

# How to Build Hyperlocal Brand Awareness



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# How the marketing landscape has changed

While we've seen some drastic marketing strategy shifts in recent years, some of the savviest marketers already saw many of these changes coming: the rise of personalization, leveraging virtual spaces for meetings and events, and especially, the increased importance of hyperlocal marketing. Localized marketing to specific communities is becoming a marketing mix staple among even the largest national brands. This genre of marketing develops local brand relevance for brands and establishes their presence within select geographic locations.

This pandemic has reminded us that we aren't meant to be shut-in and isolated from our neighbors. One reason hyperlocal marketing

is going strong is that people crave a sense of community, and companies that help to foster that feeling of belonging and like-mindedness are thriving. More than ever, consumers are rewarding brands that bring us together, meaning hyperlocal marketing should be a part of your overall brand strategy.

In today's marketing landscape, the most impactful efforts are relevant, timely, and personalized. Casting a wide net is not the most practical option for businesses. Now, it's about hyperlocal, community-specific marketing to get results.

# What is hyperlocal brand awareness (and why should it matter to my brand)?



Hyperlocal brand awareness is the process of building brand recognition in a specific community, neighborhood, or an otherwise targeted geographical area. Successful hyperlocal marketing enables businesses to effectively advertise to prospects in particular locales without wasting marketing dollars on non-relevant markets.

It's an opportunity to build authentic, local connections and engage with the very people you aim to serve, setting up a relationship for mutual benefit— versus the anonymous, transactional giver/taker flow. It gives businesses a new opportunity for positive brand association and consumers a fresh way to connect with you.

Consumers now have myriad options when it comes to their purchases. To stand out amongst the competition, companies can leverage hyperlocal marketing to invest in an specific geographical location, building recognition, creating loyalty, and becoming part of the fabric of the community.

“ The fast-flowing penetration of the internet into all households, and recently into all pockets via a phone, has put an end to the domination of the mass audience.”

—Kevin Kelly from The Inevitable:  
Understanding the 12 Technological Forces  
that will Shape our Future

To learn more about hyperlocal brand engagement, watch our webinar.

# Creating brand loyalty at the local level



Brand awareness is the product of hyperlocal marketing. If you do it right, brand loyalty—that intangible trust in your brand and the products or services you sell—will follow.

## What can hyperlocal brand awareness do for my business?

### **Create a positive brand association**

By selecting hyperlocal marketing opportunities that align with your values, you gain opportunities to connect with customers in untraditional ways and attract customers you may otherwise not have. Through relationship building, you build brand loyalty and trust.

### **Build a sense of community with your customers**

Community is something consumers crave, so building up overall brand awareness within your target geographic location leads to fiercely loyal fans, who are also your biggest brand advocates.

### **Lower lead acquisition costs**

With deeper brand recognition (and eventually greater brand awareness), costs to capture leads will drop as more customers select you as their preference over your competitors. This is the result of increased credibility attributed to your brand.

# How to get started with your hyperlocal brand strategy

Once your marketing team is committed to developing a hyperlocal brand strategy, where do you start? First, it's critical to identify which communities you'll be targeting. Be sure to assess if it's best to focus on the locations in which you already have a physical presence or locations with

higher sales or growth rates. Once the markets have been selected, remember that It's not just about having a social media or web presence, it's about **showing up for the community so they show up for you.**

## TACTICS

### PPC and retargeting

In the age of digital, this is a big one. Since we are all tied so deeply to web and search, it's important to participate in pay-per-click and retargeting to serve up your business when people search for like-terms related to your company and are physically located closeby. "Near me" queries have skyrocketed on search engines, making geo-specific PPC and retargeting efforts via text ads with Google and Bing increasingly important in helping match your business with relevant, local customers.

### Paid social

Just like PPC, running ads for your business on social networks can make a great deal of sense, but only if your audience is using that social network. If age or gender demographics aren't as important as locality (say, if you are a restaurant or coffee shop), then using geolocation to target relevant potential customers is the best way to leverage paid advertising on social platforms.



