

Hyperlocal Business Marketing for SME's

Date: 20 August 2014

For: Small Business Festival 1 – 31 August 2014

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<http://www.aimvic.com.au/Event/226/Event/1882/Hyperlocal-Business-Marketing-for-SMEs>



Why are you here tonight?



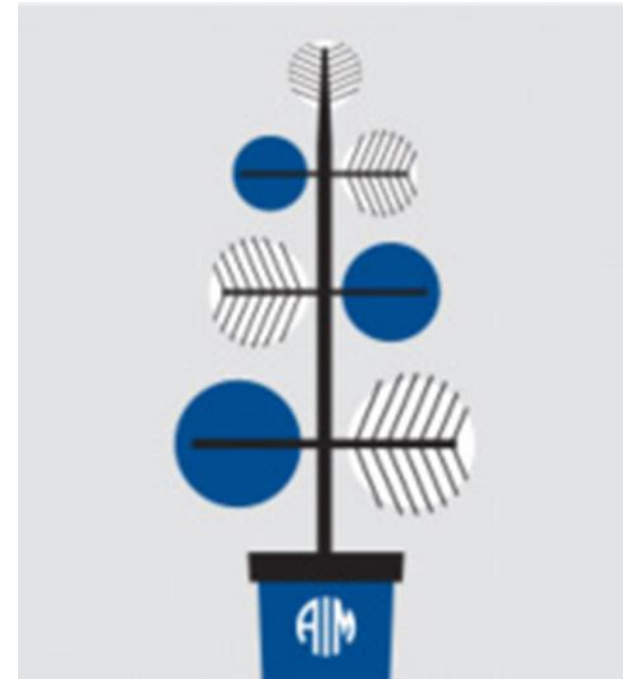
Sue Ellson Background

NewcomersNetwork.com
CamberwellNetwork.com
LinkedinAustralia.com
SueEllson.com

Business
Trader Associations
Community Groups
Professions

Case Studies

BuyerSolutions.com.au
WiseWays.com.au
Odonoghuesfn.com
CamberwellNetwork.com



Tonight

Online Methods

- Google Search
- Google+
- Other Social Media
- Online Directories
- Apps
- Review Sites
- Events

Offline Methods

- Vouchers
- Trade Associations
- Events, Fairs, Communities
- Referrals
- Networking
- Share your skills in your community



What sort of business do you have?

Can you be hyperlocal?

<https://www.linkedin.com/today/post/article/20140612043843-77832--hyperlocalmarketing-speed-up-your-marketing-by-going-hyperlocal-network-close-to-your-home-or-business>

Would you prefer to be global?

Case Study www.buyersolutions.com.au



Case Study – Online Hyperlocal



Counsellor – Albert Park

Jacquie Wise

Linking to Social Media

Directory Listings

Regular Content Creation – Pages and Posts

Regular Broadcasting

Ratings – Google+

WordPress – The Gift of the Gab WP Customer Reviews by Go Web Solutions

www.jacquiewise.com and www.wiseways.com.au



Online - Hyperlocal

Online Methods

- Google Search – keywords, page titles, SEO
- Google+ - My Business Page, reviews
- Other Social Media – Facebook, Twitter, LinkedIn
- Online Directories – True Local, Start Local, Yellow Pages, Council
- Apps – Swoop, Our Deal etc
- Review Sites – Yelp, Womo etc
- Events – Eventbrite, Around You, Only Melbourne, Meetup



Case Study

– Offline Hyperlocal

- Attended local networking events – council, private, government
- Joined trader association
- Created events and shared paper invitations up strip
- Aimed to create mailing list – lots of local research
- Developed social media presence
- Built intellectual property – list of Facebook Pages and Twitter Handles
- Sponsor for activities in local precinct
- Joint events with local businesses
- Shared other local information
- Built business relationships – follow up, follow up
- Stories in local press
- Guest Speaking
- Newsletters handed out at Open Inspections

www.odonoghuesfn.com
www.camberwellnetwork.com



**first
national**

O'Donoghues



Offline - Hyperlocal

Offline Methods

- Vouchers – cards, discounts
- Letterbox drops – printed materials
- Trade Associations
- Events, Fairs, Communities
- Referrals
- Networking
- Share your skills in your community



Summary

What can you implement from tonight?

What has been the most valuable to you?

Remember to share!

Email me for the slides and ebook!

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