

Precision Local Marketing for Osceola County: Unleashing Potential

Jason Levy, MS, MBA
CEO/Editor - Around My Town, LLC

Around
MY TOWN

www.aroundmytown.net



Our Company



At the core of our services is a focus on Local Marketing. We offer specialized Local SEO strategies to elevate local business's online presence, ensuring they are not just SEEN, but remembered. Our Local Print solutions provide tangible, impactful advertising, resonating with the community feel.

Local Advertising takes a front seat at Around My Town. We're dedicated to broadcasting their message directly to their target audience in Osceola County and neighboring areas, making sure their voice is heard loud and clear.

Stepping into the digital age, we incorporate Digital Marketing, AI Strategy & Content Creation, blending traditional and modern marketing techniques. This approach not only puts businesses on the map but keeps it at the forefront of innovation and engagement.

Established in 2021, Around My Town stands as a local marketing hub for businesses seeking to thrive locally. Whether it's through print, digital, or AI-enhanced strategies, we're here to help make local businesses a landmark in our shared community.

Empowering Osceola County's Businesses in a Diverse Economic Landscape

DYK – Local small businesses contribute to 65% of Osceola County's economy, showcasing the pivotal role your audience plays.

**BY SHOW OF HANDS, WHO HERE BELIEVES
UNDERSTANDING OUR LOCAL MARKET IS CRUCIAL FOR
GROWTH? AS WELL AS TARGETING THEM CORRECTLY?**



Navigating Growth and Diversity in Osceola County

With a 20% population growth over five years, Osceola's market is evolving rapidly, offering new opportunities for targeted marketing.

Who here has **experienced challenges** reaching their evolving **target audience**?



Crafting Messages That Echo Across Osceola

Personalized campaigns targeting local events and heroes can increase customer engagement by up to 40%.

Who here has experimented with **personalized marketing messages**?



Budget-Smart Marketing Techniques

82% of consumers prefer to support businesses that engage in local marketing and are authentic.

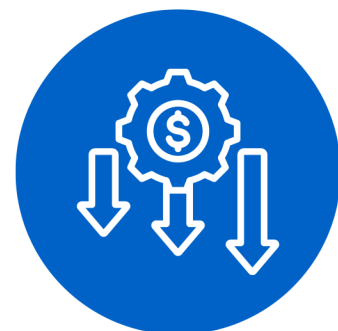
Maximize Impact

Strategically leveraging local events and social media can significantly amplify your brand's visibility within the community.



Minimizing Costs

Adopting cost-effective marketing approaches, such as guerrilla marketing and social media engagement, reduces expenses while maintaining effective outreach



Positive Relationships

Building positive relationships through consistent, authentic engagement encourages customer loyalty and strengthens your business's reputation in the local market



Community Outreach

Participating in and sponsoring local events fosters a sense of community involvement, boosting your brand's local presence and appeal.



Who has tried creative, budget-friendly marketing strategies?

Pause – Questions?



Local SEO: Get Found Online

With 46% of Google searches being local, yet **only 44% of businesses have claimed their Google Business Profile**, there's a clear opportunity for growth.



A screenshot of a Google Business Profile for "Around My Town - Local Marketing Hub". The profile includes a header image with a coffee cup and a map of Florida showing Jacksonville, Orlando, and Tampa. The business name is "Around My Town - Local Marketing Hub - Magazines | Local SEO | Social | Web". It has a 5.0 star rating from 22 Google reviews and is managed by the user. The phone number is (321) 290-7552 and the hours are Open, closing at 6 PM. There are buttons for Website, Save, and Call. At the bottom, there is a banner for Google Ads.

From Around My Town - Local Marketing Hub - M...

"Around My Town, LLC is a local community outlet sharing the best news, notes, vendors and events for the St Cloud, FL, Lake Nona, Kissimmee and surrounding areas. We also offer marketing consulting services ranging from local SEO, local advertising,...

Around My Town - Local Marketing Hub - Magazines | Local SEO | Social | Web on Google

Two blog post cards. The first is titled "UPCOMING EVENTS" and the second is titled "EXPLORE ST. CLOUD Sweepstakes".

