

Winning at Local Marketing 10 Point Checklist

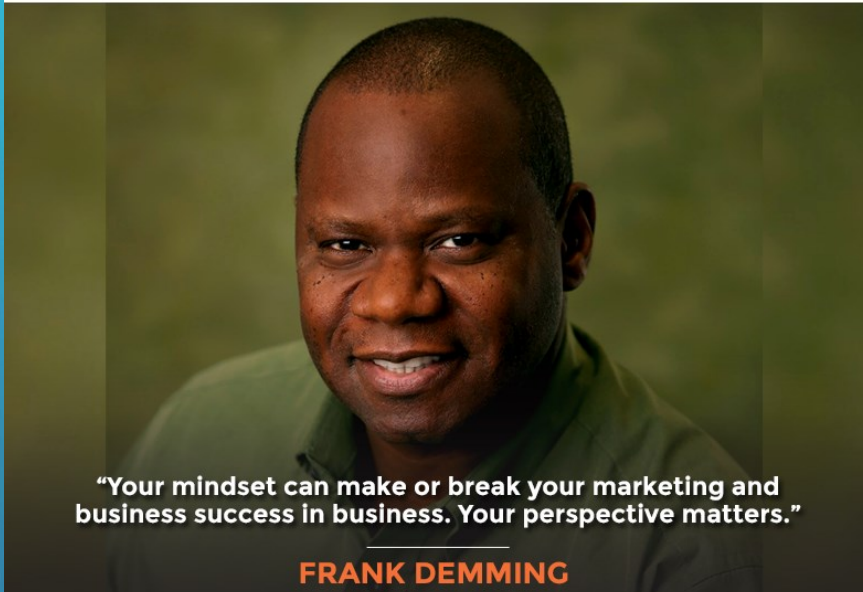
Frank Demming

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.



Marketing Speak

HOSTED BY **STEPHAN SPENCER**



“Your mindset can make or break your marketing and business success in business. Your perspective matters.”

FRANK DEMMING

10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?
Here are 10 steps that can move you closer to your goals – today.**

- Consider focusing on a specific vertical and niche in local marketing to streamline my efforts and messaging.
- Invest in creating educational and informative content relevant to my target audience. Be the go-to source for information in my niche.
- Create content that addresses specific questions and concerns my audience holds. Leverage tools like AnswerThePublic for ideas.
- Attend industry-specific events, trade shows, and conferences to connect with my potential clients and partners.
- Leverage multiple advertising platforms. Consider advertising on platforms, including Google, Hulu, Peacock, and others to reach a wider audience through display ads and video content.
- Be authentic and consistent in my social media marketing efforts. Inauthenticity and inconsistency can be detrimental to my social media growth.
- Choose the social media platforms that align with my niche and adapt to the platforms' culture and audience.
- Consistency is vital in my social media marketing. Starting strong and then going dormant for extended periods won't yield good results.
- Stay ahead of technology. In the fast-moving landscape of technology and marketing, strive to be among the first to adopt new trends and technologies.
- To explore how Local Business Marketing Solutions can help my business grow and thrive, contact them at 888-416-7752 or visit lbmsllc.com.