## Web presence maintenance

There is always a bit of maintenance associated with a physical business space, and that's also true for the "space" a business inhabits online. Optimize your online footprint regularly. Update all your web properties with the most current and relevant information about your business. Move recently? Change your business address on Google My Business. Offering a new product? Add it to your website with a detailed description including location-specific keywords and phrases. Consider adding an image (don't forget to add a title and description for the image, as well!). It's about building an online profile of your business that is an up-to-date and relevant representation of your business and geographic location. This ongoing maintenance will help to identify your business as having higher relevance in both organic and paid search.

## Hyperlocal Out of Home (OOH) advertising

Leveraging outdoor media placements in a narrow geographic area is a great way to keep your spend aimed at local consumers. Traditional outdoor advertising placement, like billboards and benches, is still an option, but new, digital signage can yield you better results along with the data to justify the OOH spend. Soofa's digital signs are strategically placed in high-traffic areas to capture the attention of your most relevant customers. Found on the sidewalks of neighborhoods throughout the U.S., Soofa Signs display advertising, as well as hyperlocal news and community information.





## Events

Event participation gives your brand the ability to engage directly with a specific community. Not only does this show that you are investing in the neighborhood, but it also helps associate your brand with whatever cause or lifestyle is being promoted by the event. This is an opportunity for you to examine your company values and identify local festivals or non-profits that align with those values. This can help to bring about greater brand awareness, attract new customer groups, and even create lasting partnerships for mutual benefit. Event participation can have long-term brand benefits since the goodwill and positive brand association can extend well after the event has concluded.

## Customer testimonials and brand advocates

As your hyperlocal marketing strategy takes shape, brand awareness will begin to grow. In addition to the other hyperlocal tactics you will already be employing, you can start to leverage customer relationships you have worked so hard to build. Their testimonials can help to boost brand credibility. Brand advocacy is typically born out of a deep sense of loyalty and community. Since many customers are influenced by the recommendations of their neighbors and friends, they will play a role in driving more business and brand awareness, thus deepening their brand loyalty.



## BEST PRACTICES

### Make a plan

#### Define your values.

Outline your brand values and how your business is promoting them. Ask yourself what more can you be doing to demonstrate who you are and what you want your brand to represent.

#### Divide your budget.

Determine how much of your marketing mix will be dedicated to which tactic. Leverage historical data, if available.

#### Find your audience.

Identify your target markets and geographic areas of interest within those. If you have a brick-and-mortar store, consider how far your target area of interest extends outside your doorstep. Research what events align with the community and your brand and begin to connect with those organizations.

#### Know your audience.

It's not just about knowing who you'd like to capture, but who they actually are. Flesh out your customer personas—where they live, where they spend their free time—this is where you should be targeting most of your efforts.

### Actively engage

#### Be consistent.

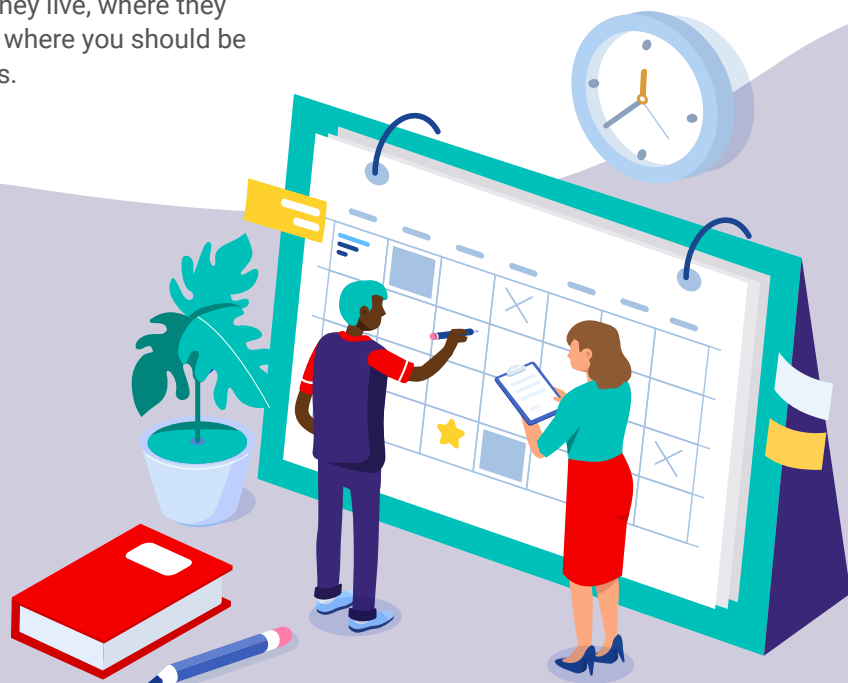
It's important to not only participate in the community but to be authentic and present in a consistent way. It takes a true investment of time and marketing dollars, so it's important to make those efforts count. Create opportunities for safe in-person interactions whenever possible

