

Local Marketing Framework

Participation

Experiences

Advertising

“ I’ve use this framework for over a decade. Building creditability, collecting leads and positioning our brand for the sale. ”

Building an audience locally requires understanding how your customer is engaging with their local community physically. If you are unable to fill out the following pages, start by sending an email to your previous customers to gain insight. You will notice that the recommended questions below are aligned with each section of the framework. These are just a few examples of questions to ask so feel free to add more questions that would be more relevant to your goal.

Participation:

- + What are your favorite restaurants?
- + What kind of events do like to attend?

Experiences:

- + Do you like to vacation/travel? If yes, where to?
- + Where do you like to shop? (Food, Clothes, Furniture, etc)

Advertising:

- + Whats social media channels do you use regularly?
- + Do you read books or magazines? If yes which ones?

These are just a few examples of questions that you can ask to help you fill in the Local Marketing Framework. When I started this framework, I spent time in physical areas that I believed my target audiences would be. I looked for social type setting because it allowed me the ability to ask questions openly. This framework should never be set in stone. This should be a working doc that you change based on how much you learn from and know your target customer. Fill out the following framework based on what you know. If you need to do research about your customer before filling this out, think about a few questions that pertain to each section of the framework.

Local Marketing Framework

Participation

The “Participation” section is about creating opportunities for you to build community by cultivating meaningful relationships locally. Write down 5-10 physical places or community events you could go to that would allow you to interact with your target audience locally.

Now, think about how you can turn those 5-10 physical places digitally leveraging social media. What places can you can interact or engage them in conversation online?

Local Marketing Framework

Experiences

The “Experiences” Section is about collecting leads. You do this by providing, creating and enabling differentiated opportunities and unique experiences that leave a lasting impression for your target audience. Write down 5-10 things that would WOW your audience based on what your business can provide. (e.g. Education on what is New, or walk throughs of a current project, etc)

Now, think about how you can turn those 5-10 wow experiences digitally leveraging social media. This is your collecting lead phase. How can you document what you have going on or create a digital experience that would wow them to learn more about you and your services?

Local Marketing Framework

Advertising

The “Advertising” section is a geo-targeted approach to build awareness and consideration as the destination for your customer needs. The goal here is about taking the work you have accomplished from the “Participation” and “Experiences” sections to make a sale. Write down 5-10 things that you have done in person to get a customer to buy from you.

Now, think about how you can turn those 5-10 things and tell a digital story “asking for the sale” leveraging social media.



Questions?

Shaun Ayala |

 Shaun.Ayala@bestbuy.com

 facebook.com/ShawnAyala

 instagram.com/ShawnAyala

 linkedin.com/in/ShawnAyala

 twitter.com/ShawnAyala

 www.ShawnAyala.com

 www.PacificSales.com