



VISIBILITY IS VITAL

Visibility plays a considerable role in the long-term success of any local business. Getting your name out there is crucial to expanding your footprint and thriving in the community for years. Many great ways exist to amplify your voice and become a household name. Let's take a look at a few:

Solidify Your Marketing Efforts

Set up a robust marketing campaign to elevate your brand and amplify your voice across print and digital channels. One way to do this is by sponsoring local content. By doing so, customers will begin associating your brand with all the great things happening in the community. Digital advertising is another great tool for local businesses to reach customers in targeted areas that matter most. The key to building a successful marketing campaign is to have multiple touchpoints and places for people to find your business and learn about what you do.

Participate in Local Events

Get active in the community and start attending local events. It's a great way to build relationships with potential customers and become a more recognizable face in the neighborhood. Whether checking out the weekend farmers' market, sporting events, or volunteering at a charity close to your heart, taking pride in your community is one of the best ways to be seen and

remembered. If you want to take it a step further, learn how your business can sponsor some local events by contributing on a larger scale.

Explore Strategic Partnerships

Think creatively about how your business can work alongside other local entities to expand your reach in the community. There are so many great opportunities to collaborate with different brands in a fun and engaging way. For example, a coffee shop may find it beneficial to partner with the local library or a bookstore in town to host events or offer discounts. This joint effort builds camaraderie in the neighborhood and humanizes your brand for everyone to see.

TESTIMONIALS:

"When we decided to partner with [our local Publisher], I ended up having to quit my day job early to handle all the incoming work. If you are starting a small business and are worried if you can bring in enough work to support your cost of living and then some, look no further!"

- Advertiser

"I love how hyperlocal the magazine is. The balance between business and residential stories is amazing. I always love to take the time to read it each month."

- Reader