

# 146 - How to Find Clients In Your Local Area

**Laura Moore:** [00:00:00] In this episode, we're sharing 12 things we would do if we wanted to attract more leads from local businesses.

**Laura Davis:** Welcome back to JFDI with the Two Lauras. We talk about life as a freelance social media manager and share our 30 plus combined years of sales and marketing experience with you in our weekly podcast. The beauty of what we do as a freelance social media manager is that we can work with whoever we want, wherever they are in the world, but some of you prefer to work with businesses in your local area. So on today's podcast, we're sharing 12 tweaks we would make if we wanted to attract more local leads.

**Laura Moore:** Can we just start this podcast out by saying that I have got the ick. Like, big time.

**Laura Davis:** I knew you would.

**Laura Moore:** And anyone who's been in our world for a while and has listened to the podcast for a long time will think, why on earth is Laura Moore recording this podcast?

And if you are new [00:01:00] here, let me explain why that is. It's because I refuse to work with any local businesses. I do not want to meet a client in Tesco's or, you know, like, can you imagine going to the hairdresser and they're sitting next to you? I just, like, it, it fills me with dread. I do not ever want to work with a local client.

I've had bad experiences, but that doesn't mean I don't have great strategies to share with you. So. There we go. Moving on. Um, I'll try not to ick myself out throughout this episode.

**Laura Davis:** You'll be pleased to know that I did a lot of local work. So just listen to me and ignore Moore.

**Laura Moore:** Okay. Should I just go get a cup of tea and you just crack on?

**Laura Davis:** Yeah. Okay. All right. See you in a bit. Bye. Okay. Right, so there's 12 things. We're gonna whistle, whistle stop, stop whistle, whistle through them. We're gonna go through them.

**Laura Moore:** If you haven't got a pen or paper handy, don't worry, we've put all of these things into a blog for you. We'll make sure the link for that is in the show notes.

But if you just go to [thetwolauras.com/local](http://thetwolauras.com/local), [00:02:00] you'll be able to go straight there.

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**Laura Davis:** Nice. Get us.

**Laura Moore:** Talk about organised.

**Laura Davis:** Because it does always worry me when we say get a pen and paper and people are driving at, you know, 70 miles an hour down the motorway.

**Laura Moore:** Trying to pick up a dog poo, yeah, great.

**Laura Davis:** Okay, so number one, nice and simple although you'd be surprised by the amount of people who don't do this. Is that you want to optimize your business pages. So that's whether that's your LinkedIn profile, your Instagram bio, your Facebook about section, whatever platform you're on. So you want it to be clear what your service is and who you're offering it to in terms of that location.

**Laura Moore:** Yeah.

**Laura Davis:** And obviously you want the usual strong, like good CTAs, et cetera. But if they cannot see from your business page, at a glance that you are trying to speak to your local, county, town, city, whatever that may be, then you, that's, [00:03:00] that's an error.

**Laura Moore:** Definitely.

**Laura Davis:** That's a problem.

**Laura Moore:** Yeah, 100%. And so like, for example, if your bio usually says that you help gym owners, right? Change it. So it says I helped gym owners in West Sussex to get more members, right? Immediately, West Sussex, brilliant. Don't know how many gyms there are in West Sussex, but I'm sure that's probably a great niche.

**Laura Davis:** I know a few actually, weirdly. Um, okay. The next thing, well, within that, sorry, is that you have, so you've updated your bio or your about section, but just have a think about those top pinned posts, if it's Instagram, or the one pinned post if it's Facebook, or actually you can have a few featured posts now on Facebook, can't you?

Anyway, the point being, make sure that though, again, that content speaks to your local area. Yeah. And we've come on to a little bit more specifically about the content in a little bit, but yeah, make sure that you want people at a glance to be able to [00:04:00] comfortably know that yes, this person is talking to me in West Sussex, Bromsgrove, wherever we are in the world.

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So just make it as clear as possible. So do yourself like a little mini audit, you know, does my banner if it's Facebook or LinkedIn, speak to the right people? Does the bio, does my top post, It's that kind of thing. Take your own audit and make that assessment. Is it clear?

**Laura Moore:** Yeah. And it could be like in those pin posts that it's like got West Sussex gyms on the graphic, or it could just be that there's a picture of Brighton Pier in the background. You know, it's simple to, to do that, to call out local pe-, local people.

**Laura Davis:** Well, you ruined the number point for 6.

**Laura Moore:** Well, we'll get on to it, go over it again, you know. I'm sure people have tuned out and then they'll tune back in.

**Laura Davis:** How rude. Um, okay, so, uh, that's number one. Uh, number two, this is what you could, something you can do off of social media, is go and pick up your local paper.

Go and look at the notice boards, go look at the notice boards in [00:05:00] the local gyms, in the local corner shop. Who is advertising and then, and paying for advertising normally, maybe not notice boards, but certainly your local papers, local magazines, local radio. Yes, that's a very good one. Yeah. Who is investing in their marketing in those ways?

Now it may well be that that is somebody who is investing because that's what works. And that's fine. There may be people who are investing because they don't know their ass from their elbow in terms of social media marketing and haven't known where to start. And then you appear and approach them and have that conversation with them.

Like my first client who is actually lo-, well, he's actually not local anymore, but not my first client, sorry, a client who came to me, not because I was actually local, that was just a coincidence, but he was spending sixty, six zero, £60,000 a year on print [00:06:00] media.