#### Stay up-to-date with announcements and promos.

Mention upcoming local events or show off your use of local vernacular.

#### Participate in the social conversation.

Since you can't always be there in person, use carefully chosen outdoor media placements to maintain a physical presence for your business in locations where your customers and clients live, work, and play.





## Set goals and budget

### Take stock.

How are your marketing tactics performing? How effective are your current email and remarketing campaigns? Make sure to take note of your current web or foot traffic, social media engagement, and sales, so you're equipped to measure positive changes once you start your campaign.

### Set realistic goals.

Do you want to drive more foot traffic to your store or website? Or, do you want to build a brand that's a household name in your community? Both are great goals, but consider the steps that will indicate success on the way to your ultimate goal.

### Do the math.

Work backward from how much a new customer is worth to your business. If a customer's lifetime value (LTV) is \$100, for example, and you sponsor a community event for \$500 where you meet seven new customers who ultimately convert, you've just driven a return on investment of \$200—not to mention the positive impact on your brand, which could attract more customers long-term.

## Measure and repeat

### Pause and assess.

Regularly review your results against your goals. Don't be afraid to change. So many marketers get stuck on wanting to keep trying something that the data suggests is just not working. Adjust your messaging or touchpoint frequency. Add in more personalization. Nothing needs to be permanent!

## TOOLS FOR DATA-DRIVEN MEASUREMENT

Marketers are becoming increasingly reliant on reporting tools to monitor campaign progress and track its success; let's review how some of these tools can be used in a hyperlocal marketing strategy.

### Google AdWords

Google's tool for paid search advertising provides extensive data to monitor the performance of your PPC campaigns. Because Google is the top search tool available, with approximately 70% of users preferring Google over any other. GoogleAdWords remains an important tool for marketers to use in promoting their brands to potential customers.

### Organic search volume

Using Google Analytics, marketers have the ability to monitor and track their organic search traffic (i.e., unpaid search traffic) in a specific geographic area to see if brand awareness efforts are making an impact. Organic traffic is generally the result of a specific web search typically involving your company name, though it can also be the result of your web rank based on their search query in combination with their physical location at the time of their search.

### Social media advertising platforms

Similar to Google AdWords, social media platforms have their own platforms for monitoring and adjusting campaigns. Here, you can review ad performance, your spend, and ad engagement (impressions to clicks, for example) over a selected period of time. Adjustments to segmentation can all be performed within each platform.

### Foot & web traffic studies

If your campaign includes both online and OOH advertising, you can use mobile ID data to track online campaign interactions of individuals who've seen your outdoor ad based on their location data.

Mobile ID tracking can also be used to see if those exposed to OOH advertising then visited your storefront.



# Building a strong brand starts in your own backyard.



Build brand recognition with Soofa outdoor advertising.

Get the most value for your marketing dollars by advertising to a specific community through Soofa's neighborhood digital news feeds. You'll reach your target audience with the tools to measure your success included.

**"Soofa signs allow us to reach people offline outside of our network, who are out and about on the streets of Atlanta, to remind them of this amazing resource that they have at their fingertips."**

—Alex Davis

Manager of Marketing, The High Museum of Art

## 6% of the total audience converted in 30 days

*In a recent foot traffic study, The High Museum of Art in Atlanta Georgia found that 6% of people who saw their neighborhood ad on Soofa digital signage ended up visiting the museum within thirty days of being exposed to the ad.*

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Learn more about building hyperlocal brand awareness with Soofa Signs at [soofadigital.com/advertise](https://soofadigital.com/advertise)