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Unfortunately, it's easy for local partners to get lost in a labyrinth of marketing channels. And for corporate marketing teams, too many of their affiliates are running rogue campaigns and praying for results.

BrandMuscle analyzed the top 27 local marketing channels to identify which drive tactics results and which drive marketing investments into a ditch.

The Most Effective Local Marketing Channels Report is the fourth report in [The State of Local Marketing series](#). It reveals how to optimize local marketing programs for maximum impact and provides valuable insights into which channels drive outsized results.

Choosing the right marketing channels can be challenging for affiliates in today's complex marketing landscape. That's why it's critical to know which channels bring success and which ones can derail your local campaigns, resulting in wasted time, energy, and resources.

"The best local marketing campaigns target the right audience, use impactful channels, and deliver compelling messaging. However, with countless channels to choose from, affiliates often struggle to execute impactful campaigns," said Erin Strong, Senior Vice President of Strategic Marketing.

The information provided in the report makes it clear that channel selection can make or break the success of local marketing efforts.

"Even the most seasoned marketers will be surprised to see the tried-and-true channels that they believe to be effective might not drive the expected results," said Strong.

Key insights revealed:

- 29% of affiliates advertise on broadcast radio, even though only 12% think it works
- Savvy affiliates execute more email campaigns than less savvy partners
- 18 local marketing channels to invest in (and the 9 you should drop)

The marketing landscape is complex, but marketers who target the right audience, leverage impactful channels, and deliver compelling messaging can be successful in their local marketing campaigns.

Read the report to see the analysis of all the marketing channels to see which 18 local

marketers should focus on and which tactics they should ignore.

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About [BrandMuscle](#)

BrandMuscle makes channel marketing easy by empowering brands to activate and amplify local markets with award-winning services and SaaS. Our flexible ecosystem of solutions helps brands drive revenue through local affiliates and protects businesses against legal, fiduciary and other compliance risks. The BrandMuscle platform pairs cutting-edge technology with proven marketing services to support highly regulated verticals.

More than 1.5M local businesses seamlessly scale corporate branding, messaging, and demand generation with our tools that engage customers and increase ROI. With our robust ecosystem, you can address every aspect of local channel marketing and unleash hyper-local activation for affiliates.



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