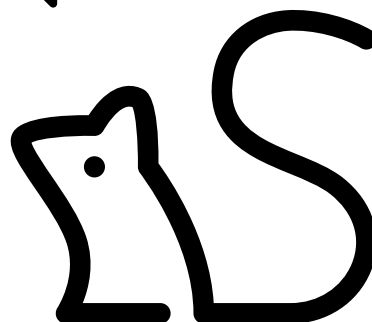


# Location marketing made easy

Learn how to get your products,  
services and location seen by  
people shopping locally.

75% of consumers  
look for local  
information



# Why is location marketing powerful?

Location marketing is a powerful tool for small businesses because it means they can pitch their products and services to consumers at the exact time they need them.

For a small business, this is incredibly useful because typically your customers are ready to buy products or at the very least visit your store at the time they are searching for local information.

This relatively new type of marketing exists because of the internet and the pervasive use of smartphone technology.

It includes everything from local search, mobile search, mapping tools, paid advertising and social media options.

In this guide we explain how to tap into this powerhouse by using both paid and free marketing methods.

We'll teach you how simple it is to use click to call on your website, what information to include on your business listings and how maps and social media can boost your sales.



3 in 4 consumers use location details when searching<sup>1</sup>



30% buy at a store after viewing their location information<sup>1</sup>



Local searchers are ready to buy. If they don't find the information they need, they'll look elsewhere<sup>1</sup>



39% of consumers will look for another brand if they don't find relevant information<sup>1</sup>

# Local and mobile search

Location-based marketing allows small businesses to target their audiences better with relevant messages at a time when they are ready to buy.

In an age of mass communication on the internet, consumers want information that meets their needs when they are looking for it rather than messages that aren't relevant or potentially annoying.

These days search engines like Google and Bing are increasingly delivering locally relevant search results to users.

Even if the user doesn't enter a local keyword in their search, Google will automatically look at their IP address (the string of numbers that identifies the computer) to determine their location.

So if you're in Melbourne looking for a juice bar your search results will automatically return those closest to you.

And now with mobile phones and social media, it's even easier for businesses to use local messages.

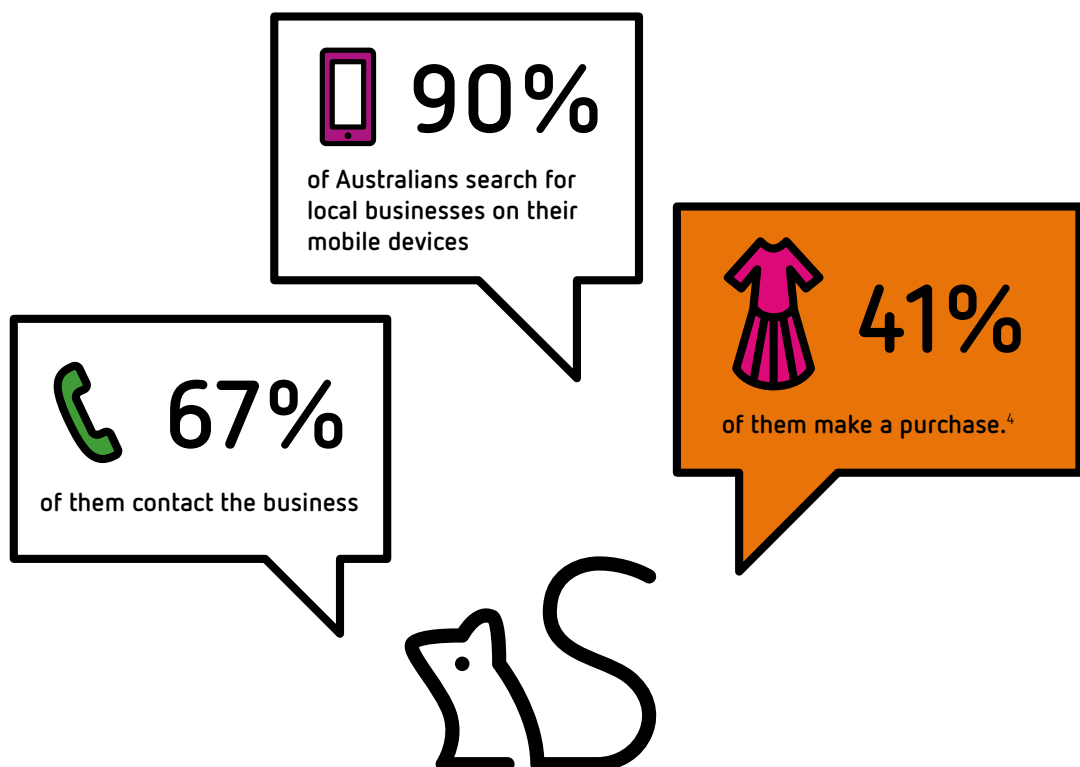
The number of consumers who use local search on their smartphones certainly indicates the potential of this marketing.

