

5 Ways to Build Your Brand In 2024



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Leverage Local Publications

Local visibility is critical as most of your customers live or work within a few miles of your business. Become their go-to resource.

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Maintain Consistency

Consistent messaging in both print format and in digital format is essential to maintaining top of mind awareness among local customers.

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Take advantage of third party endorsements

Writing content for a local magazine, for example, creates an implied third party endorsement for you positioning you as an authority.

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Refocus your marketing dollars

Your target audience is likely local so it's important to refocus your marketing dollars on your local area rather than on broader initiatives.

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Collaborate with local business owners

Network with local business owners so they know you're willing to help them attract their target customers. In exchange, they'll help you.

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