



How to Gain Local Customers Using Social Media



Do you want more customers to come into your local business? Of course you do! You have a fantastic service or product you wish more people knew about. To gain the maximum impact with your marketing message, it is important to communicate to the right people at the right time with the right message.

Social media networks give you unparalleled access to those that live and do business within your community. It seems everyone has a smartphone these days and with billions of daily social media users your ideal customer is using social media!

Social media marketing is all about story telling and inviting others to become a part of your story. Your focus should be on creating an excited, engaged following of people that will rave about what you are doing and desire to be a part of the story you are telling.

Engagement is cultivated through relationships, developing trust and providing opportunities to join in action.

Here are 7 strategies you can put into action TODAY to gain local customers using social media:

Post Consistently

Your social media accounts are a reflection of your physical location. If you haven't posted in a while you will be perceived as out of business. Show your prospective clients that you are open by posting on your social media accounts on a regular basis.

Choose a consistent pattern you are willing to commit to. Posting several times each day might be too much. However posting once a month is much too little. A great place to start is 3 - 5 times each week for each social media platform you choose to be present in.



76% of Facebook users use it daily¹

55% visit several times a day¹

Be Selective

There are dozens of social media platforms. It is simply overwhelming! Don't try to be everywhere. Doing so will dilute your attention and you will end up being no where. The key here is to select the 2 - 4 social media platforms where your clientele are most likely to be active.

It is also important to select platforms you enjoy, since you will be spending a good amount of time investing in them.

Highlight Local Events

Since your goal is to gain local customers, don't be afraid to highlight events taking place in your community. Maybe it is a local concert, mayors breakfast, or farmers market. Highlighting these events is a great way to engage with those close to you.

Locate and bookmark your town's community calendar. This is most likely on the town or city website. Once a week scan the calendar for an event to highlight. Share that event on your social media platforms.

Search Local and Listen

Many platforms allow you to search based on locations. Facebook, Twitter and Instagram have a very robust interface to search tweets, status updates and images from those that live nearby. This allows you to listen to the conversation that is happening around you. When appropriate, jump in and engage in that conversation.

For example, if you happen to be a plumber you might search Twitter for anyone near you using the words 'Water' and 'Help'. This way when you see a tweet that says 'Help, our toilet just flooded and there is water everywhere!'



**Over 1/3 of
Instagram users
are on Instagram
for surveillance²**

**31% of those
earning \$80K or
over use Twitter³**

you can respond with a tweet of your own that says 'We can be there in 20 minutes to help. DM us your address.'

You will be their hero!

Find User Generated Content

User generated content, is exactly how it sounds. It is using the content that has been created by others. Think of it this way: everyone loves sharing their experiences. We share pictures when we go out to eat, attend an event or while taking our kids to the park.

We share those pictures online as a way to share our experience with others. This is the social element of social media. As a business owner this user generated content is gold! Not only does it give you content to share, it also creates community.

Share those images by reposting them, giving credit when necessary.

Be Responsive

There are probably people right now that are mentioning you on social media. If you already have a presence on a social media platform you might even have some messages in your inbox.

The key to engagement is availability. This one takes some time investment but it will make you stand out above your competition.

Respond to messages that come into your social media inboxes. Reply to comments and acknowledge any mentions. When people know a brand is responsive they are more likely to engage again in the future.



**25% of Canadian
social media users
are on Twitter³**

**29% of parents
with children are
on Twitter³**

Outsource

Maybe you have some time to invest into your social media marketing but don't really know how to or where to start.

Maybe you have a keen understanding of social media marketing but simply do not have the time.

No problem. At BluRocket Media we offer a full service digital marketing solution that will give you the expertise and experience you need to gain new local customers!

Our passion is working with the local business, helping them to create a genuine presence on social media and engage in the conversation that is taking place.

Marketing is more than advertising. Marketing is communicating to the right people, at the right time with the right message.

For a customized marketing analysis and strategy email Paul at Paul@BluRocketMedia.com



**Canadians visit
Facebook about
nine times each
week³**

**75% of those
earning
\$80K-\$100K use
Facebook³**

1 <http://www.pewinternet.org/2016/11/11/social-media-update-2016/>

2 According to a research team at the University of Alabama

3 <http://canadiansinternet.com/2015-canadian-social-media-usage-statistics/>