



7 Ways to Market Your Local Business on a Low Budget

1 Use free online marketing tools

Small businesses can leverage free marketing opportunities provided by search engines.

For instance, by creating a profile on search engines, your business will rank in top results when users enter "near me" queries.



2 Use email marketing for informational or promotional advertising

For every dollar spent, businesses earn an average of \$36 from email marketing efforts.¹

Utilizing email marketing to maintain communication with your customers while also making sure they are aware of complementary product offerings is a great way to increase sales.



3 Cultivate sustainable practices

One way to raise local brand awareness is by making positive contributions to the community.

For example, participate in a fundraiser to support a special cause or organize social events for local business networking.



4 Capitalize on the right social media platforms

While social media users are on the rise, especially in the under-30 age bracket, this trend does not translate to a market niche for small businesses.²

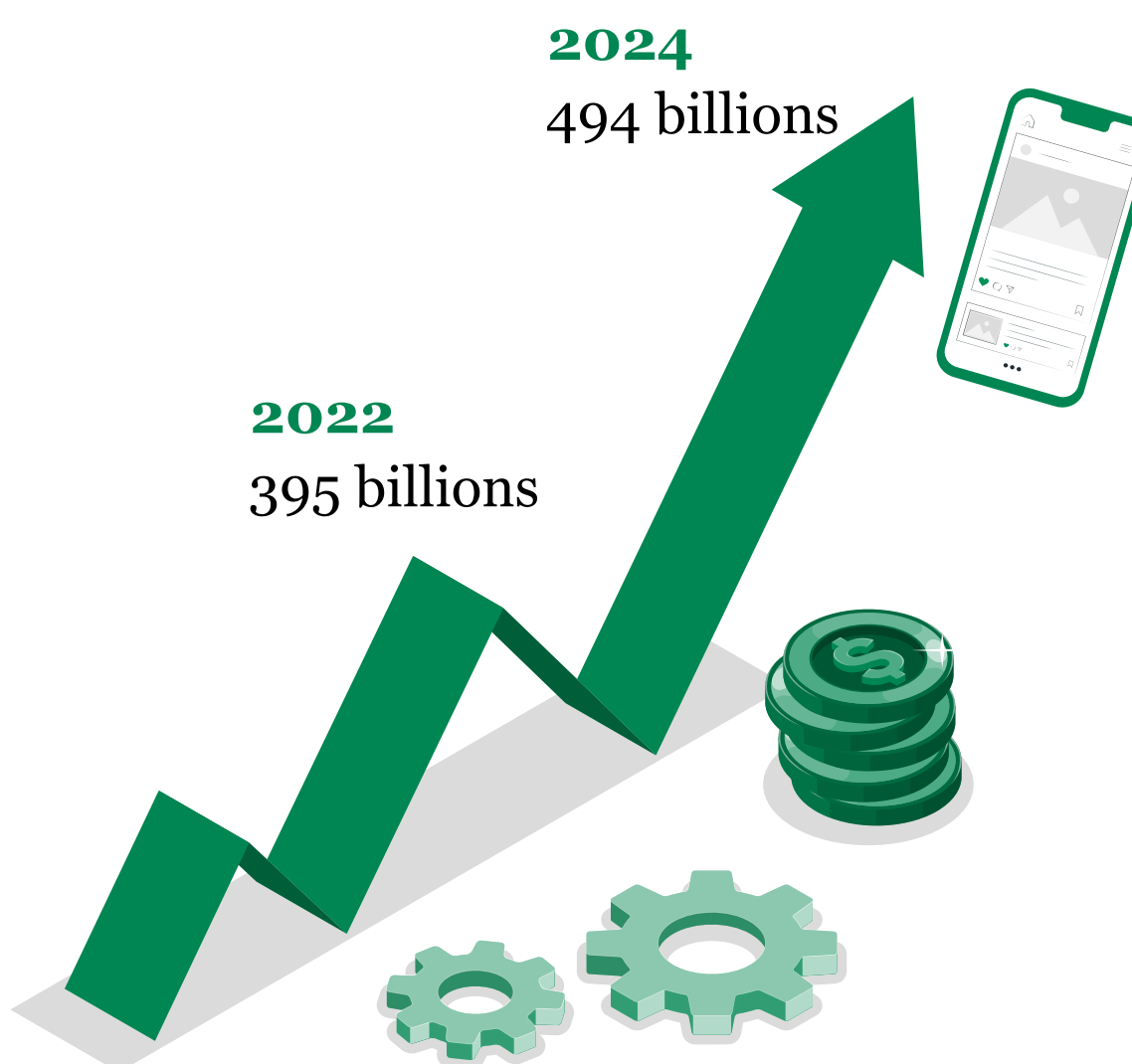
Be sure to focus on the platforms your target audience frequents and engage with your followers to build brand awareness and loyalty.



5 Prioritize mobile advertising

Research shows that in 2022, worldwide mobile ad spending will reach 395 billion and grow to 494 billion by 2024.³

There are several inexpensive ways to market your business to mobile users, like using stories on social media platforms to generate user traffic or sending out SMS offers.



6 Use traditional advertising methods

Print advertising is effective for small, geo-specific businesses with localized markets, but it is not the only traditional advertising strategy available.

You can also include loyalty programs to retain clients or try sponsorships to raise brand awareness.



7 Form strategic partnerships

You can also promote your small business by partnering with businesses that provide complementary products or services.

For example, partnering with a reputable organization like the Better Business Bureau® is a great way to strengthen your reputation.



By getting accredited with the BBB, consumers will know that your business is trustworthy and that it adheres to the BBB values, which will boost your brand value.

Learn more at [BBB.org](https://www.bbb.org)

1 - <https://www.litmus.com/blog/infographic-the-roi-of-email-marketing/>
2 - <https://www.pewresearch.org/internet/2021/04/07/social-media-use-in-2021/>
3 - <https://www.statista.com/statistics/280640/mobile-advertising-spending-worldwide/>