At yellowpages.com.au 70% of searches are made locally to postcodes and surrounding suburbs.

Even more important for small businesses to know is that 80% of people searching on yellowpages.com.au are likely to purchase, with 57% planning to purchase within the next week of their initial search.<sup>2</sup>

Another way to increase your chances of being found in the search results is 'click to call' where consumers can directly from the search results.

In fact, it's the most popular way Australians find a local business' number with 44% looking up numbers through an internet search and nine out of 10 Australians think it's important to be able to do this.<sup>3</sup>



# Don't waste this opportunity

Once you have local visitors coming to your website you need to make the most of this opportunity by ensuring the content on your site stays fresh and that contact details are easily found.

This way you'll be able to convert these potential customers into paying customers.

As a guide, businesses can use local search to attract customers in two ways, paid or unpaid (known as organic).

On the paid side, you can have your website appear when a relevant local keyword is entered and we'll talk more about this later.

Being found organically is free but a little more complicated so here's some tips on how to do it.

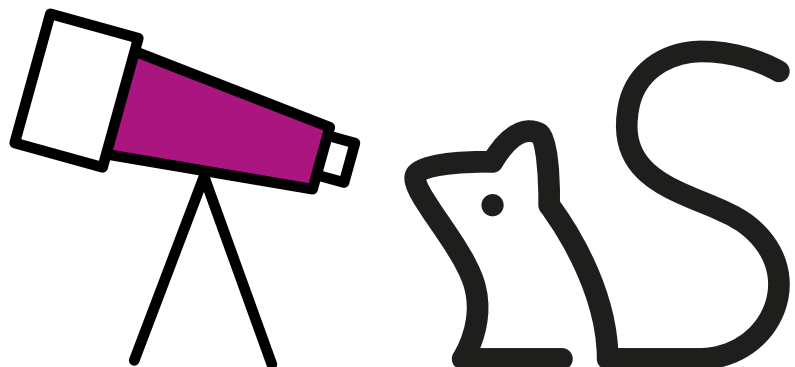
- Be listed on as many local directories as possible, like TrueLocal, Yellow Pages and Yelp. Make sure your address is exactly the same on these listings. For example, Unit 34, 328 Adam Street is NOT the same as 34/328 Adam Street.
- Claim your Google+ Local page and fill out your profile to make sure you're listed in the right category.
- Use local keywords within your website
- Ask your customers to review you on local listings like Yellow Pages Ratings & Reviews

## Huge chance for small businesses

**More than one in three Australians, or 5.7 million people, used the internet to research a product or service to buy in the past 4 weeks.**

**Of the Australians who were searching, 84% or 4.8 million visited an online directory site with 43% (or 2.4 million) visiting a yellowpages directory site<sup>5</sup>.**

**Even more interesting is that out of all Australians looking online for businesses and services, 75% (or three in four) use location information when searching.**



# A great website gets sales

We've already explained how search engines like Google and Bing are increasingly delivering search results that have localised content.

That means you should ensure your website includes local keywords, contact details and mapping tools such as Whereis so that you rank better on search engines and can be found easily by your customers.

A simple design that helps get all your important messages across quickly and effectively is the best way to go and while it's tempting to want all the bells and whistles offered by a complicated design, keeping clutter to a minimum is vital.

Ensure the basics are as clear as possible and it's easy to find links to the previous page, next page, top or bottom of page, back to the homepage and breadcrumbs.

Make sure your product descriptions are clear and include text, photos, videos, reviews, shipping information and FAQs.

Most importantly, make sure essential information such as your contact and product pages are clearly visible.

You should also include links back to ratings and reviews websites such as Yellow Pages because people will find you more easily if you're available on business directory sites too.

Google has also made an update that favours results from reputable directories such as Yellow Pages and TrueLocal so ensure you register your site on these pages for more presence.

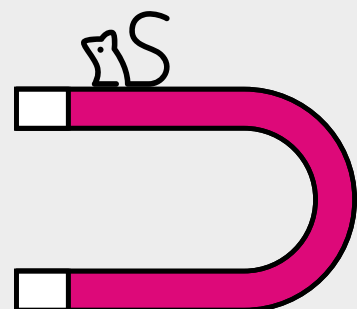
## Top tips

- ✓ Make sure your site is thumb-friendly by using big, unmistakable buttons for your calls to action, such as 'call us'.
- ✓ Make sure your website has the ability to send the details to someone else via text or email, or save it in the user's contact list.
- ✓ Mobile users are on the move and don't have time to read everything about you. A catalogue, some store locations and contact details are usually what they're after when searching from a mobile.

