TRANSFORM YOUR LOCAL MARKETING PERFORMANCE IN UNDER 90 DAYS.

WHAT TO DO TO GROW YOUR BUSINESS

STEP 01

Know Your Local Market

- Research local demographics and psychographics.
- Understand local culture, events, and trends.
- Identify key competitors in your area.

STEP 02

Optimize for Local SEO

- Use location-specific keywords in your website content.
- Optimize your Google My Business profile.
- Encourage customer reviews and respond to them.

STEP 03

Use Local Social Media Advertising

- Target ads to local audiences on platforms like Facebook and Instagram.
- Highlight local stories or customer testimonials in your ads.
- Promote special offers or discounts exclusive to your local area.

STEP 04

Engage with the Community

- Sponsor local events or sports teams.
- Partner with other local businesses for joint promotions.
- Participate in community service or charity events.

LINKTR.EE/PATMCGRAW

STEP 05

Leverage Local Influencers

- Collaborate with local influencers to promote your products or services.
- Offer them free products or services in exchange for reviews or mentions.
- Feature them in your marketing materials.

STEP 06

Host Local Events & Workshops

- Organize in-store events, pop-ups, or workshops.
- Offer free classes or seminars that benefit the community.
- Use these events to build relationships with potential customers.

STEP 07

Use Direct Mail Marketing

- Send postcards, flyers, or brochures to local residents.
- Include exclusive local promotions or discounts.
- Personalize the mail with local references or landmarks.

STEP 08

Join Local Business Networks

- Become a member of your local Chamber of Commerce.
- Attend local business meetups or networking events.
- Collaborate with other local businesses for mutual growth.

STEP 09

Measure and Adjust Your Strategy

- Track the performance of your local marketing efforts.
- Use tools like Google Analytics and local SEO reports.
- Adjust your strategies based on what's working best.

PAT MCGRAW MARKETING

LINKTR.EE/PATMCGRAW