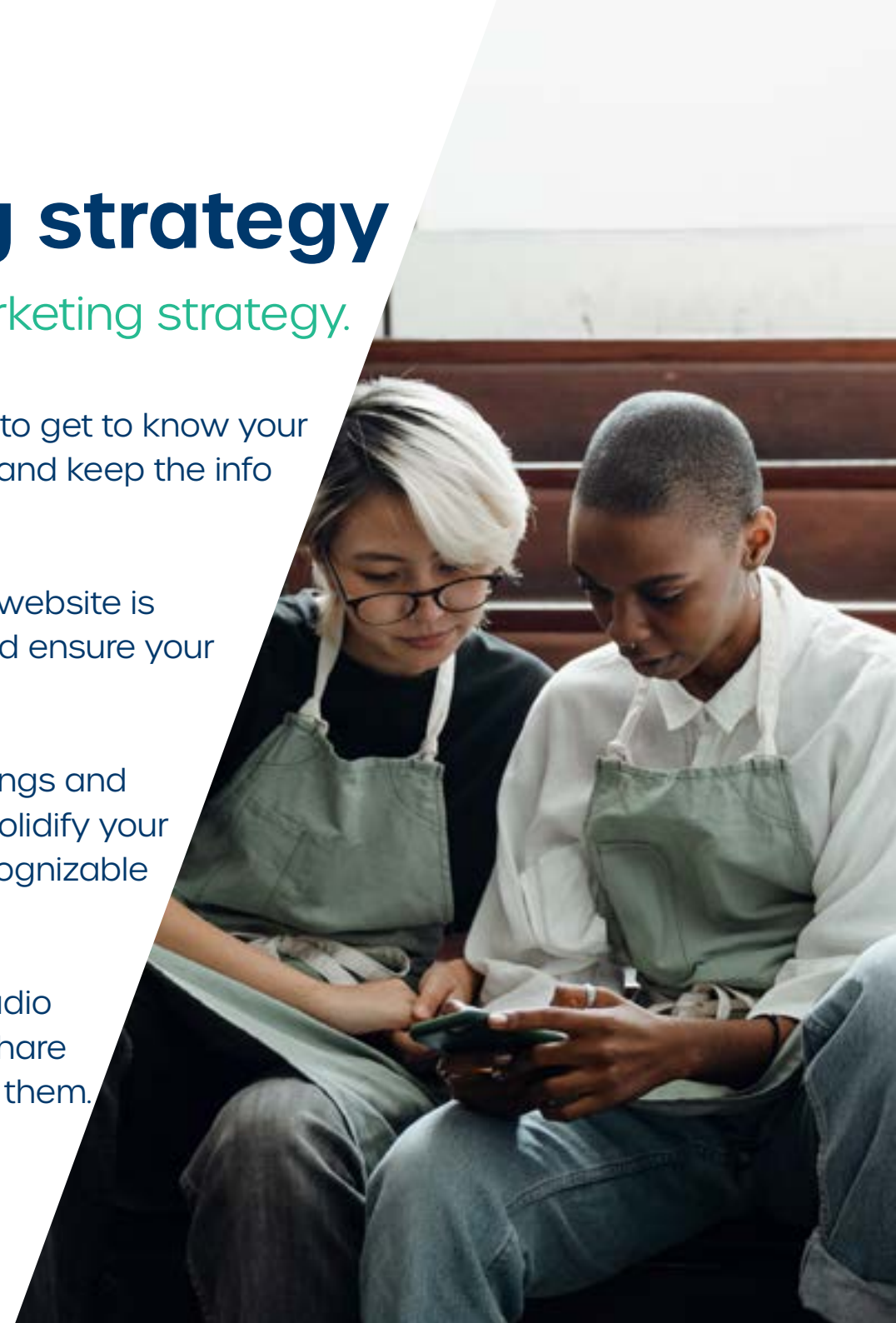
Here are four tips for a solid local marketing strategy.

1. Research your local market - Of course, you need to get to know your market and customers. Consider hiring local experts and keep the info up-to-date.

2. Mobilize and localize your tech - Make sure your website is designed mobile-first, invest in local SEO and SEA, and ensure your customers find you when searching locally.

3. Establish your local footholds - Claiming local listings and creating local social media accounts are ways you solidify your place in your market. They also give customers a recognizable place to find and engage with you.

4. Don't forget local channels - The local paper or radio station can often do more for less budget. You also share your target audience and can help each other reach them.



An essential part of your local marketing strategy is your brand localization strategy.

Localizing your branding might mean have to change the way you approach and communicate with your audience. You may choose to change your brand name, which is what Olay/Olaz and Mr. Muscle did. Sometimes, your original brand name can't be pronounced in the language of your

new target audience, or it has a different, unexpected meaning.

Creating market-specific brand guides is an amazing reference tool when you're active in multiple markets. These guides skip the basics of a regular style guide and focus on what's different for each market. Specific logos, colors, phrasing, etc. A guide like this greatly reduces the risk of rogue marketing, or offending your local audience

On the technical side of things...

Aside from your customer-facing branding, you can also gain a lot from optimizing your local SEO behind the scenes. Using hreflang tags, translating your meta-data, and using a clear language indicator in your URLs are just some of the possibilities.



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Conclusion

Local marketing is about connecting with your local audience. There are many ways you can make that connection. Important to remember is that you need to lead with authenticity, and placing your local audience and market first in everything you do.

And remember: **All business is local.**

CHECK IT OUT



The Marvia logo is positioned in the bottom left corner. It features the word "Mar" in a bold, yellow, sans-serif font, followed by "via" in a bold, teal, sans-serif font. The "via" is partially enclosed by a yellow trapezoidal shape that tapers to the right.

Contact

If you want to take your local marketing to the next level, get in touch!

Here at Marvia, we provide you with a personalized brand portal, fully aligned to your needs.

Find us via the information below. Plan a free demo to see what we can achieve together!

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