

# 3 Tips For Targeted Local Advertising

How to build awareness in your community and generate leads!

---

## TIP 1: Use Multi-Platform Messaging



In today's fast-paced world, messages fare better when repeated several times and in different locations. Ads do better when audiences interact with them a few times over.

### Print

Far from being obsolete, print has a staying power that keeps it in-hand ... and with eyes on it over the course of a month. Newsletter advertising is the most cost-effective way to advertise for an entire year to build awareness in your local community.

Remember to be consistent with your branding across platforms so that you're recognizable in both formats.

### Digital

With your local print ad you have an online presence with the posting of each issue of the newsletter on **MyCommunityOnline.com**. Looking to occupy more prominent digital spaces? Consider adding a digital ad that sets you above the crowd. LPI offers opportunities for web and email ads, too!

[Learn More](#)



# TIP 2: Less is More

Never underestimate the power of design. Design influences first impressions and plays a key role in the way that viewers perceive a brand. Build a better ad by including these four fundamental components:

## 1. Logo/ Company Name

Your ad builds awareness about your business. Make sure that your company name or logo is clearly displayed in a place of prominence.

## 2. A Value Proposition

This is usually delivered in the form of a catchy headline. Why should a customer choose your product or service? What value will it bring them? Try to be short and succinct.

## 3. Strong Imagery

The images selected should be meaningful and support your messaging. Keep the design simple to allow viewers to remember the core message without added clutter.

## 4. Short Call-To-Action

What's the "next step" for your audience? Entice your readers to engage with your business with a friendly call-to-action.



## Example CTAs

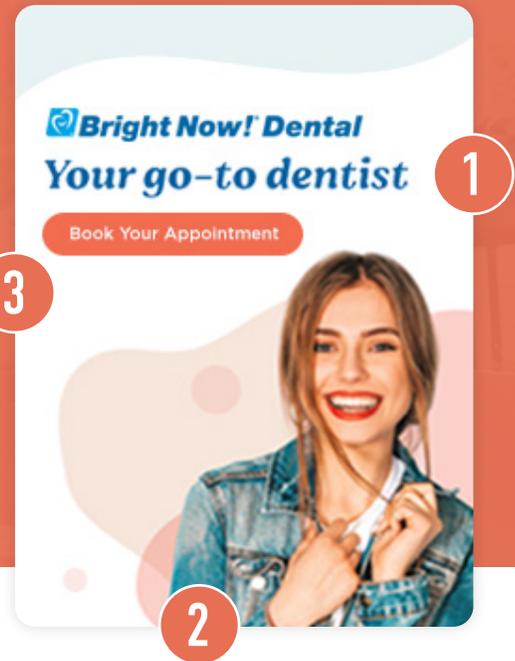
- Free Estimate
- Get 25% Off
- Make an Appointment
- Give us a Call
- Order Online
- Treat yourself

## Value Propositions

- Find Your Dream Home
- Compassionate Care At Home
- Save With Our Discounted Rates
- Simplify Your Finances
- Best Pizza In Town
- Dental Care You Can Trust

# Looking for a little inspiration?

1. Keep copy simple for clear messaging
2. Post photos of satisfied customers to tell a story with a happy ending
3. Make call-to-action stand out



## TIP 3: Be Active in Your Community

We get it, you can only be one place at once. But, news of your business can reach further with a little ingenuity.

### Sponsor

Raise your hand when you hear of a local event or fundraiser in need of a sponsor. Community organizers often need help offsetting the costs associated with large-scale events — frequently they'll give you a shoutout of gratitude at the event, too!

### Donate

Be creative, generosity can extend past financial gifts! Maybe you have space that can host a community event, food that can feed a crew, or an experience that can be auctioned. Donations are rarely refused and highly appreciated.

### Offer Services

Share what you have learned by offering your services to the curious. Classes or workshops to children or adults can build awareness about your business. Imagine a local bakery who offers a cookie class to the local scout troop — that positive association is priceless!

### Volunteer

Giving back to your community has numerous benefits. Your team can build stronger relationships with coworkers and community members while working side-by-side on valuable projects. Demonstrate your commitment to local causes while also assuring your audience that you value the neighborhood where you do business.



Want to engage in more communities? We'd love to chat and help you succeed with local advertising.

Reach Out