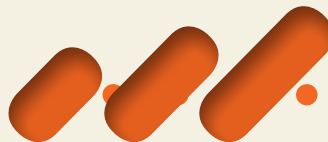




# THE BENEFITS OF --- ONLINE LOCAL --- ADVERTISING



marginmedia

## With the world becoming more and more connected online every day, online advertising is growing across websites and social networks.

Online advertising is the act of placing an advertisement onto a website. These ads display typically as static images, animated banners or even videos. Below is an example of a banner ad.



The most common form of online advertising for many small to medium businesses tends to be Google AdWords, with other sites like Facebook and LinkedIn also being utilised by a number of our clients. Although these are great mediums for online advertising, they're no longer the only options out there for smaller companies.

While larger sites can often seem like the only online advertising avenues out there, there is a new set of smaller, niche websites emerging that offer ad space and packages at more cost effective prices.

Driven by local content and a focus on being the go-to resource for what's happening and newsworthy within their city/area, these websites drive local, targeted traffic. As a result, the audience that can be reached by advertising on such sites is very specific and allows you to get your brand in front of people that live within a set region.

In this ebook, we will be listing some of the key benefits that come with choosing to advertise online on more locally-focused websites, including:

- Reaching a more targeted audience;
- Speaking your audience's language;
- Being more cost effective;
- Having more options and control;
- Building positive relationships; and
- Tapping into a less considered resource

So let's take a look...

# A TARGETED AUDIENCE

When undertaking any marketing and advertising for your company, you want to be sure it is going to be seen by your ideal customer. Attempting to advertise to your audience online can be an expensive task, especially if there are 1000s of other businesses also advertising to the same audience.

Local online advertising allows you to choose a niche website that caters for your target market and chances are it is yet to be utilised by your competitors.

For example, if you are marketing for a small group of cafés and bars, and your target market was 20 - 25 year olds with a high disposable income that enjoy going out, you may look at a local music news and reviews website like [www.aaabackstage.com](http://www.aaabackstage.com) where you could purchase monthly advertising on their website for less cost than traditional ways of marketing to this audience.

When advertising on a local website, you're effectively taking the necessary steps to reach a more refined and targeted consumer base. Whether local or national, you're still reaching a better audience than if you were to advertise on a larger, global website.



“ You're talking  
their language ”





Of course, investing in advertising on a local website allows for greater relevance, but that's not just because of the whole local advantage. There's also the fact that you can more comfortably speak the local language. When advertising on a national or global website, you may find yourself caught in a situation where you need to have a more broad approach with the design and copy of your ad. However, on a local website, you can use common colloquialisms from the area, mention locally known places and create a more focused ad overall.



## COST EFFECTIVE

Larger websites tend to charge more for the right to advertise as they have the pull and dominance to do so. It's been rumoured that Facebook's impending video ads will set advertisers back \$1 million on the lower end. Despite these costs, there's no guaranteed return on investment.

On the other end of the scale, smaller local websites tend to sell advertising space at much lower costs. And though you may be reaching a smaller audience, that audience is likely more relevant, local and inclined to show an active interest. For example, the Margin Media website receives anywhere between 5,000 to 6,000 unique visitors on its blog alone. These visits are comprised primarily of visitors who are based in Australian capital cities, have a large interest in marketing and return to the website on a regular basis.

With an advertisement placed on the blog over a period of a month, your ad could reach thousands of local eyes that you otherwise may have never reached, all the while paying less than you would for having your ad thrown up on a global website with a sea of irrelevant, uninterested users.

Not only that, but compared to larger sites such as Facebook and Google, your ad will take up more real estate and have less ads on the same page to compete with.

Facebook (3 small ads)

**The Big C Season 3**  
sany.com.au



Academy Award winner Susan Sarandon joins as Cathy's sketchy mentor! Out now on DVD!

**\$18 RAY-BAN**  
ribarra.com



2013 latest style. 86% off. Check now.

