Title: 5 Easy Ways to Boost Your Local Advertising Strategy

Word count: 1500 approx

Keywords: local advertising, benefits of local advertising, local advertising examples, geo targeting

Sections:

Short intro to set the scene - include relevant authoritative link or up-to-date statistic

[H2] What is Local Advertising? - working definition and context for the article

[H2] Why Advertise Locally?

[H3] Benefits of local advertising

[H2] How to do local advertising

[H4] Cross collaboration with other local companies

[H4] Build an SMS list - think of creative ways to gather email addresses in store/online , ie. give a small gift in return for contact details

[H4] Geo targeting - mobile marketing/social media - target ads via location/neighborhood

[H4] Sponsor local event - Host workshops/get togethers

[H4] Social media group - create and manage a group for locals interested in your niche

[H2] Local digital advertising channels/solutions:

[H4] Social media

[H4] Native advertising

[H4] OOH/ physical - billboards, signs, posters

[H4] Loyalty club

[H4] Digital/printed newsletter

[H2] Local advertising examples

[H4] example of brand/campaign

[H4] example of brand/campaign

[H4] example of brand/campaign

[H2] Conclusion (write a catchy heading)