

## **LOCAL BUSINESS AND INTERNET MARKETING:**

The issues with the local businesses are mainly financial. They can hardly afford to do internet marketing activities for a longer period of time. They understand that local business internet marketing is a cost center and not a profit center. So they just avoid it. Now it is the time to make internet marketing profitable for local business owners.

## **ONLINE DIGITAL MARKETING SERVICES PACKAGES FOR SMALL BUSINESS:**

If any digital marketing company can focus on creating values for the local businesses by offering a better deliverable, then local business owners will be willing to grab the digital marketing and I am sure they can get the benefit out of it.

## **DIGITAL MARKETING STRATEGIES FOR SMES:**

We have created a start up package and strategies for small business and SMEs. First, we have launched a great offering for the local businesses with online marketing. Now they can have a website, [basic SEO](#), content, [creative](#), [social media](#) basics etc.

## **DIGITAL MARKETING PACKAGES FOR SMALL BUSINESS:**

Please check below the **digital marketing package** made solely for the local, brick mortar stores, pop n mom stores and hyper-local businesses at a very competitive pricing structure.

## **Challenges local small business face in India especially after Covid19 on Marketing initiatives:**

1. Wanted to explore digital promotion within a limited budget
2. They need instant results especially in targeted local areas
3. They have little or no understanding of the digital promotion
4. They cannot trust who said what
5. Many jargons they heard or guided to
6. SEO
7. Social media
8. Paid media
9. Lead generation

10. Creative
11. Content marketing
12. ORM
13. PPC and so many other terms
14. They expect some guaranteed results
15. After Covid the financing for marketing is an issue

### **How we as a small digital agency can help them out on Internet Marketing India?**

1. The minimum investment to start the digital presence
2. Education and guidance is free to them, they can go with other companies
3. Objective-based delivery model

### **Benefits from the small business website marketing packages:**

1. Digital presence with basic website and communication
2. Customers can find you via Google map listing – verified business
3. Little branding and business promotion of digital PR in local areas/cities