



Yellow!

Stand out from the crowd with location marketing.

Zero in on customers who are shopping in your area – this quick guide shows you how and why local marketing can boost your business.

eBook





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Location marketing – the right place at the right time.

Location marketing is a powerful tool, connecting small businesses to customers who are both nearby and want to buy. Typically people who search locally have already done their broader online research and are now ready to make a move, either through a purchase or store visit.

This relatively new type of marketing has evolved thanks to the internet and smart phone technology and comes in a number of forms including local search, mapping tools, paid advertising and social media.

In this guide, we'll take you through the best ways to get in on the action with both paid and free options.



3 out of 4 shoppers who find local information in search results helpful, are more likely to visit shops.¹

¹. Google/Ipsos Australia, Being found: The importance of local search information in the path to purchase March 2014.



Location marketing – the right place at the right time.

In an age of mass communication, people want relevant information at their fingertips.

In response to this, search engines like Google and Bing are increasingly delivering local search results.

Even if the user doesn't enter a local keyword in their search, Google automatically looks at their IP address (the string of numbers that identifies the computer) to determine their location.

So if you're in Melbourne searching for a juice bar, your search results automatically return those closest to you. And now with mobile phones and social media, it's a prime time for businesses to target customers with local messages.



The number of people who search locally on their smartphones certainly indicates the potential of this marketing.

Another way to increase your chances of being found in the search results is 'click to call' where customers can call directly from the search results.

In fact, Yellow ads receive an average of 10 million direct calls via listings viewed on mobiles annually.²

87% of internet users are online with a smartphone.³



Seize the day.

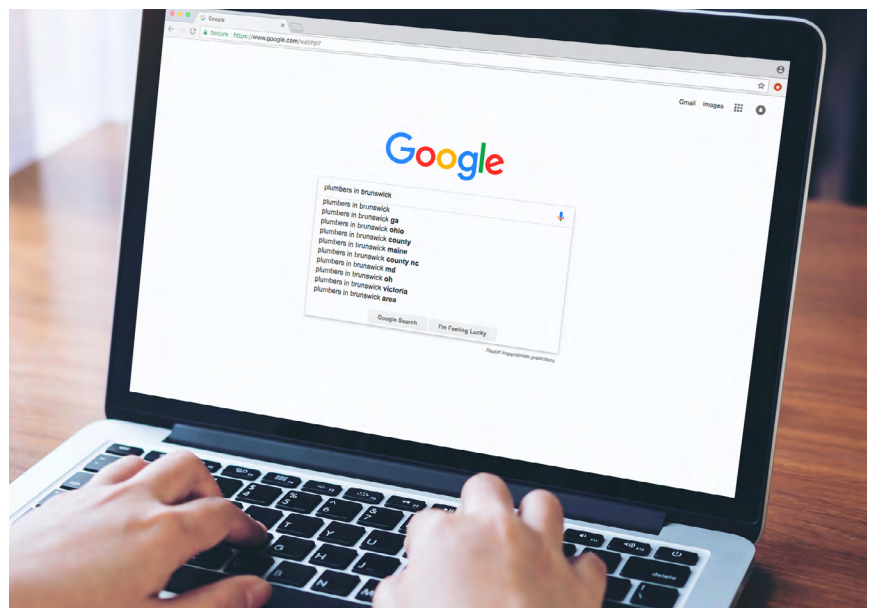
Once local visitors start coming to your website, it's time to make the most of this opportunity.

This is pretty straightforward – just try to keep the content on your site fresh and your contact details easy to find.

As a guide, businesses can use local search to attract customers in two ways, paid or unpaid (known as organic).

On the paid side, you can have your website appear when a relevant local keyword is entered – we'll talk more about this later.

Being found organically is free but a little more complicated so here's some tips on how to do it.



- Claim your Google+ Local Page and fill out your profile to make sure you're listed in the right category.
- Use local keywords within your website.
- Ask your customers to review you on local listings like Yellow ratings and reviews.
- Be listed on as many local directories as possible, like TrueLocal and [Yellow](#). And check that your address is exactly the same on these listings. For example, Unit 34, 328 Adam Street isn't the same as 34/328 Adam Street.



Use local content in your website.

With search engines like Google and Bing favouring results that have localised content, you can reflect this in your website by using local keywords, contact details and mapping tools like Whereis.

The best way to ensure all your important info is clear and accessible is to go with a simple design. It's tempting to want all the bells and whistles that come with a complicated design, but keeping clutter to a minimum is best practice.

