Advertising a local service in two areas · How to check it using an example?

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.

Calculate the revenue, less travel and advertising costs.

Checking by example

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

Keep separate track of costs, enquiries and travel time within the city. If there is more traffic outside the service area, adjust the geographic messaging and settings.

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. 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-provjera