## We design websites to attract customers

Want a website that works for your business?  
Get one at [sensis.com.au/sensis-websites](https://www.sensis.com.au/sensis-websites)

**sensis** Websites



## Does it look good on a mobile?

While location-based marketing is an efficient, measurable way to increase sales you'll need a website with responsive design that works well on mobiles too.

Being found online is one thing, but having a website that works on all devices, from desktop computers to mobile phones, is now more important than ever.

A few years ago all you needed was a website, a one-size-fits-all home on the web for your business. But as internet technology evolved so did the demands of the modern web user.

Responsive design is simply a website design that can adapt to different screen sizes. Google has also updated its search algorithm to give preference to mobile optimised websites. You can check your website on [Google's Mobile Friendly Check Tool](#) to see how it looks.

Of course, the most important reason to think about a mobile site is your customers. If people are looking for you on their phone, you should include a link to your phone number so that customers can dial directly. Similar to including a number in the search results, this has huge benefits for customers on the hunt for information.

If you are trying to help people get into your store, you can also connect your address directly to the mapping application each customer has set as a default on their phone. Whereis maps offer driving directions and useful information throughout Australia and Google maps is a powerful marketing tool as well.



# The power of free social media

Local marketing is also exploding on social media. Here are some free and easy ways you can optimise it.

As a first point of call, small businesses should consider Facebook and Twitter because the audiences are large and messaging can easily be localised.

You should optimise your presence on these platforms by including as much localised information as possible and then share key updates with your fans and followers.

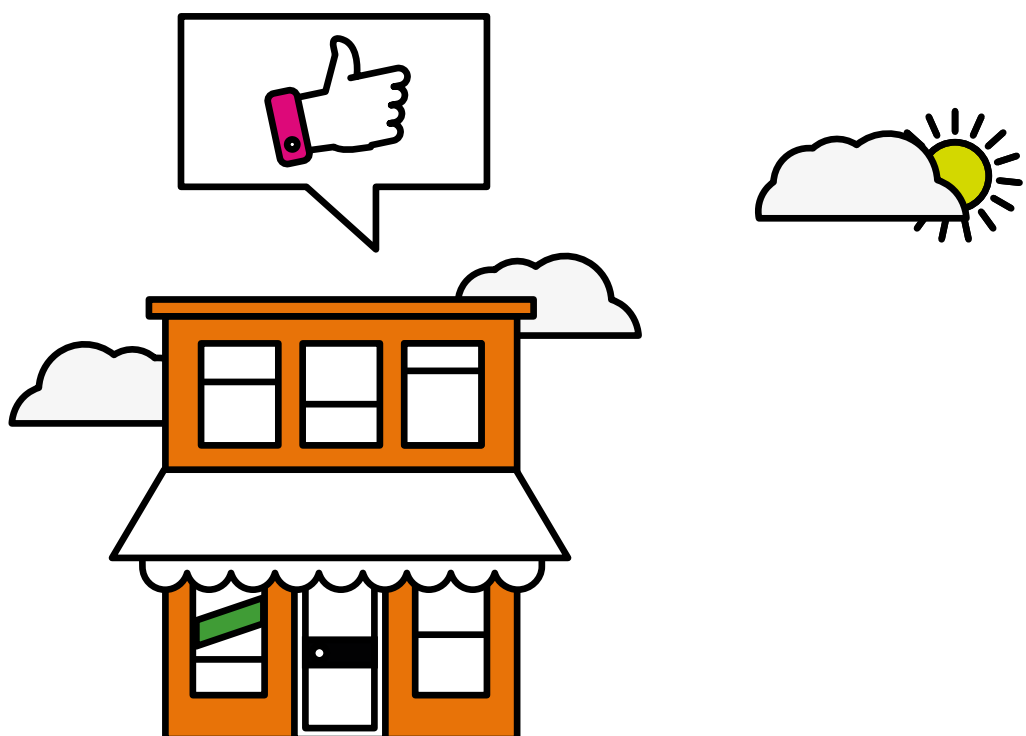
Keep your fans up to date with discounts, special events, sale dates, new products. Advertising can easily be targeted towards certain regions or specific updates you have. It's also a good way to attract more fans to your pages.

Have you ever looked at a holiday or car online only to find it showing up in your Facebook feed and the side bar of other websites? This is the work of local marketing. It's known as retargeting and it's great for brand awareness as well.