This also means keeping your basics simple and obvious:

- Make it easy to find links to the previous page, next page, top or bottom page and back to the homepage.
- Keep product descriptions clear and try to include text, photos, videos, reviews, shipping information and FAQs.

- Most importantly, make all essential information like contact and product pages clearly visible.

It's also great to include links back to ratings and reviews on websites like Yellow. This builds credibility and makes it easier for people to find you.

In fact, Google favours results from reputable directories such as Yellow and TrueLocal.

- Give your site the ability to be saved in the user's contact list or to have the details sent to someone via text or email.
- Mobile users don't have time to read everything about you. A catalogue, store locations and contact details are usually what they're after.

TOP TIPS





Utilise mobile mapping apps.

While location-based marketing is a great value, measurable way to increase sales, you'll also need a website that works well on all devices from desktop to mobile devices.

So basically you need a website with responsive design so it can adapt to different screen sizes.

Google has also updated its search algorithm to give preference to mobile optimised websites. You can see how your website looks across different devices on Google's [Mobile-Friendly Test](#).

Of course, the most important reason to think about a mobile site is your customers. If people are looking for you on their phone, make it easy for them to take the next step and include a link to your phone number.

If you're trying to help people get into your store, you can also connect your address directly to the mapping application each customer has set as a default on their

phone. Whereis maps offer driving directions and useful information throughout Australia and Google Maps is a powerful marketing tool too.





The power of free social media.

Local marketing is also exploding on social media. Here are some free and easy ways to get in on the action.

It's definitely a good idea for small businesses to consider Facebook and Twitter because the audiences are large and messaging can easily be localised.

Social media users love giveaways and discounts, so try to feature either of these every few weeks. They're also keen on hearing about special events, sale dates and new products. Advertising can easily be targeted towards certain regions. This can also help to grow your followers.

Have you ever looked at a holiday or car online only to find it showing up in your Facebook feed and the side bar of other websites? This can also be a useful strategy in a local marketing approach.



It's known as [retargeting](#) and is a great way to hone in on a customer's current needs or mood. However, you'll need some help setting this up. Wherever you're listed, make sure your phone number,

address and trading hours are complete and up-to-date and if there's an opportunity, mention service areas within the copy and main headings to help customers easily find you.



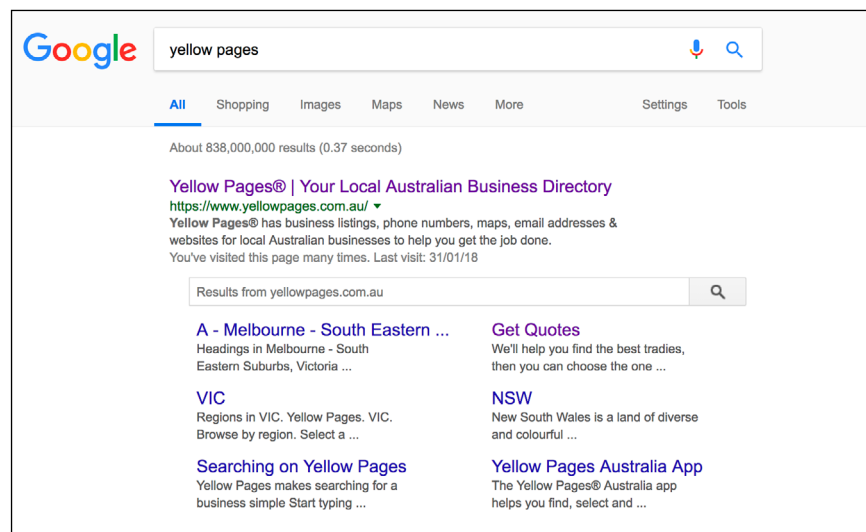
How can paid ads help with location marketing?

Search engine marketing.

There are a few different forms of paid advertising – one of the most popular is SEM where your ad is placed in front of customers at the exact time they're looking for products or services like yours. If you combine this with location marketing, you're tapping into a buyer who is going to view your ad very favourably.

SEM delivers traffic to your website by purchasing key words relevant to your website on search engines like Google and Bing. You may also hear it referred to as paid search or pay-per-click (PPC) marketing.

As key search words are limited, especially in a popular category, they're auctioned off to the highest bidder. However, it's also important your keyword or words



connect to your website and ad, as Google also looks at this content to make sure it's relevant.

When done right, SEM can put your website exactly where your customers are looking. And while you can do SEM yourself, it can be helpful to get some expert advice on key word selection and content relevance. Yellow can do this.

We can also help with budget efficiency. Sometimes you're better off looking at keyword phrases or words that are not so general or expensive, especially when you're in a popular category. So while you may not appear in as many searches, the ones you do feature in will be easier to own and you'll connect with customers who are perfectly suited to your business.



