Advertising a local service in two areas · How to go about it?

For: Paušalni obrt · Obrtnici · j.d.o.o. · d.o.o.

Practical business guidance · Reviewed: 2026-11-22

Applicability: According to the profile and circumstances of the described case.

Use the same objective for each city, but adapt the location relevance and availability conditions.

A starting point in practice

Keep separate records of expenses, enquiries and travel time around the city.

Calculate the revenue, less travel and advertising costs.

Working example · Advertising a local service in two areas

Calculate the revenue, less travel and advertising costs.

Specific next steps

1. Keep separate records of expenses, enquiries and travel time around the city.
2. Calculate the revenue, less travel and advertising costs.
3. Prepare the landing page according to the actual dates and arrival area.

Limits of application

Apply the guideline to your documents and working methods.

Original page

https://adriatrends.hr/poslovni-vodic/en/pitanja/praksa-promjena-oglas-lokalno-odluka