Google's social networking site Google+ is a free and easy way to reach out to local users too.

If you are a local business with a local address you can claim a business listing through Google+. This will not only help your customers find you but you can also invite people to leave reviews which will help build trust in your business. Aim to have the fields for your listing 100 per cent complete.

Making your phone number, address accessible and mentioning service areas within the copy and main headings allows customers to find you easily.



## Do you have a business listing?

Services such as TrueLocal, Yelp and Foursquare will help your business too. Once a customer checks in at a particular place, these services can send them special offers and discounts for immediate use at nearby businesses.

TrueLocal is an online directory of Australian businesses with millions of people searching on it each month. Search results are listed by relevance and location so users can easily find what they're looking for.

Being mobile-friendly makes finding the right business easy when you're on-the-go -check out the free TrueLocal iPhone app.

Business information on TrueLocal not only comes from business owners, but also from other sources including third party content suppliers. This means we can provide comprehensive information on more Australian businesses.

Another example of the rise of location-based marketing is Foursquare, which is essentially a free app that allows users to share and save places (including businesses) that they visit.

This information is then used to provide personalised recommendations for products and services to other users based on their individual locations.

## We make marketing simple ~~wherever possible~~

Here's the easy way to get the word out about your business. Call Sensis. We'll chat about your goals, work out what works best for you and explain it all in plain English.

Call your local Sensis rep on **1800 209 545**  
**[sensis.com.au](http://sensis.com.au)**

**sensis**  
It's that simple





# Tips for paid advertising

Paid advertising is important for small businesses because it places your advertisements in front of the customer at the exact time they are looking for products or services like yours.

Search engine marketing (SEM) is a way of helping customers find you by advertising your website on search engines like Google and Bing.

It can be done on search engines like Google as well as social media platforms like Facebook, Twitter and LinkedIn through news posts and advertisements that can be easily targeted to locations and audiences.

At its most basic, SEM is the process of delivering traffic to your website by purchasing ads on search engines. You may also hear it referred to as paid search or pay-per-click (PPC) marketing.

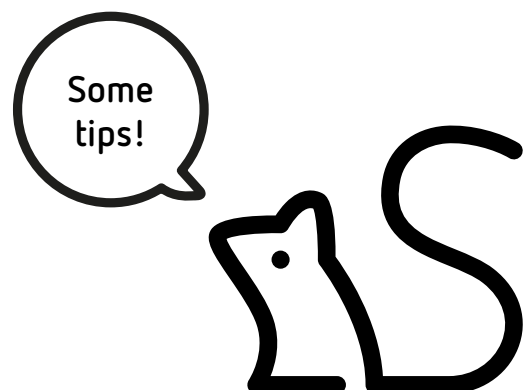
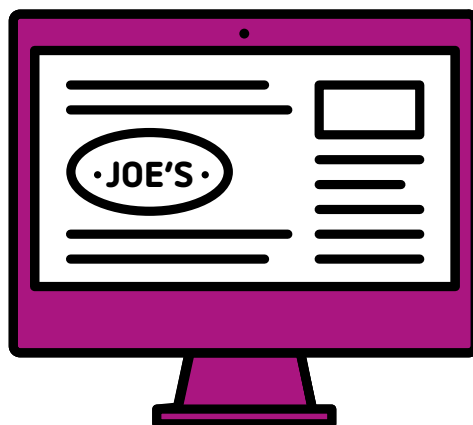
PPC is a common SEM format for campaigns. The limited spots are auctioned off to the highest bidder, but page relevance still counts as Google scores ads based on quality.

SEM plays an important role in attracting customers to your site and, when done right, it can put your website right where your customers are looking.

If you have a listing in any business directories, whether it is online or in printed form, it is critical to have your business website's URL and a contact email address too. Targeting postcodes for location marketing is incredibly beneficial too.

Australians make more than 9 million searches across Yellow Pages® website each month. If you're a small business, it's a good idea to include a phone number, map, email addresses and of course your website address.

This is a simple and effective way of ensuring a customer can find you when they want to inquire or buy.



# Targeting your local customers

We spoke about the importance of optimising your website for mobiles earlier and if you do this you can then boost your advertising spend too.

Google will reward websites like this so that you increase your search ranking. It also means your required bids to show up in search ads (the sponsored links at the top of the page) will start to reduce.