How can paid ads help with location marketing?

Business directories.

Australians make more than 5.6 million searches across the Yellow website each month.⁴ This is a simple and effective way of ensuring a customer can find you when they want to inquire or buy. Whether it's online or print, when you have a listing in a business directory you want it to work as hard as possible – the more content

you include the better and the easier it is for a customer to find you in a location search. Your website's URL, contact email, phone number, address and map location are a great starting point.

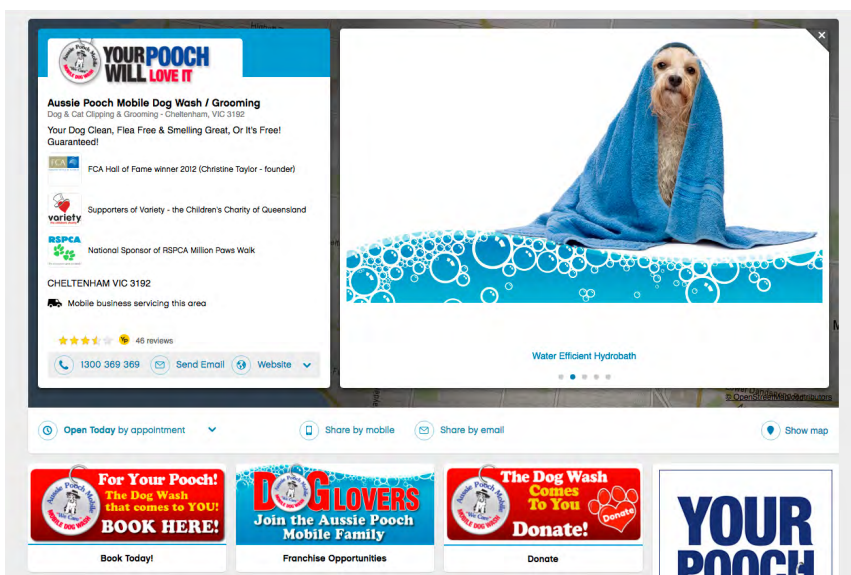
While it's free to advertise on most directories, upgrading to a [paid listing](#) can really help your business stand out from the crowd with opportunity

to include more info like a business description, FAQs and an image gallery. And you can also target postcodes for [location marketing](#).

Do more with SEM.

Maximise your ad spend by using location ad extensions to take up more of the search page real estate. This allows you to embed your business's address information within your ad, so customers can see your location without clicking the ad. [Yellow SEM](#) can help you with this.

Target different customers at different times of day with Google Adwords extensions. For example, a coffee shop that has a quiet period in the afternoon can offer a discount or '2 for 1' offer in real time.



4. Sensis Internal Reporting, June 2016 – May 2017.



Local ratings have a big impact.

There are a number of sites where customers can read business reviews and ratings made by local members of their community or social circle.

A positive review by someone with similar values to your customer really helps to establish credibility and authenticity.

Reviews also help businesses fine tune their offerings and keep customers happy.



Here are the top sites to be on if you're keen for reviews:

- **Google+.** With a Google+ Local Page, anyone can leave a review of your business. And thanks to the Google factor, they're featured in main Google search results too.

- **TrueLocal.** TrueLocal offers different options to showcase your business to the right local audience. It's an online directory of Australian businesses with millions of people searching for products and services on it each month. [Find out more here.](#)

- **Yellow ratings and reviews.** Yellow ratings and reviews allows users to read ratings and reviews in relation to businesses listed on the site and post feedback, comments, responses, questions or other content. [Find out more here.](#)



In a nutshell.

While there are lots of different ways to approach location marketing, basically it's all about letting your targeted and local customers know you're close by.

This proximity indicates:

- It's easy to do with business with you.
- And as you're from the same area, you probably share the same values, so you're trustworthy.

Whatever medium you use, make sure it's clear you're a local. You can do this by giving customers useful information about the area you're in – point out the nearest X or give some useful tips on things like traffic conditions, local amenities, suburb profile, etc.



And lastly, if you're running an online campaign, make sure it's correctly optimised to reach the right people – this includes using local keywords and offers that are relevant to the area you're targeting.

If you need a hand giving your business a local slant, our Yellow experts can help.

Both our [SEO](#) (search engine optimisation) and [SEM](#) (search engine marketing) products can be tailored to feature your business in local search results. Plus Yellow Online listings give you the opportunity to appear in multiple postcode searches. To find out more visit www.yellow.com.au or call [132 489](tel:132489) for details.