



## Marketing in local markets

Baskar S, co-founder  
amagi media labs

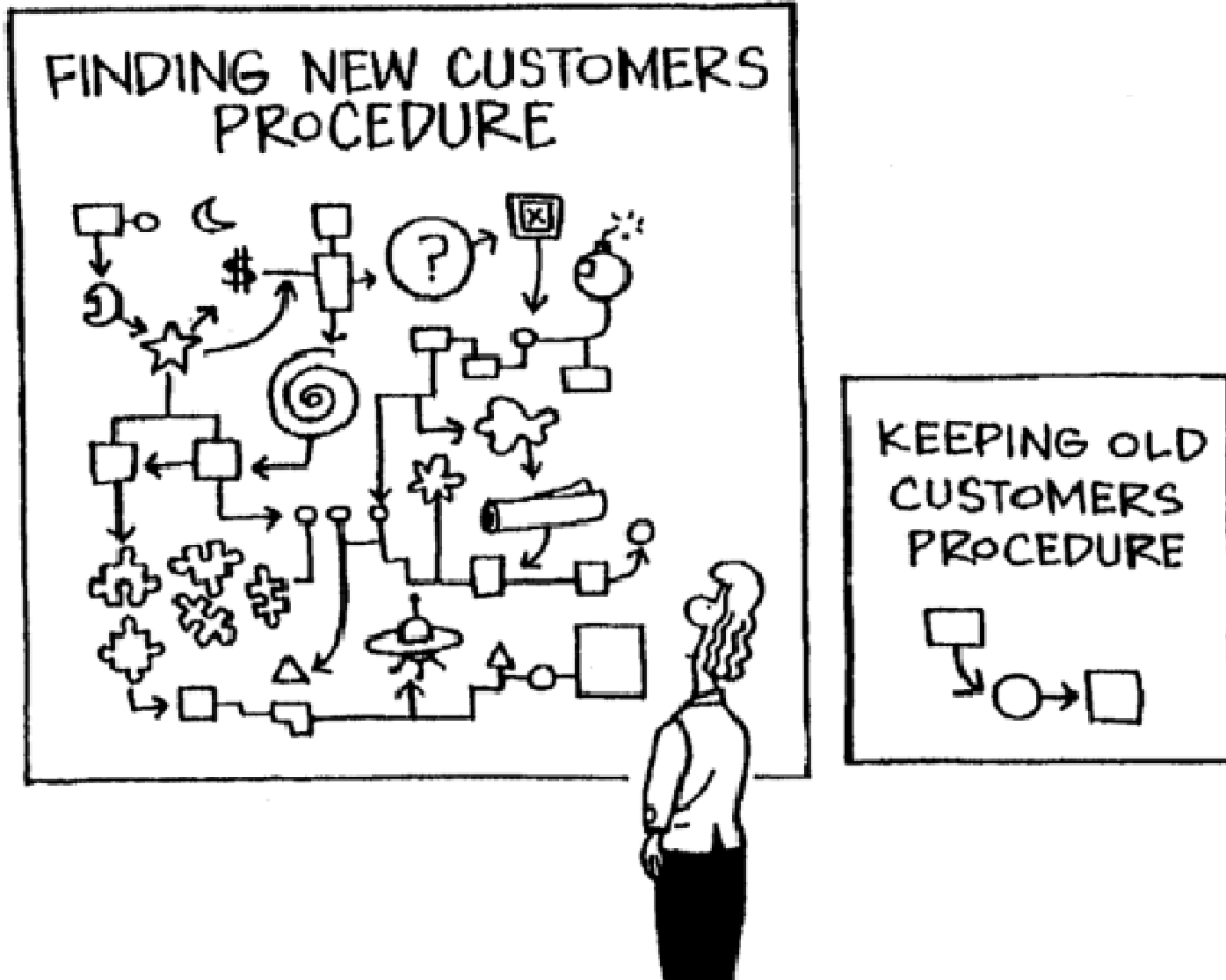
[baskar@amagi.com](mailto:baskar@amagi.com)





Customer choice





Customer management



Business response - clutter



promotion  
audience  
Facebook  
campaign  
great  
contest  
page  
social  
marketing  
media  
television

Media choices



**Fragmentation**



**Good News !**

**Marketing  
Fundamentals**

**NO change**



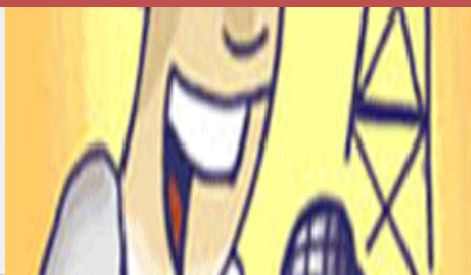


**Customer delight – word of mouth**





all media now available in local targeted form



# Watch, listen, ask your customers





# Plan marketing around your customers





**Emotional  
connect**



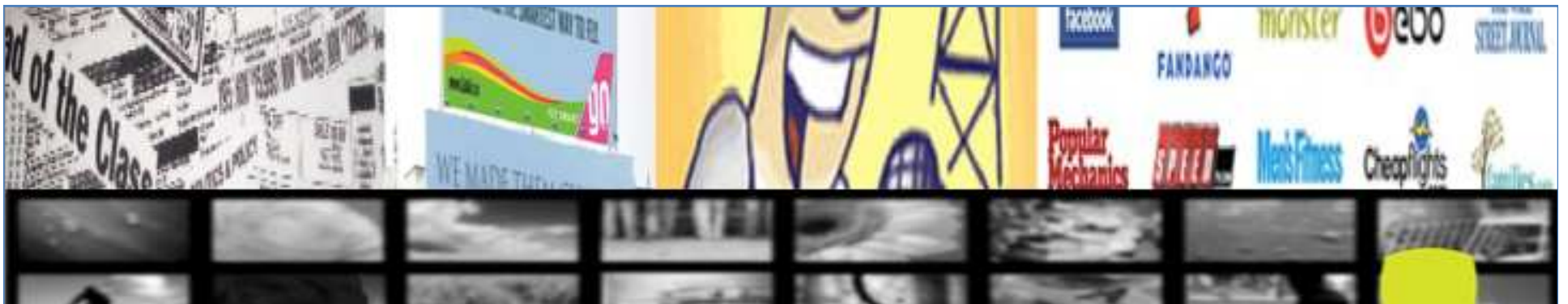
**Conscious need**



**Unconscious want**



# Marry customer lifestyle and needs



with local media choices



Thank you

[baskar@amagi.com](mailto:baskar@amagi.com)