Telling Stories Through Content Marketing – Boosting Organic Results



Content marketing costs 62% less than traditional marketing and generates 3x as many leads, making it a powerful tool for local engagement.

Who uses content marketing to share their local stories or community involvement? Either on social media, blogs, articles, or similar?

CONTENT
MARKETING

The Future of Marketing: AI-Driven Personalization & Automation

Businesses leveraging AI for personalized customer interactions & automations see **an average revenue increase of 40%**
Plus save an average of over 15-20 hours per week on mundane tasks!



AI Chatbots

Website Integration,
FAQ's, Communications



AI For Content Creation & Strategy

Planning, Social Media,
Marketing Content, and more



AI Automation

Emails, Social Media,
Payment Reminders

Questions? Challenges?

Let's Collaborate!

Homework:

- Do you have Google Business Profile Claimed & Properly set up?
- Do you have a consistent social media strategy? (posts 2-3x a week, authentic posts, actionable posts)
 - Do you have atleast 1 AI/Automation tool (ChatGPT, Jasper, DALL-E, Chatbots, Highlevel, etc)
- Do you have plans for community outreach and engagement?
- Do you have an in-house and/or outsourced marketing team?

Top Tools For Your Marketing Strategy

SOCIAL MEDIA

Sprout Social
Social Champ
Hootsuite
Loomly

EMAIL MARKETING

Hubspot
Mailchimp
Constant Contact
Sendgrid

SEO

Ahref
SEMRush
Clearscope
Nightwatch

LOCAL SEO

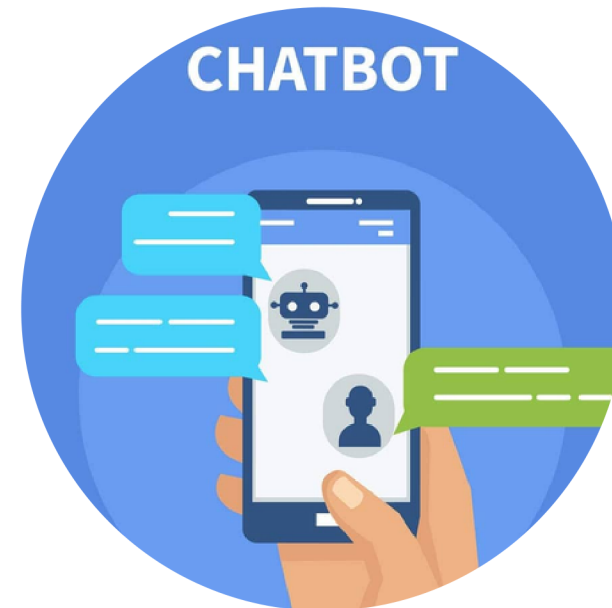
Google Business Profile
Yahoo/Bing Profile
Google Maps

GRAPHIC CREATION

Canva
Adobe Products
Creatopy
Stencil

AI

Manychat
Aminos Chat
Claude
ChatGPT
Jasper
Bing AI
Copilot
Gemini



DIGITAL MARKETING

Google Ads
Bing Ads
Meta (FB/IG)
Linkedin Ads
Youtube Ads

ANALYTICS

Google Analytics
Crazy Egg
Kissmetrics
Hot Jar

CONTENT MANAGEMENT

Wordpress
Wix
Godaddy
Squarespace

PRINT/OUT OF HOME

Newspaper/Magazine
Flyers/Posters
Bus Benches
Billboards

AUTOMATION

Manychat
Autopilot
Hubspot
Pardot
Marketo

Partnering with Around My Town for Your Marketing Needs

Clients of Around My Town see an average **35% increase in local engagement** within just 3-6 months of partnership.



Local Advertising
Local SEO



Digital Marketing/AI Strategy
Automation



Social Media
Content Creation



Community Outreach
Engagement

Around My Town – Your Local Marketing Hub
Let's Grow Together

Happy Clients

KEYLIFEfitness



CENTRAL FLORIDA
ALLSTARS
Competitive Cheer and Tumbling Classes





321-290-7552



editor@aroundmytown.net



www.aroundmytown.net



aroundmytown_marketing

SCAN



May Print Issue
Deadline Offer:

**25% Off &
FREE Month**

(with 3 month agreement)

A Few Spots Left!



Thank You!

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