

Taradel's 3-Step Digital Solution to Improving Your Local Marketing Campaigns

If you manage a small or medium-sized business (SMB), you've likely struggled (at one point or another) to market yourself and bring in new customers. And if you're an agency or you franchise your company to other business owners, this problem can feel compounded across all the different brands or locations you support.

For smaller businesses and agencies, you might struggle to attract the right target audience because of limited resources. Maybe you're working with a small marketing team or limited budget. It's hard to build brand awareness and measure success when resources are scarce.

For franchise businesses, you might struggle to keep your brand message consistent across all of your locations. How do you meet all of your brand requirements when you have to speak to customers at both national and local levels?

But thanks to digital technologies, there are ways to solve these problems. With the right digital tools you can:

- Use local level marketing to drive cash flow at the local campaign level
- Create a consistent marketing campaign that meets brand requirements
- Execute multi-channel campaigns from start to finish

In today's post, we'll discuss how you can white-label Taradel's tools and resources to launch better marketing campaigns. We'll cover how Taradel's services:

- Make both national and local campaigns more affordable
- Make your marketing efforts more convenient
- Make marketing campaign success more measurable

Let's get started.

Making Marketing Campaigns More Affordable

First, Taradel's white-label platform makes campaign management more affordable. As a result, SMBs can use local campaigns to drive more cash flow at the store level.

As we mentioned before, many SMBs struggle to build brand awareness due to limited resources and budgets. Because of this, most of these businesses have to find creative ways to get their messages out while also keeping costs down.

Luckily, Taradel can help your business launch affordable marketing campaigns and build brand awareness at the same time—whether you're an agency helping your clients or a franchise supporting your various locations. This affordability is possible through Taradel's self-service platform that makes targeted advertising easier by taking out the guesswork and streamlining the set-up process.

With Taradel's platform, your company no longer has to send messages into the void, hoping that someone will respond. Instead, you can save time and money by targeting your digital and direct mail ads to only those households you want to reach. And because you're doing all of this yourself, it only costs you pennies compared to usual campaign costs.

Not only this, but Taradel also has no contracts. This flexibility means businesses can advertise both when and how they want, according to their needs, the seasonality of their business, and their budgets. All of this helps you drive more cash flow at the store level because you can target the right people at the level that fits within your marketing budget.

Making Marketing Campaigns More Convenient

Second, Taradel makes it convenient for SMBs to launch consistent marketing campaigns that meet brand requirements.

As business owners ourselves (and as a team that supports the campaigns of thousands of businesses each and every year!), we understand just how hard it can be to create consistency in a marketing campaign while also meeting brand requirements on multiple channels. Your brand has unique standards it must follow and yet there are also many moving parts to juggle.

You might worry about:

- How you'll design your ads
- Where you'll distribute your messages
- How you'll meet the needs of each community where your business operates
- And the list goes on and on and on

Thankfully, Taradel's self-service white-label tools help make your campaign management process more manageable.

For example, Staples white labels Taradel's platform by offering it as a branded solution to customers who want to create and execute campaigns. Similarly, Mosquito Mary's uses Taradel to run campaigns that meet all of its franchise brand requirements.

These conveniences are possible because Taradel provides a turnkey, one-stop-shop where companies can do all their marketing at once—whether you're trying to market a single business, you're an agency working on campaigns for dozens of customers, or you're a franchise supporting hundreds of locations.

On its platform, Taradel helps businesses meet brand requirements by providing many on-brand design templates and customizable media files. These resources help companies launch consistent marketing campaigns because marketing teams can design, print, and deliver all their direct mail pieces and digital ads from one simple location.

With this much convenience, it's no wonder over 22,000 brands have used Taradel to create 400 million pieces of direct mail and 250 million digital ads!

Making Marketing Campaigns More Measurable

Lastly, Taradel's digital tools benefit SMBs by making marketing campaigns more measurable.

In today's digital age, your business can't succeed without measuring the data behind its efforts. Creating a marketing campaign without measuring its progress is like playing football against an NFL team when you yourself have no training. You're just wasting all your time and resources for the guarantee that you'll get destroyed by the competition.

On the other hand, when you measure, observe, and analyze the details of your marketing efforts, you're more likely to achieve success. This success is possible because data reveals who your target audience is as well as what's working and what's not so that you can adjust your behavior and give them what they want.

With Taradel, executing multi-channel campaigns from beginning to end is easy. This easy execution is possible because Taradel uses a data-driven approach to help you identify your target audience and uncover new markets. For example, you can measure information like how old your target audience is, what devices they use, and where they live.

Taradel also helps you measure your campaigns by tracking customers' actions across various media. It gives you a dedicated space where you can measure insights such as phone calls, ad clicks, and online impressions.

These features make executing a multi-channel marketing campaign easy by helping you see your actual return on investment. You can then act more quickly to adjust your messaging as needed and outsmart your competition.

Putting Everything Together

In summary, many businesses struggle to market themselves and bring in new customers. Medium-sized companies may have difficulty keeping their brand message consistent, while smaller companies might have to work with limited resources. In any case, SMBs can improve their results by using digital tools to make their marketing campaigns more effective.

Here at Taradel, we provide the white-label tools businesses need to make multi-channel marketing easy—no matter if you're marketing yourself or helping other companies or locations ramp up their marketing. Taradel gives you a better way to launch and measure your marketing campaigns by providing a one-stop-shop for all your advertising needs.

Are you interested in launching a more successful marketing campaign for your business? [Visit our website](#) today for more information on how Taradel can help you boost your results.