



How To Use Social Media For Local Marketing

Today, location-based marketing strategies have proven to be quite effective with the introduction of social media. You can promote your business & generate leads from localized area that your business serves.



Evaluate

The first and foremost thing to do is to consider what you want to promote and who your target customers are.

Sign Up

Create an active page or profile on social media platforms like Google+, Facebook, Twitter, Instagram etc.

Location Settings

Choose location settings wisely. You should choose your "Audience" based on the locations that you want to target.



Regular Post Updates

Having quality content on your social media pages is a must. So, be sure to add valuable information to give people a reason to follow you.

Hashtags

Use appropriate Hashtags in posts. Hashtags increases reach of the post by showcasing it to people beyond the reach of your profile.



Location Addition In Posts

Ensure that you add your location in posts in order to target areas around it.



95%

People aged 18-34 follow brands via social networking.

71%

Consumers recommend a brand to others if they get good social media experience.