

Making the most of your customers' locations.

Building your business' presence in customer key locations has its advantages – especially when it comes to developing your marketing strategy, increasing your return on investment (ROI) or identifying new locations for expansion.

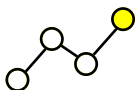
Here are some tips to consider when growing your business within the communities you're seeking to target.



1. Identifying your customer key locations



Knowing which suburbs your customers live in, helps you to focus your marketing spend and target potential growth areas. You can identify your customer key locations using [Daily IQ](#) where you can learn which areas your customers are coming from to help you understand growth areas for your business.



2. Connect with your customers based on their location



Here are some different ways you can potentially strengthen your business' presence in your newly identified key locations:

- **Be seen in the community:** Sponsor local sporting teams, make donations to community-supported causes, and back fundraisers. These can help build word-of-mouth recommendations
- **List your business, locally:** Add your business details to local third-party websites and directories. This allows for people to find your business in the community and gives them the ability to review it
- **Use social media:** Consider building a localised Facebook page, creating local content, and offering discounts using geo-located advertising campaigns. Geo-location allows you to only target those in the postcodes you want
- **Leverage local media:** Choose to advertise your business through local media channels based in your customer key locations. Many have their own radio stations, newspapers, and magazines. This is a great way to strengthen your place within the community
- **Join Chambers of Commerce/visit local councils:** Find valuable insights on what initiatives your customers are currently supporting within their community and join in to boost your visibility.



3. Finding your next location



By using [Daily IQ](#), you can help to pinpoint your next location for expansion. If your research points to a key location, then start looking into who would be your competition in the area by checking out their website or business as a 'mystery shopper', look at what the transport links are like and if there are any expansion plans for the area so you can better understand if it's the right location for you to open up in.

Things you should know: This guide is for information purposes only. As this information has been prepared without having regard to your individual and/or business objectives, financial situation or needs, you should, before acting on this information, consider its appropriateness to your circumstances and seek professional advice.

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