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Suppose you put up a single convenience store in Washington D.C. You dream of becoming the next Sam Walton but youâ€™re also aware that you need to get and keep the attention of prospective customers first. You can do this best through local marketing.

As the name implies, local marketing involves limiting your promotions efforts to a target market in a certain area. This type of marketing is best for start-up businesses, like your budding convenience store. Washington D.C. residents have specific purchasing habits and patterns which you have to consider in your marketing efforts. When you do this, you attract more buyers and increase your sales.

If you already put up your store, survey the surrounding area. Take note of the establishments near your store and know their products and services. Assess the accessibility of your store to your prospective customers and check if you are located where foot traffic is heavy or parking is available. Take note of your competitors, their strengths and weaknesses, how long their business has stayed in the community and what makes customers patronize them.

When customers visit your store, give them the best customer service. When they are happy with your service, they will spread the word to other people. Remember, positive word-of-mouth advertising brings in eager customers.

You can use flyers or brochures to advertise your business or hire a local SEO company to create a website for you. SEO is search engine optimization, a marketing technique that aims to rank your website on top of search results. Your website should include important and useful information about your business, and photos to add visuals. You can increase your rank in search engines by effectively using keywords in your webpage that are frequently typed or used by your target market.

It is not enough that your local SEO marketing techniques catch the attention of your prospective customers. Studies show that the average web reader scans articles on the Internet before moving on to another link. Thus content should be unique and should optimize keywords to spark interest and result to sales.

Optimizing the text content of your website is winning just half the battle. The other half involves visually impressing your readers through your web design. If you donâ€™t have the skills to design a website, you can hire an SEO web design services expert to create one for you. If you need more information on local marketing, read startupnation.com.

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Staci Burruel - About Author:
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