

Bruno Pereira's Local Blast Marketing spurs small business success by showcasing your business to the masses

Marketing your business is integral to its success and bottom line. Every business is founded on a business plan and all sound business plans contain a detailed marketing section. It *should* be a requirement to garnering a business license –whether a business succeeds in the long term is related directly to the follow-up and execution of what was laid out.

Sadly, many business owners treat marketing as a luxury, optional or an after-thought. They “go through the motions” by laying out a marketing plan because they feel not having it will affect their chances of getting a business license. The all too common thought is “When I have the money, I’ll purchase some ad space.” However, the inverse is true “I’ll purchase some marketing, so I can make some money.”



CEO of Local Blast Marketing, Bruno Pereira, is active in radio, TV, newspaper

and social media.

The latter belief is a false one that harms many local businesses. New Bedford Guide works alongside the city and local businesses on a daily basis and we see the direct relationship between failure with the latter belief and success with the former.

You may have the South Coast's best customer service; you may have the highest quality ingredients, textiles, metals, or products; you may have the planet's best chef; none of that matters if no one knows about it or just as important, you aren't reminding people. Letting people know about you and your services or products is the starting point. Reminding them on a regular basis fuels your profit. A great marketing company takes your small investment in them and gives you a return that is much greater. This should be a regular cycle whereby, for example, you hand them \$100 and they give you back \$500. Rinse and repeat.

This is a no-brainer. If your marketing company isn't doing this for you, they are either using the wrong approach and happy with taking your money and riding off into the sunset, they are a large marketing company that prioritizes meeting projections over customer satisfaction or you are with the wrong company.

All too often a large corporation will overcharge you and provide you with "faith-based" marketing. They can't provide you with statistics of exactly how many people saw your ad. They say that their sole method is the best and since they've been around forever, business owners believe it. These poor business owners buy the most expensive ads in the area, reach fewer people, and do not get a return on their investment.

That is not how marketing is supposed to work.

A business owners wants to pay the least, to reach the most,

and get their money back and then some.



Pereira is always giving back to the community he grew up, lives, and works in.

There are a few companies that make this formula their maxim. One of those is Local Blast Marketing owned by Bruno Pereira. Bruno is an uprising entrepreneur in New England focused on helping business get more exposure in their local market place. Bruno has done such a superlative job, that though he founded his company in 2011 he is already referred to as the “Marketing Tycoon” of New England.

He may be called this “tongue-in-cheek,” but it came about because of his smashing success with promoting local businesses and executing the aforementioned formula perfectly. Taking someone’s money with a promise to promote their business and ensure that they get their money back is something he takes seriously. “If you don’t get your money back or grow your customer base, you are not getting effective marketing.” Bruno explained. “This is an all too common business practice – one that leads to stagnating cash flow and contributes to a business owner eventually closing his or her doors.”

Being a small business owner himself, Bruno understands what the local business owner goes through in terms of concerns. He’s wearing the same “shoes” and walking in the same footsteps. Being a local, Bruno also has a genuine desire to

see the community uplifted, the economy stimulated and producing more jobs. This is *his* community; where he lives, sleeps, works and plays. He knows the struggle all too well.

Bruno's parents were among the thousands of employees affected by the closing of the once booming textile factories. Since then Bruno's mission has been to build a business that can employ the upcoming generation. His vision is for Local Blast Marketing to become a strong employer and asset of New England for both the general public and businesses'.

Starting in his parent's basement, Bruno decided to start an advertising company that would help local business such as Restaurants, get exposure to attract new customers. After a long and difficult 5 years he has not only created a name for himself but his customers can't stop singing praises of what he has been doing for business in the city and beyond.



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Bruno is having such tremendous success with this passion of his, that his company is hiring. He is looking for motivated individuals that want to build a career in a local media company. From social media marketing to website management services. Hint, hint.

So how exactly would Bruno do this for your business? He has an all-in-one solution that he applies to promote your business. He utilizes up to 26 –yes 26– methods to most efficiently brand, get the word out, and remind people to purchase your services and products. He evaluates your business and like a good doctor, gives each individual a specific diagnosis and remedy.

This contrasts the aforementioned “faith-based” method whereby a company says “Our one method is the only and best method you should consider.” Of course, they will say that: they only offer **one** method. Since Bruno isn’t offering one method, he is unbiased. His sole interest is in applying the best of 26 methods. His primary interest is in your business’s success. The better he applies that method, the better your return, the more you will continue to work with him. So, from the get-go he has a vested interest not only in your success with him, but your *continued* success with him.

What are some of these 26 methods that he may apply to get the word out? Primarily through Social Media Marketing, Email Marketing, Text Message Marketing, and Website Marketing Services. Under this purview are New HTML5 Website, HD Documentary Video on Your Business, Custom HD Photography, Social Publishing Tool, Easy to Manage Blog, Your Personal Pro Team Account Manager, Mobile Site for Every Device, Your Website on Facebook, Detailed Site Analytics, Local Directory Listings Calendar, e-Commerce Capabilities, Appointment Booking System, Easy Online Ordering Tool, Coupons and Discounts, To-Do List Creation and Reminders, Guaranteed Secure Web Hosting, Custom Domain and more.



There's no better time to meet with Bruno and see what he and his staff can do for your business in terms of revenue and cash flow.

Doesn't that make going with "one method is best" seem absurd? A multi-pronged approach is the most effective, efficient way to turn your business into a profitable one.

There's no better time to meet with Bruno and see what he can do for your business in terms of revenue and cash flow. In celebration of Local Blast's 5th year anniversary Bruno is excited to announce a special contest to find and help Massachusetts and Rhode Island businesses that have yet to enter the Digital Age. They might not have a functioning mobile-ready website, managed Facebook page, Instagram Account or even an Email list.

Businesses in Massachusetts and Rhode Island are invited receive a FREE digital marketing consultation. This is great for startups, existing or struggling establishments. Don't use the ineffective, backwards method of "profit will buy me marketing." The truth is that marketing generates profits. If you are interested in a no obligation, no pushy salesperson, consultation to really kick-start your business call (508) 974-9977 and talk to Bruno or one of his equally passionate staff.

See what happens when passion meets marketing and someone has a genuine, vested interest in helping you succeed. It's like having a knowledgeable best friend spending 24 hours a day telling people about how great what you're doing is. Most people hire an employee and pay them hundreds of dollars a week. Imagine what effect it would have if you hired an employee for less pay, that would spend every day, all day and night promoting your business?

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