

NEIGHBORS MAGAZINES

Is your Local Advertising on Target?

By Michael Stefanelli

Today's marketing landscape is challenging. The Internet, cable, smartphones and tablets make targeting more relevant than it's ever been in the history of advertising. Nobody can afford to target everyone but small businesses can viably compete with large companies by targeting niche markets.

Targeting is the most affordable, efficient and effective way to reach potential clients and generate business. Reaching a specific market does not imply that you are excluding people who do not fit your criteria. Rather, it permits you to center your advertising dollars and brand message to the particular market that will probably purchase from you.

This doesn't mean you'll disregard potential purchasers from outside of your target market. Everyone interested in your products and services will still be able to get them, but you should definitely narrow your marketing efforts to the category of people you are most likely to attract. The ultimate goal of any business is to gain trust and maximize brand awareness among the target audience of potential clients.

Figure out not only who has a need for your product or service, but also who is most likely to buy it. Think about some of these factors as examples:

- **Location** – Lets say you are a neighborhood auto wash and your present marketing strategy incorporates a wide circulation in print media that covers several ranges outside your geographic area. An inquiry to consider is, how likely is it that somebody makes a trip far from their own geographic location to get their car washed? An ideal situation would be redistributing or expanding your promoting endeavors towards the majority of people in your own particular geographic area and commanding that market most importantly.
- **Income level** – If a high-end jeweler is not focusing their marketing efforts on the right market, they could be passing up a great opportunity for potential clients. Top-of-the-line jewelers ought to be focusing their promoting strategies toward a customer base that carries a much higher discretionary income than the average purchaser. This will be an exceptionally limited market yet one customer from this market could conceivably come into that store and purchase the \$30,000 watch. While pinpointing your market so narrowly takes a little extra effort, businesses who aim at a small target are far more likely to make a direct hit.
- **Age** – It's very likely that a skateboard shop owner realizes that their prime market will be a more youthful demographic. Reaching them effectively isn't so straightforward though. That's the challenge today. Knowing your market is only half the battle. Choosing the right mix of

advertising vehicles is the other half. One might assume that they can exclusively market this business on Facebook. But Facebook as of late has become more of a playground for older people. Although Facebook is still a vast landing place for young people, Snap Chat, Instagram and Twitter have gained tremendous steam with this crowd in recent years.

- **Property Owners** – For roofing and siding companies trying to gain market share, they best be targeting property owners. A great deal of times contractors may make the error of expanding their marketing efforts that encompasses too broad of an audience which can incorporate a greater part of non property owners. A portion of those marketing dollars is essentially being squandered. There is a chance however, that a tenant can purchase a home and utilize the contractors services one day in the future but the best use of their current advertising budget should be geared towards individuals/households who can settle on the choice now or sooner rather than later to contract them for work.

A considerable amount of smaller businesses essentially publicize their products and services exclusively online in the social media arena on Facebook and Twitter hoping to pick up any business from any customer anywhere on the map. The buzz that social media carries is often intriguing and it comes free of charge in most cases, making it very attractive to the business owner as a marketing mechanism.

Although it's tempting to rely entirely on social media and your website to drive people to your business, especially if your advertising budget is small, this often doesn't produce desired results on its own. You also need to reach people when they're not online. Social media must be used in tandem with other traditional marketing strategies.

Once you know whom you are targeting, it's about finding the right blend of advertising choices that make the most sense to reach this audience and what specific marketing messages will resonate with them. By distinguishing your objective and drawing in clients who will value your services, it will help you truly build awareness, loyalty and trust.

Are Nutley, Verona or Cedar Grove, New Jersey good areas for your business to market to? If so, contact me today at 973-277-7301 or mstefanelli@bestversionmedia.com

