

June 2024



Local vs. National Marketing Strategy

Are you ready to launch a marketing campaign to help increase traffic, sales or brand awareness?

When deciding on utilizing a local vs national marketing strategy, it will be influenced by two key factors: the **size of your company** and your **target market**. Make sure your are putting your **time** and **effort** in the **right strategy**! Check out what makes a national marketing strategy quite different than a local one.

Today **social media** has become a major tool used by digital marketers. Platforms such as Facebook and Instagram have paved the way for business to get the word out, promote a product or service or just educate their users on helpful tips or tricks. Whatever the case may be, how you use social media matters.

If your goal is to reach a local audience, you can use social media more interactively. This is because the response is generally limited. Strive to

make posts that will catch the attention of your users.

National marketing focuses on the promotion of the company. Large companies use this strategy to help get their brand out there, create brand awareness and make it recognizable to their target audience. Once a users sees content pop up regularly they are more inclined to trust it.



As you would think, the marketing costs associated between local and national strategies differ drastically. Reaching new customers when using a **national marketing strategy** can cost you more money, especially since the market is so large. The key is to make your business memorable but it comes with a cost.

Utilizing **local marketing**, you can buy time on the radio waves, newspaper or local television. Email marketing is another way that businesses can reach customers for free! Its a great tool to create content and education or promote a product to current customers as well

as potential new ones!

Don't feel overwhelmed with all this information! If you want to keep things a bit simpler **focus on the website**. Focus on optimizing your website with effective keywords, mobile responsiveness and who your target audience is. That will help guide you with what marketing strategy your company should implement.

Whether You Are Looking for a National Campaign or Local Campaign

We Can Help!

**Contact Us
Today!**

In Case You Missed It!



Utilizing Social Media for YOUR Small Business

Small businesses have a huge opportunity to utilize social media to connect with



What is SERP? All About the Search Engine Results Page!

Search engine optimization specialists and PPC advertisers

customers and build their brand. However, many companies struggle to define their online presence and will often put social media marketing on the back burner.

[***Read More***](#)

compete for the same precious real estate in the most prominent parts of the SERPs, but competition is fierce and ever-growing.

[***Read More***](#)



www.spectrumnetdesigns.com | 866-773-2638 | info@spectrumnetdesigns.com

Spectrum Net Designs, Inc | PO Box 806 | Grandville, MI 49468 US

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)