

Published based on [Great Internet Marketing Strategies for Local Enterprise](#)

Great Internet Marketing Strategies for Local Enterprise

Now more than ever profitable opportunities exist to promote your local enterprise on the Internet. Thru search engine optimization, pay per click advertising, email marketing and local listings, you can connect with a ready audience. Your customers are turning to the Internet to find local services and products. If your competitors have an online presence and you don't, guess who gets to take home the prize

Below are several critical [local internet marketing](#) methods for marketing your business regionally:

Listings in local search engines and directories

Pay-per-click advertising in Google and Yahoo

Email marketing

Search engine optimization

Local Lists

Regardless of whether you do not have a web site you can still plug your local enterprise online. As an example, you can list you business and contact info with the local search engines of Yahoo and Google. It takes an hour at the most to get a free listing on the two most well liked search engines. Your listing will include an interactive map that can direct purchasers right to your front door.

Another important resource that accepts free listings is Verizon's Superpages.com, as does the local version of AOL.

And don't overlook regional and industry precise directories. Many accept free lists, or charge a moderate charge. Once again, for most a web site isn't a necessity.

Pay Per Click Advertising

If you do have a web site, than you want to promote your local business through Pay Per Click on both Google and Yahoo. With Pay Per Advertising you bid on keyword terms that your future customers would use in a search. An example is "Tacoma Wedding Photographer." The pricetag per click depends upon how competitive the term is. You only need to pay if a prospect clicks on your text ad and goes to your website. This is known as performance advertising, where you only pay if the ad performs.

The attraction of PPC is it is easy to get it going within an hour. You set the budget, you work out what keywords are applicable, and you define your price per click. You can also turn it off or on in an example. The general belief is that PPC generates a higher return on your investment over conventional offline advertising.

Search Engine Optimization - Free Traffic

For the ones that like a challenge there is search engine optimization. SEO is the power to optimise your web site for high search ranking. If you can optimize your website properly, you can gain benefit from an endless stream of free, targeted search engine traffic. It will take time and effort, but the results can take your business to a whole new level.

If you are selling nationally SEO can be ferocious. For a local economy it can be relatively easy to rank for terms that apply to your business and location. (ex. Richmond Marriage Cameraman)

Local Email Marketing

Another incredible marketing tool is email. For just about little that you can communicate with both prospects and

your existing consumers. Email is a good system to convert prospects to customers. It could also significantly increase the lifetime value of your present clients by simply alerting them to upcoming sales and promotions.

Knowing the power of email communication, I find it difficult to believe how few use it to promote their local enterprise. Now listen up, start collecting your customer's email addresses today. I will guarantee that they will reply positively to joining your list. Everyone likes to be informed on bargains and specials.

The way forward for your local enterprise will rely on the Internet. It is estimated 25% of searches online are local in nature. The Internet is the ideal resource for finding local services and goods, explaining why your clients are looking online. Now may be the time to get your business positioned to reap the rewards.

Visit the [internet marketing coach](#) for tips and info on how to market your business online. Get the expert advice you merit and exploit all the [Local Internet Marketing for Small Company](#) suggestions to take your business to the next level.

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