

# Start a Local Marketing Company

Sell your services getting companies onto major maps.

From: [SiteAim.com](http://SiteAim.com)

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## The Basics

### Geo Targeting is Hot!

Services like Google Maps allow us to find things that have proximity to our location and destination. We use these features all the time at home, in our cars and on our phones.

Think about this:

Susie and John start Nice Place Bed and Breakfast.  
They've spent a lot of time and money getting ready for guests...  
They just aren't getting that many visitors.

But Susie has a great idea!  
She'll start out by listing their BnB on "Google Places" and see if it brings them new customers.

Sure enough it doesn't take long before they are getting calls from visitors who otherwise never would have known about Nice Place Bed and Breakfast.

Many business owners never realize the potential value in having their business listed on maps like Google. It's a great form of advertising that is relatively inexpensive.

That's where you come in. You can start a business getting those business owners listing on maps like Google, OnStar, Yahoo, Yellow Pages, etc.

It's really easy. We'll show you how.

## The Base of your Business

While there are several services available to business owners, Universal Business Listings may be the easiest and cheapest to use. For \$39.00 Universal Business Listings will list a company on hundreds of notable map and GPS providers.

**UniversalBusinessListing**  
List once. Be found.

UBL has forms to accept one business at a time, or many different businesses all at once, automatically and online.

So, if you had sold your service to John and Susie for \$299.00 you have made a profit of \$260.00. That's not bad for a few minutes of speaking with a local business owner.

Hey! That's pretty neat. You just made yourself some cash.

But wait. We should probably try to make more! In fact, why would you want to do the sales yourself when you can have someone else do them?

## Making it Even Better

Making sales is great, but you could supercharge your sales if you could reduce the amount of face to face time needed.

So, you buy your own domain and hosting through a service like GoDaddy and set up a Wordpress site to market your services. The [Geo Marketing Pro](#) plugin for Wordpress makes it simple to set up a listing business through UBL and collect customer information right on your site.

You're an enterprising business owner, so you call your friend Andy and tell him he can make \$100 per sale if he'll just go pass out your fliers to local businesses and direct them to your website. Andy, of course, is more than happy to give it a shot.

But Andy has a friend who's in College a few states away and could use some cash as well.

You set up another site for each city, and now you have a sales team of two on your hands. If Andy and his friend make 20 sales each in the first month, you're left with a profit of about \$6,400.00 while Andy and his friend each made \$2,000.00.

## Taking it Another Step

Now that you have a growing sales force selling your service in various cities, why not take the opportunity to turn your business into more than just one time sales?

Since you've now made several sales for listing services you've built up quite a list of potential clients. Your existing sales people could use those relationships to offer further marketing services for a monthly fee.

What to sell them now? Easy!

Your customers already trust you, so why not offer a service building out a Facebook page, blog, and twitter campaign for \$99.00 per month? Maybe for an extra \$50.00 per month you could add a unique article to their blog every other week.

This could really be the turnkey step to making a residual income from your business!

## Don't have the technical expertise?

You're not prepared to set up a site and hire sales people but know that you could make some face to face sales in your local community?

That's great! Just go to [MapsIn.com](https://www.mapsin.com) and you can apply to be a local sales person and receive \$200 for each sale that you make!

## Resources

For more tips on profitable business ideas, visit [SiteAim.com](http://SiteAim.com)

Universal Business Listings: <http://www.ubl.org>

UBL will provide with a simple and cheap way to get business listed and to start your own business.

Geo Marketing Pro: <http://www.geomarketingpro.com>

This great Wordpress plugin allows you to easily set up a business listing service on your own website.

MapsIn: <http://www.mapsin.com/sales>

If you prefer to perform face to face sales within your community then become a salesperson for MapsIn may be the way to go.