Local Marketing Starter Plan

Choose a manageable local marketing routine around the customer and service area you can actually support.

Put it into practice

1. Write one customer type, one service offer, and one reason to contact you.

2. Pick two channels you can maintain, such as a public service page and relevant community groups that permit business posts.

3. Set a weekly time limit and small spending cap. Track where enquiries came from before spending more.

Starter example

Simple week: Monday, improve the offer page. Wednesday, share one useful service tip where allowed. Friday, follow up on requested quotes and record enquiries, bookings, and spend.

Your next action

Customer / two channels / weekly budget / review date

Compare qualified enquiries and bookings, not only likes. Avoid mass unsolicited messages and respect community rules.

Continue with the practical decision guide and worksheet on the next pages.

Test a small marketing cycle

Work through the decision

Plan a two-week test before spreading your time across many channels. Define the customer, service, area, and enquiry action. Choose a channel where the audience is relevant and business posts are allowed. Give the test a time and spending limit you can afford without depending on immediate sales.

Prepare one clear service page and one useful introduction. The page should explain inclusions, exclusions, area, and how a quote works. The introduction should answer a real customer question rather than simply announce that your business exists. Use the same contact method so enquiries are easy to track.

A situation to learn from

Example: a pet sitter shares a permitted post about what owners should prepare for a meet-and-greet. Four people visit the service page, one asks about availability, and no booking is confirmed. Record the result accurately. Improve the next-step explanation before deciding whether to pay for advertising.

How to respond

Review the whole path: seen, visited, enquired, quoted, booked. A channel can create attention without the right enquiries. If you spend money, compare spend with confirmed work and the costs of delivering that work. A busy inbox or high view count alone does not tell you whether the activity is worthwhile.

Two-week test brief

Use this page with your own service and circumstances. Record assumptions separately from confirmed facts, and update the plan using actual work.

Audience / service / area / offer page

Channel / posting permission / message theme

Time limit / spending cap / start and review dates

Enquiries / qualified enquiries / quotes / confirmed bookings

Review before taking the next step

At review, keep one useful element, change one weak element, and stop one activity that consumes time without helping the target customer understand the offer.

- [ ] One offer and one next step.
- [ ] Contact route tested.
- [ ] Spend and time recorded.
- [ ] Actual bookings distinguished from interest.

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