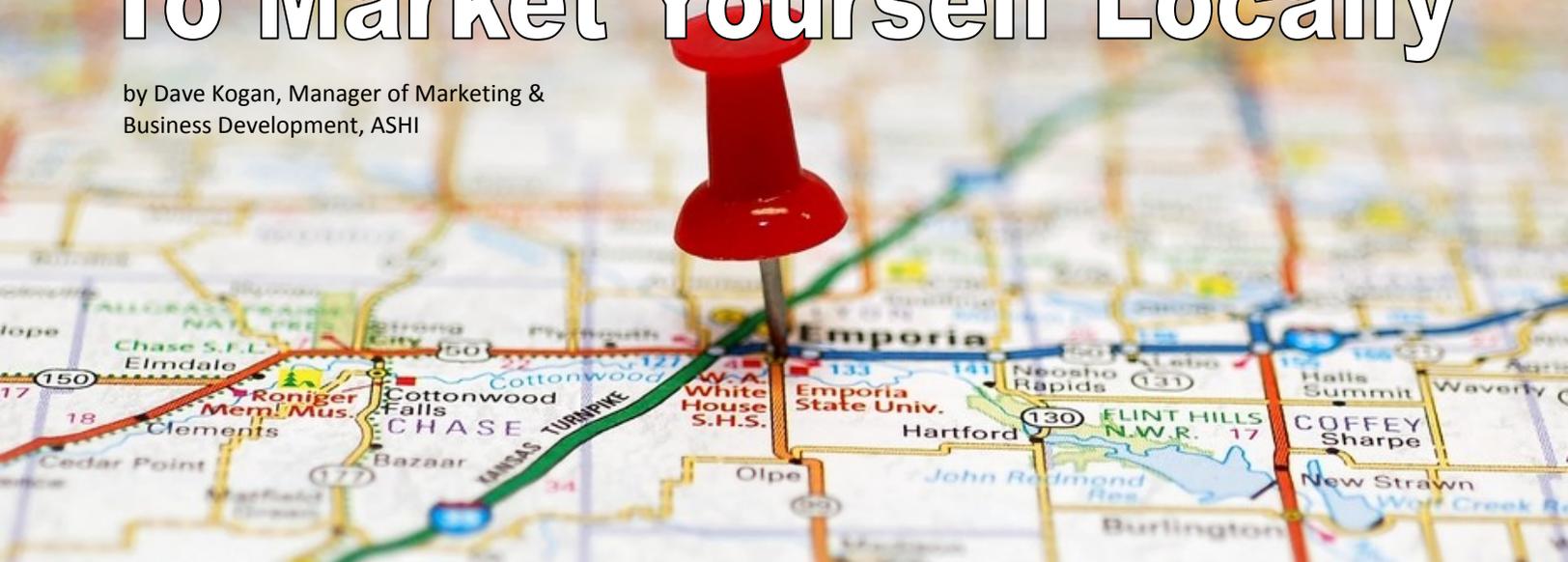


# What You Need To Know To Market Yourself Locally

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While change has been the only constant in local marketing, the changes have opened doors for local businesses to acquire new customers and retain their current consumer base in new ways.

Here are a few trends every local business needs to think about during preparations for 2015. In fact, you should start thinking about implementing these marketing tactics now to get a boost in your business now.

## 1 Consumers Are Increasingly Dependent On Mobile Usage

According to comScore, Nielsen and StatCounter, [smartphones have a U.S. market penetration of 72%](#). This is expected to grow to [90% by 2016](#). More importantly, [35% of aggregate web traffic in the U.S.](#) comes from mobile phones and tablets.

Mobile usage amongst some products is higher than any other medium; for example, according to company reports, [75% of Pinterest traffic](#), [59% of Yelp searches](#), and [81% of Twitter revenue](#) comes from mobile.

All these data highlight the importance of local advertisers and businesses connecting with consumers via mobile devices. Mobile should no longer be a small part of a consumer digital strategy; it should arguably be the top consideration of consumer digital strategy.

## 2 Consumers Use Their Mobile Devices For Payments

[Analysis from PriceWaterhouseCooper](#) estimates that, in 2015, mobile spend and value added services including, but not limited to, mobile ads, mobile analytics, m-commerce, virtual currencies and m-coupons, will reach up to \$250B. Consumers are using a wide variety of apps and services to pay through their phone, such as O2 wallet, Isis Mobile Wallet, Passbook, Square, Dwolla, LevelUp, GoWallet, GoogleWallet and Znap by MPayMe.

And, of course, Apple Pay is expected to lead this transition when it launches in October. Local businesses and advertisers should be aware of these products and consider including them in an advertising program.

## 3 Location-Based Targeting Results In More Promising Customer Leads

Local advertisers and businesses can improve relevancy of ads and resulting ROI through use of location targeting tools and services. Display ads are customized using demographic data or other differentiating data of audiences in different locations such as income, homeownership or age.

A Toyota campaign, for example, could display different vehicles and offer different incentives and interest rates, depending on the viewer's local market.



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### **The Rise Of Wearable Devices**

Wearable devices are changing business models and interactions with consumers. Such devices totaled \$6B in 2014, but, according to a [2013 IHS whitepaper](#), are expected to increase to \$30B by 2018.

This is another category that Apple will likely dominate early and help drive widespread adoption.

Taking advantage of advertising on wearable devices allows a business to offer on-the-spot coupons and customer service and gain insight into a consumer's habits and preferences.

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### **Social Media Increasingly Influences Consumer Decisions**

A [2013 Gallup survey](#) revealed that 35% of consumers' purchasing decisions were influenced somewhat or greatly by social media. In a [2013 study by Vision Critical](#), 43% of social media users claimed they purchased a product after sharing it or liking it on Pinterest, Facebook, or Twitter.

Local advertisers and businesses should make sure their social media presence is consistent, engaging, and promotes its products and services. Doing so can tangibly drive sales and influence consumer behavior.

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### **Consumers Use Digital Personal Assistants To Find Local Businesses**

Personal digital assistants such as a Siri, Google Now, or Cortana have increasingly impacted consumer behavior; Thrive Analytics' 2014 report, *Is the Personal Assistant the Successor to Search?*, indicates that 56% of smartphone owners have used a digital assistant to search for local information. Furthermore, 64% of users use such a service weekly, with over 50% of uses occurring while users are "on-the-go."

Businesses should invest resources to make sure they are available and searchable by all personal digital assistant service

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### **Local Advertisers & Businesses Should Take Advantage Of Operational & Transactional Services**

There are now a range of companies that offer operational services to small and medium businesses. These companies assist with scheduling appointments, payments, invoices and CRM activities.

Examples include Open Table, Swipely, Yelp platform, Pingup, and Square appointments. Consider using one or more of these services to create operational improvements, trigger consumer action and decrease costs across your business.