

Business coach

Dr Greg Chapman offer brokers insight on cost effective local area marketing strategies and business development

Q: I'M LOOKING TO DRIVE MORE BUSINESS IN THE LOCAL AREA. WHAT ARE SOME COST EFFECTIVE MARKETING STRATEGIES I CAN EMPLOY THAT WILL HELP ME BUILD MY BUSINESS AND BRAND?

Paula Henderson
Western Australia

LOCAL AREA marketing means being visible in your local community and becoming part of it. There are many ways you can do that. Here are just a few:

- Become a volunteer for community organisations.
- Be on the board or committee. There is always a shortage of people willing to

give their time for community causes. While assisting your community you will make valuable connections with others who are active in your area.

- Sponsor your local schools and sporting clubs and advertise in their magazines.
- Join your local chamber of commerce.
- Provide free talks to local clubs on the pitfalls of choosing the wrong financial or mortgage products. The more educational your talk, the more you will be viewed as an expert. People like to do business with experts.
- Seek referral partners such as real estate agents, accountants and financial planners in your area. Having demonstrated commitment

to your area by employing the above strategies they will be more likely to choose to align with you due to your local profile.

- Make sure your website is optimised to be found in your local suburbs. There will be far less competition than trying to be found city-wide. Make sure you are in Google Maps (it's free).
- Offer an information night in your area for first home buyers or investors. ■

SEND YOUR QUESTIONS TO:
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Dr Greg Chapman is a leading business advisor, marketing strategist and author of *The Five Pillars of Guaranteed Business Success*.