Advertising a local service in two areas · How to integrate the procedure into routine operations?

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.

Prepare the landing page according to the actual dates and arrival area.

Regular application

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. If there is more traffic outside the service area, align the geographic message and settings.

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-primjena