

Local Video Advertising Helps Walk In Traffic

As vast and as impersonal as our Internet age has become, some of us still crave the hometown feel. Mayberry, USA, is half-a-century or more behind us, but some of the appeal and longevity has its grip on us. Perhaps it's part of human nature. It is precisely that hometown flavor that makes the marketing approach of some businesses so successful. They exist on a steady stream of faithful clients who simply walk in. That's power. They have a corner on the local market, which for many businesses is the bread-and-butter of existence. What's the key to snatching up the local market, and increasing walk-in traffic to your small business? Three words: local video advertising.

Think about the Various Types of People

People are all wired differently. Some people prefer to do all their business transactions, shopping, and dealing online. Others, however, need a brick-and-mortar approach to transacting. Allow local video advertising to compel those types of people to your place of business. For example, I'm the kind of person who doesn't mind an exclusively online vehicle insurance policy. I don't think that I have an agent. I know I've never spoken to one. Others are very different. An insurance agent is someone that they need to see face-to-face. They need a handshake, a business card, and the sound of a front door opening. These are just the type of people that you need to cater to with local video advertising. Various people have various needs, and one of the most effective ways to find them, inform them, and serve them is by local video advertising.

Think about the Varying Degrees of Need

Urgency plays a key role in compelling walk-in traffic. When someone is in need of an item, a quick service, or a solution of some sort, it often makes much more sense to jump in the car, drive a few blocks, and get that solution that they need. Your local video advertising is a powerful way to inform people of your presence. Becoming the trusted in-town source of law service, banking, retail, real estate or whatever it is you provide, is a sure way to increase that valuable walk-in traffic. Local video advertising spreads your message to the people that matter most; the people who will become your future walk-ins.

Think about the Different Types of Advertising

Advertising takes many different forms. Online video advertising is merely one of many options that you have available for advertising. Think about this: video advertising is among the most powerful mediums available today. When you combine that intense advertising power with a local reach, you have a solution for advertising conversions that are second to none.

We will never get back to the days of Mayberry, USA, but the reality of the local will never go away. In order for your business to be successful, it must have some connection with the local market. Local video advertising is the means of achieving that connection.

About the Author

In the marketing business, Scott Duglase understands the impact [local video advertising](#) can have on small businesses. SpotXChange, a performance based [video ad network](#), guarantees a return on their video advertising investment. Reaching almost 80 million unique visitors a month, SpotXChange wants to help your business grow.

Source: <http://arabesquestudios.com>