



# Other Printed Advertising

– Maria Tomlinson

Self-Employed Carer Coach

Founder of the Professional Carers Network





# Think Local!

Remember you are trying to stay really local with targeting your market, so think about places that write about local news.

Then see if they will write a 'news story' about your new service that helps the community.

Often it can be really hard to keep coming up with 'content' ideas so it's surprising how many will say yes to featuring you!






# Newsletters...

- Would any of the local school newsletters fancy popping in a little advertisement for your new service? It could obviously help the families out that they serve after all.
- The local Churches often create a weekly newsletter and/or a monthly magazine that they send out to their parishioners. Ask if you could be featured in an article so that people learn about your service, as it is helping the local community out.

(Further on in this stage we suggest arranging to meet the local church leaders, so it might be worth while holding off asking to be featured in their magazine until you have made an introduction)





# *Paid Advertising*

- Do you have a local magazine that gets delivered through your door? You can pay for an advert in there.
- It's not worth paying for social media ads as you need to be really local and often people don't trust social media ads.

Summer fairs/local country shows/ stall at local market / community events






# Remember....

- Remember you are only after a handful of clients really, by the time you have posted on social media and done some leaflet dropping, you could be fully booked any way!
- So no need to continue advertising if you don't have room for any more work!

Although....coming up soon is how we stay fully booked all the time as you have to allow for ebs and flows of work, so there are different advertising strategies for that!





*Task:*

Reach out and get featured in a newsletter!

Consider paid advertising options if needed