**Ray Bxn Sunglasses \$24.90**  
maolog.net



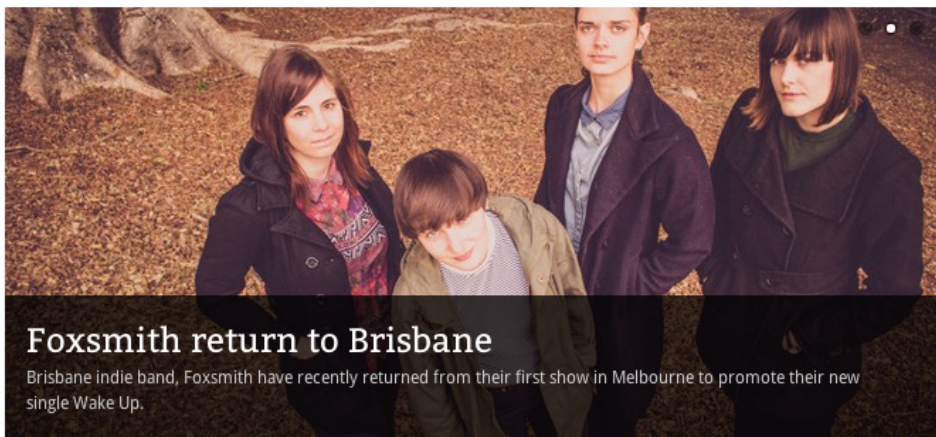
Quality Sunglasses at bargain prices Free Shipping panic buying Derniers jours!

Creative Drinks  
(local website, one big ad)

# CREATIVEDRINKS

HOME LISTEN ▾ TASTE ▾ FLAUNT ▾ SEE ▾ DISCOVER ▾

To search type and hit enter...



# MORE FOR YOUR MONEY

We've already spoken about the fact that local online advertising is cheaper, but there are also other reasons as to why going local can offer you more bang for your buck. When buying advertising space on larger websites you will either have to use a media buying agency or an online do-it-yourself website program. Both of these are very impersonal and really don't cater for smaller businesses.

When purchasing advertising space on local websites the chances are you will be dealing with the people that own and run the website. One of the things you'll find with dealing with local website owners that run ad space on their site is that they're more open to negotiation.

While there are specific parameters you'll have to work by (display ads all have set dimensions), you will find you have more freedom in how the actual design and copy of your ad is realised. Not only that, but you can sit down with the website owner (figuratively or literally) and come up with more tailor-made solutions on how long your ad runs for, potential packages, and so on. After all, they want your business just as much as you want their ad space.





## BUILD POSITIVE RELATIONSHIPS

As local website owners have a more levelled and realistic approach to the value of keeping on advertisers, it means they make a concerted effort to build more positive, strong relationships with those who invest in their ad services. This is a beneficial factor to remember with local advertising, as it means you have a more one-on-one and collaborative rapport with the website owners. As mentioned above, this leads to greater value for money and for more unique advertising packages that deviate from the usual “Pay X amount for this amount of time on site”. Different websites offer different ad options, but you’ll tend to find the smaller, more locally-focused websites will opt for unique and effective advertising options on top of the usual ones.

Building a positive relationship with a website owner who is continually talking to your audience cannot be a bad thing. With referral business being so big in Australia, I would be recommending keeping local website owners very close and very happy.

## AN UNTAPPED RESOURCE

In many ways, local online advertising is an untapped resource. The bigger websites don’t care about smaller local websites and therefore don’t worry about more targeted, refined options. This leaves the door open for local websites to offer your business some truly unique advertising solutions. So instead of trying to get your brand known in a sea of competition on bigger websites, you can take the local and less competitive approach. And, as said, the audience may be smaller, but they are far more relevant.



With local online advertising, you can take positive steps in getting your brand in front of an audience that truly matters - locals with an active interest in businesses around their area. Not only is it more cost effective, but it's also more personalised and tailored to ensure that the ads that go up are the ones you want being seen by valued prospects, leads and, ultimately, customers.

If you're interested in advertising on local websites, be sure to give Margin Media a call on 1300 798 848. We can discuss various options with you to help get your ads up and running on a number of local websites and have current special offers to advertise on:

- [www.aaabackstage.com](http://www.aaabackstage.com)
- [www.creativedrinks.com.au](http://www.creativedrinks.com.au)

If you have any further questions regarding local advertising or other digital marketing matters, do not hesitate to contact us either by phone or via our *contact page*.

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