

Small and medium-sized local businesses have a big opportunity to directly engage with their prospective consumers and reach their target audience. Some forms of advertising may be too expansive or intimidating for community-centric business owners, but standing out in your own small market can seem just as daunting.

## Here's how to connect with your community as a local business:

### Listen to prospective consumers.

Global brands have a global audience, making it difficult (if not impossible) to listen to feedback and adapt their message. Local businesses have the advantage of living amongst their target market – so listen up! Attend community events, speak with friends and neighbors, introduce yourself to new acquaintances and get a feel for how your product or service is perceived.



### Stay relevant.

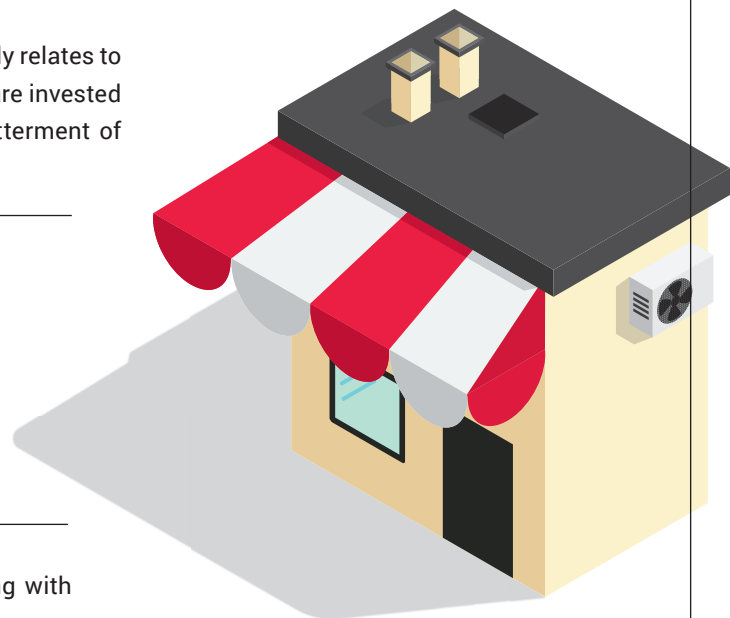
Tap into the mindset that no one knows your area better than you do. Add local flare to your advertisements and content, proving that you are steeped in the shared values of the community. By speaking directly to local interests and needs, you can have an edge on larger outside brands<sup>1</sup>.

### Support the community.

To small businesses, the success and well-being of the community directly relates to the success and well-being of the business. Remind neighbors that you are invested in the community by always relating your product or service to the betterment of those around you.

### Lead with authenticity.

Instead of trying to blend in, aim to stand out. Discover what is unique about your product or approach, then put it out front for your brand. Local businesses have the advantage of deeply understanding their audience's needs and challenges, so tell authentic stories in your branding to connect with community members in a real way<sup>1</sup>.



By leaning into the local community, listening to consumers and leading with authenticity, small businesses can step ahead of the competition.

<sup>1</sup> Forbes Business Council. "15 Smart Ways to Cut Through the Noise in Local Advertising." 14 Jan 2020. [www.forbes.com](http://www.forbes.com).

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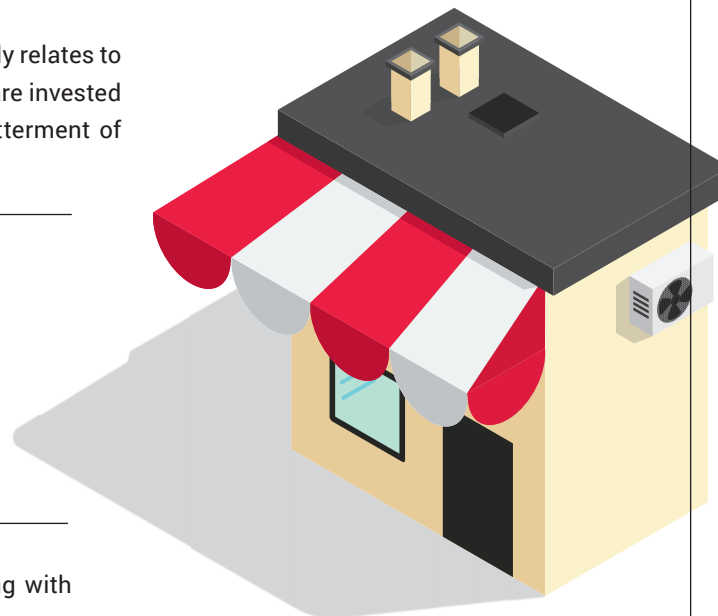
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