

## Local Business Marketing Checklist

### 1. Optimize Business for Local Search

- A. Create/claim business listing(s) through Google My Business.
- B. Optimize business information through the Google My Business dashboard.
- C. Optimize review strategy.
  - a. Google
  - b. Yelp
  - c. TripAdvisor
- D. Optimize website for Google SEO.
- E. Make sure website is responsive and mobile friendly.
- F. Make sure website is user friendly.
  - a. Implement My Store Locator Plus so customers can find their nearest location easily.

### 2. Optimize Stores with Facebook Locations

- A. Request access to Facebook Locations.
- B. Create and optimize business pages for each store location through the Facebook Locations dashboard.

# 3. Create a Local Content Marketing Strategy

*Cross out the form(s) of content you do not feel would work for you.*

- A. Choose a form of content that suits your business best.
  - a. Written
  - b. Video
  - c. Audio
- B. Choose a more specific form of content you want to produce.
  - a. Written
    - i. Blog Posts
    - ii. Ebooks
    - iii. Newsletters
  - b. Video
    - i. YouTube Channel
    - ii. Facebook Video
    - iii. Instagram Video
    - iv. Facebook Livestreams
    - v. Periscope Livestreams
  - c. Audio
    - i. Podcast
    - ii. Audiobooks
- C. Identify your local audience.
- D. Find out what issues they're having in your niche and what they care about.
- E. Come up with content ideas to solve those issues.

## 4. Implement Email Marketing in Your Marketing Strategy

- A. Choose an email marketing service provider.
- B. Set up your account.
- C. Brainstorm discounts, coupons and other offers you can use as lead magnets to attract people to your list.
- D. Create email forms, and place them throughout your website.
  - a. Homepage
  - b. About Page
  - c. Header Notification (“hello bar”)
  - d. Blog Posts
- E. Create a landing page advertising a discount, and place an email form on it.
  - a. Promote landing page in person and through video and audio forms of content.
- F. Create an email marketing strategy designed to nurture warm leads.

## 5. Optimize Online Advertisements

- A. Optimize local search with Google Adwords.
  - a. Find relevant keywords for your niche.
  - b. Set a budget for your campaign that makes sense for you.
  - c. Launch campaign, and optimize it along the way.
- B. Create a custom audience(s) in Facebook.
- C. Create an ad campaign designed to target your custom audience by offering a solution to a problem they’re having.
- D. Repeat with other relevant social media platforms.
  - a. Pinterest

- b. Instagram
- c. Twitter
- d. LinkedIn

## 6. List Discounts on Coupon Sites

- A. Groupon
- B. LivingSocial
- C. SmartSource
- D. RetailMeNot
- E. Valpak

## 7. Build a Customer Loyalty Program

- A. Pick a service to power your loyalty program.
  - a. Belly
  - b. Punchcard
- B. Come up with a strategy for your loyalty program.
  - a. Determine which discount(s) to provide.
  - b. Determine when to level customers up to the next discount.
- C. Promote your customer loyalty program.
  - a. Email Marketing
  - b. Content Marketing
  - c. Social Media Marketing