

When most small local businesses advertise the objectives are usually clear:

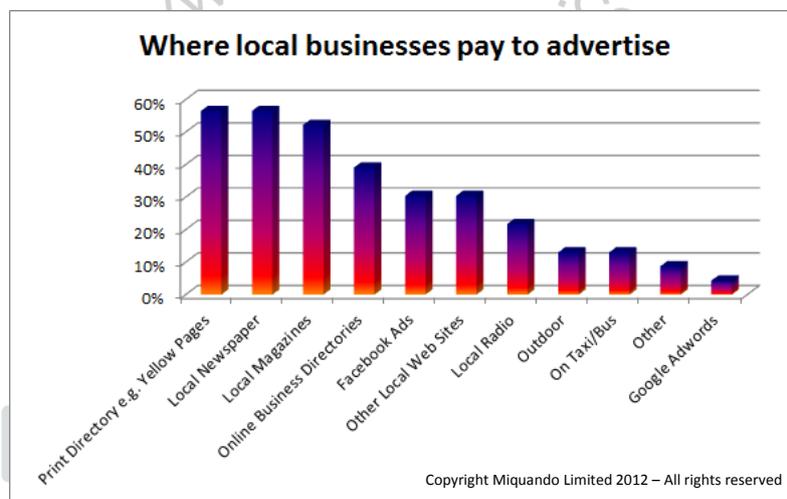
- Gain new customers
- Earn more money

There are of course a number of advertising objectives, but focusing on local businesses, the above reasons most commonly apply.

With those objectives in mind, it's clear that our adverts will perform better if seen by **people who are most likely** to be interested in your product or service. For a really successful advert though, people need to not just see our advert, but **act** on it; ideally we want them to **see our advert when they are considering buying**. So in a perfect world we would have the ability for our advert to be seen by...

“just the right people, at just the right time”

Recent research from MiQuando Limited gives an insight into where small businesses are currently spending their limited advertising budgets. The results are shown in the graphic below.



Local businesses continue to advertise using traditional mediums of local newspapers, local magazines and print telephone directories, but there is a move toward online with Online Directories, Local Web sites and Facebook Ads becoming more widely used.

Yellow Pages and other print directories remain an expensive option of questionable value, with businesses stating **“Less than 9% of customers find my business using the Yellow Pages”** according to YELP, while an estimated **90% of under 24s have never used a phone book!**

Traditional print advertising is a stalwart for local businesses, but again its value should be questioned given that circulation is **shrinking**, it remains **expensive** and according to KPMG **“traditional print advertising takes only 10% of ad spend and is declining rapidly”**.

Looking at online, Online Directories lead the way, but for anything more than a standard listing these can be expensive with a **top 3 listing costing anywhere between £750 and £2500** a year, depending on the directory and your location.

Facebook is starting to be used by more local businesses and with so many users it can be a good way to...

- Get people to attend an event, maybe a special sale or other special event.
- Increase brand or logo recognition
- Increase traffic to your website or get more Likes

Local Web Site display ads are often for space that is **oversold**, so your advert is shown on rotation perhaps 1 in 5 page displays or maybe even 1 in 10. So when the salesperson tells us that XYZ.com web site gets 100,000 hits a month, our ad might be shown 10,000 times.

We know most visitors are visiting most web sites or Facebook for another purpose (news/email/chat etc.), so adverts are shown to people who simply aren't interested, won't read it and won't act on it – basically it's irrelevant. Suddenly those user numbers and visitor stats start to look a little hollow.

Let's revisit our objectives from the start of this article and our desire to have our advert **seen by just the right people at just the right time**.

Looking at the advertising methods local businesses are telling us they use, do any of them deliver what we want and need? They can all put us in front of local people (geographic targeting), and yes Facebook can do more detailed targeting (age, sex, friends, interests etc.) but to do they do what we want them to?

Just the right people?	Kind of, but largely only geographically
At just the right time?	No – that's down to luck alone

With that in mind, why on earth are we spending so much money on them? If it is because of a lack of alternatives, well all that is about to change. MiQuando.com has already launched in the Isle of Man and is coming to the UK with an innovative and low cost advertising model that genuinely ticks all the boxes.

The basis of MiQuando.com is an online business directory, fully keyword searchable and where **full company details** can be displayed with a **100% FREE** listing. Visitors to the site type in their postcode, or select a region and start their local business search using keywords.

Based on analysis of the search results, adverts are selected and displayed in various locations around the search results page (Banner Ad, Top 3 Sponsored Search and 5 Sidebar Ads), and are all shown to and seen by a superbly targeted audience.

You've got the **geographic** targeting for local consumers; you've got the **'just the right people'** with your advert relevant to the customers' search; and even more importantly you've got the **'at the right time'**, because your adverts are shown to people actively **searching, researching** and ultimately **buying**.

For even the smallest advertising budget, MiQuando.com offers local businesses a fantastic opportunity to advertise effectively online. With no long term contracts (advertise from 1 week only), a range of options and prices starting from as little as **£2.50 a week**, it represents incredibly good value. It's also worth noting when your advert is placed booked, that slot is yours for the duration, with that no adverts are oversold or displayed on a rotation basis.

Even more attractive is the fact that you can link your advert to any web page, or if your business is service based there's a built-in Online Booking Service that allows customers to book appointments online from the directory any time of day or night.

The service is set up to be completely self-service allowing you to quickly and easily place an advert yourself. Simply choose the ad type you want (Banner, Sponsored Search or Sidebar), upload your image (Banner & Sidebar only), add a link to a web page if required, select when you want your advert to be shown and it's done.

There's plenty more on offer from MiQuando.com too with direct marketing tools, reports and statistics, feedback and ratings all built in to this online platform.

To register your business for FREE and get started straight away simply go to www.miquando.com