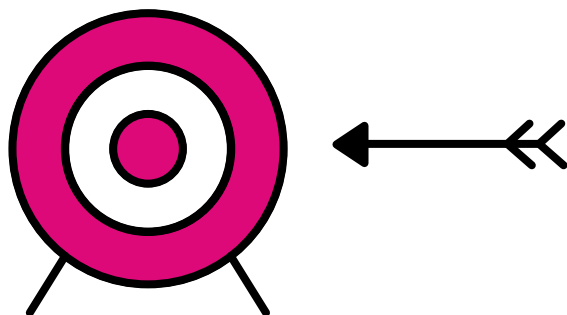
Through your PPC advertising you can use localised content by geo-targeting your customers. This is an extremely cost-effective way to spend your advertising dollars too.

In addition to this you can also maximise your ad spend by using ad extensions to take up more of the search page real estate. Location extensions allow you to embed your business' address information within your ad which will show potential customers where you are located without them having to click the ad.

We explained 'click to call' earlier but these are also known as call extensions and if you include your phone number in the ad, then all a customer has to do is simply click on the phone number to instantly call your business.

Google Adwords extensions allows you to do this and also target different customers at different times of day with special offers.

For example, a coffee shop that has a quiet period in the afternoon can offer a discount or 2 for 1 offer.



# Make sure you get rated

We've explained the importance of your business being found in as many places as possible and already touched on the importance of ratings and reviews with local contact but here's a simple guide to knowing where to go.

## 1. Yellow Pages® Ratings and Reviews

Yellow Pages® Ratings and Reviews allows site users to read ratings and reviews in relation to businesses listed on the site and post feedback, comments, responses, questions or other content (posts).

Reviews on your Business Profile Page will also enable word of mouth to work as a powerful advertising tool for Yellow Pages® business users, potentially leading to more business lead opportunities.

## 2. TrueLocal

TrueLocal offers you different options to showcase your business to the right local audience. It's an online directory of Australian businesses with millions of people searching for products and services on it each month.

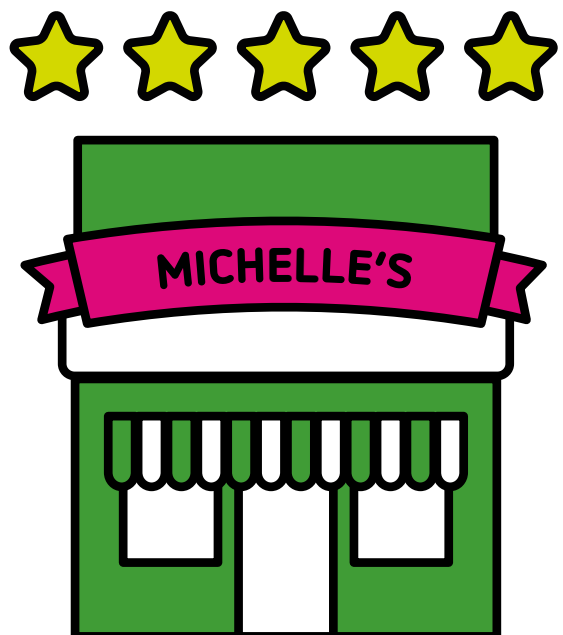
The ratings and reviews are a great marketing tool to win potential customers and also help businesses keep up-to-date with what people are saying. Get more info here.

## 3. Yelp!

Any business can set up a Yelp! profile for free, and consumers can jump online and rate businesses out of five. Businesses can respond to reviewers, known as Yelpers, and add business details to the profile. Get more info here.

## 4. Google+

With a Google+ Local page, anyone can leave a review of your business. The idea is for people to read reviews from people within their social circle. Sometimes, the reviews may pop up in main Google search results too.



# Takeaway tips for small businesses

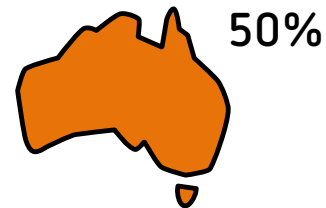
- ✔ It is absolutely vital that the messages being sent to users throughout a location-based marketing campaign are adding value for the user. If companies get this wrong it means location-based offers just turn into spam and users become frustrated.
- ✔ You cannot simply use it and expect it to work – you need to make sure your location-based marketing campaign is correctly optimised so that the right people can find the right information.
- ✔ It's all about gaining targeted and local customers so make sure you use the fact that you know where the person will create a better experience.
- ✔ Tell your customers about other useful information in that area, show them the nearest X and send some useful tips based on their location.

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## What we do



Sensis is Australia's #1 marketing services company.



Half of all Australians who search on the internet find local businesses through our services.

We'll help your business:

**Build a website**

**Get found on Google**

**And get heaps more customers**

We make it easy to promote your business.

Find out more at [sensis.com.au/products](http://sensis.com.au/products)

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