Advertising a local service in two areas · What to do when the process gets stuck?

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.

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

When a plan meets an obstacle

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

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

Working example · Advertising a local service in two areas

Calculate the revenue, less travel and advertising costs.

Specific next steps

1. Use the same objective for each city, but adapt the location relevance and availability conditions.
2. Keep separate records of expenses, enquiries and travel time around the city.
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-problem