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A major revolution in the field of marketing took place when we moved from the traditional to the visual media marketing. And the next time, when business houses made foray into the internet based marketing and advertising. Now the world is witnessing another revolution. This has been brought about by the mobile and hand held devices. The mobiles are no longer the call facilitators. They are everything a computer is only they are a little smaller and their use is restricted to creating information on the go. If you want to find the route maps to some place or if you are looking for some restaurant or coffee shop, the handiest device to conduct the search is your mobile. Thus, more than internet presence, it is the mobile presence of a business that determines the success of the business in todayâ€™s date. Thus, investing in local mobile advertising is very important from business view point. The local mobile advertising refers to the visibility gained through local area searches conducted on the mobile. And this cannot be achieved alone by creating a web page for your business. If it does not turn up in the search list, it is as good as not being there. The local mobile advertising, therefore, has to work in cognizance with the mobile search engine optimization concepts. This will ensure that the web pages are compatible with the mobile interfaces and will show superlative performance. While making investments for the local mobile advertising, one must also keep in mind that creating separate web pages for personal computers and mobiles will clutter up things. So, one should strive to strike a healthy balance between both the interfaces. Also, the content quality cannot be compromised.

The local media advertising does not refer to a mobile presence alone. It could also cover other media popular with the audience of the target region, like local radio stations, local news channels and other regional channels, local newspapers, magazines and journals etc. They all help to keep the business name fresh in the minds of the customers. But since an increasing percentage of customers use mobiles for connecting with families, friends and colleagues, run on the go searches etc., local mobile advertising has become synonymous with local media advertising. They perceive what they view. Therefore, it becomes a matter of prime importance that apart from the mobile seo companies, online reputation management is carried out by trusted parties. Popularly known as the ORM, online reputation management department has become quite a regular name in the big business houses. And as the name suggests, this department looks after the online reputation that a business enjoys. In the day of social media marketing, word of mouth determines the position and reputation of the business in the market. One positive word can open the door of success and one negative remark can close those doors. So, it is the task of online reputation management to ensure that any business which is availing their services should enjoy a positive local mobile advertising. The ORM will push back the negative content that is being written on the internet for a particular business and bring to the forefront any positive news or updates about the same. Thus, people will encounter positive information more often and this will lead to a building a constructive attitude of customers towards a particular business.

Thus both the local mobile advertising and online reputation management serve to improving the customer perception about any business. One provides it visibility and the other goes a step ahead in providing positive visibility. Thus, the two cannot be dissociated from one another.

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