



How to Get New Business Through Local Advertising for Your Health and/or Beauty Business

Consumers love to support local entrepreneurs and root for the success of small businesses. When you demonstrate your value to the community as a health and/or beauty business, it's a sure shot that your business will be around for a long time.

As a health and/or beauty business, you strive to make your neighborhood clients feel good about themselves by providing stellar services. Through local advertising, your business can leverage the trust which you've already established among clients in order to get new business. Keep reading to find out how.

Over time, your business has probably gathered that people in your town and nearby towns deal with similar health and beauty needs and/or issues. The issues could include needing to find a new beautician, workout program, dentist, or doctor. Make these community needs the focus of your local advertising. Chances are, a ton of people who haven't heard of your business before are experiencing the same needs or issues as your current base of clients.

Local Magazine Ads & Marketing Materials

Get in touch with local newspapers and other print media, like the [Ad Pages](#) Magazine, to learn how your business can submit ads that highlight your business's products and/or services.

You can also pass out business cards and pamphlets to other complementary businesses that would be relevant to people living in your community. For instance, if you're a podiatrist, contact a few primary care physicians and see if you can cross-promote each other's business. If you're a hair salon, find a massage business to cross-promote with.

Locals will be able to tell from your ads that you're closely attuned to the needs of the community. Right away they'll realize the level of quality and trustworthiness of your health and/or beauty business.

Get Your Business into Local Business Directories

The web is full of people talking about health and beauty services and/or products and trying to find businesses like yours. But not every business owner has the time to build and keep track of their online presence. To improve your ranking in local search results, you must have a good online presence. One effective way to do this is by creating profiles across many local business directories.

A local business directory lists vital information about your business including hours, location, and contact information, along with pictures and other relevant information (e.g., reviews or other links). The majority of these listings are free. Ways in which using local business directories can help your business grow include:

- Building backlinks - more and higher quality backlinks can equal a higher rank in organic search results when someone is actively seeking your services.
- Increasing traffic to your site
- Helping people find you when advertising just isn't in your budget

Ad Pages can help get your business listed in local directories.

Who Can Resist Coupons?

Almost every consumer in America will seek coupons in order to lower the cost of their spending habits. A coupon is all it could take for people in the community to try out your service or product, which they might have otherwise been putting off indefinitely. Showing that you want to make your services affordable will foster trust and interest among your prospective clients.

By promoting exclusive coupons and deals through [Ad Pages](#), you'll deeply connect with local people in your community. Create coupons for health and beauty products or services that are fairly common, and time them with the time of year when they're more likely to be actively searching for your services online. When people see the high-quality service or product that you provide, they will definitely become repeat customers.

Follow these essential tips for local advertising and you'll bring in more and more clients in the long run. With that, if you're ready to boost your business, contact our business development advisors at Ad Pages for a [free consultation](#).