**Laura Moore:** Wow.

**Laura Davis:** I know, and by the time –

**Laura Moore:** When you say print media, you mean like leaflets going through people's doors or–?

**Laura Davis:** No, magazines, magazines, like adverts in magazines, very targeted magazines. But it was still a lot of money, so over time I, and obviously I was able to build up that trust with him, he started putting more and more money into social media and paid

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ads as well, and then drastically reduced that paid budget, not just for that reason, there were various other reasons why they pulled the print budget, but they reduced it right down.

And he just, that was just always what they'd done. They never knew any different, and he never really, at that point, the way that we're using social media was not good, and it wasn't having the desired effect, hence why they'd reached out to me. And it was only through me having a lot of repeated, to be fair, conversations with him about the, how social media worked.

What [00:07:00] his expectations should be, how paid ads work, what he could invest, what he could expect, all of those conversations, which as I say, was repeated often. It was only then that he started to understand what the opportunity it was available to him and how, what, and then he shifted that budget, but it did take quite a long time.

But there will definitely be, without a doubt, people who are advertising the papers, paying for those adverts. And I've done social content back in the day because I live by a pathway and there's a big, a little forest-y, no it's not a forest-

**Laura Moore:** Oh, we've talked about your big bush on this episode, this podcast before.

**Laura Davis:** Yeah. Oh yeah. There's a big bush and within that big bush is a pile of newspapers. And it still happens now that I did that content on my socials probably five or six years ago. It's still I see piles like the paperboy or whoever does the papers nowadays dump these papers. And I did a post on my socials saying if you've advertised in the [00:08:00] local, I remember tagging them saying this.

You know, this, this is where your advertising budget is going in, in my big bush. And it, it, it's so true, like you can, you can pay to have an advert in a newspaper. It doesn't mean anyone's actually going to read the newspaper.

**Laura Moore:** Yeah.

**Laura Davis:** Whereas on social, for paid ads. You're not paying unless someone's seen it.

**Laura Moore:** Yeah. Very true.

**Laura Davis:** Anyway, we digress.

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**Laura Moore:** Okay. Number three. Number three is one that I feel like we need to go into depth on this, because I feel like you can do this wrong really easily.

**Laura Davis:** Yes. Okay. So my three words are not, are not enough.

**Laura Moore:** They're not enough in our podcast notes, no.

**Laura Davis:** They're not enough in the notes.

So, I, I'm a big believer in building relationships on social media. I know it's just such an alien concept on social media to try to be social. And I think that some of the [00:09:00] difficult, the hardest ways to, is to start those conversations. And I think the one thing that is easiest, depending on your, obviously how your niche is by flattery.

It's by complimenting somebody. Now, it could just be that you post on there, you know, you've been to a local nail person, maybe that's your niche and you've had your nails done and you could just comment and say, you know what? I've had a lovely experience. I love my nails. Now that's a start. Or you could put something on your stories or post on your Facebook you tagging that brand saying what I loved about them and but make it Obviously, marketing rate related, like what I loved about this, but what I love more is how their marketing appealed to me in this way or whatever.

So it is relevant to what you're doing, but if you flatter these people and you big them up, they want to share that, you know? So if you were to say, I've been to, I [00:10:00] love this business. I love how they've advertising this, or I've been to this business and I've done X, Y, Z and they are brilliant. And this is what I love about their, how their brand is blah, blah, blah, blah.

They want, they want, especially their competitors to see that. So they'll share it and they'll like you for it. Yeah. And, and when you start, and then you can get, then you can be chatting. Yeah. Then that conversation starts. And there's also more likely that they'll then share your content. So when, it's that, you know, reciprocity, isn't it?

But they'll then share something of yours and then all the other people who their competitors who follow them go Oh my god, that mean blah blah nail studio is using Laura Davis for their marketing. I'm gonna go to Laura Davis too.

**Laura Moore:** Yeah.

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**Laura Davis:** And that's why you know, especially in a local town, you know, it's like the jungle drums, isn't it?

**Laura Moore:** I remember somebody did something like this a while ago. I can't remember who it is now and they'd, [00:11:00] they'd flattered, I think they'd flattered a few different businesses in a post and they said at the end something about that one of them or maybe all of them were that their dream client, I'd love to work with them.

And they did end up getting one of them as a client. I remember them sharing it in a group. I wish I could remember who it was.

**Laura Davis:** Oh yes.

**Laura Moore:** And they literally said, you know, that I want, I'd love to work with this business. Can you remember that?

**Laura Davis:** Yeah, I can remember that. And I've also remembered that back in the day when I used to do the Meet the Social Pro campaigns, one of the prompts was, who is your ideal client?

Like create a post that talks about who your ideal client is and preferably tag them. And somebody did then and they won that client.

**Laura Moore:** Nice.

**Laura Davis:** Yeah.

**Laura Moore:** Love that.

**Laura Davis:** I think as Laura alluded to, this can go terribly wrong in various ways. So it could be, for example, you tag a few different brands. And actually, those two brands hate each other. They're not going to share that post because they're not going to want that other business to get in the eyeballs.

**Laura Moore:** Yeah, if they're competitors for example.

**Laura Davis:** Yeah, so do just be [00:12:00] mindful of that. Especially small town mentality. But also, it can come across as a bit sleazy, spammy, stalkery.

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**Laura Moore:** Yeah. If you're just putting up a post that is, like, you might even have a photo of you standing outside the nail salon, right, but the post is about something totally random, not to do with the nail salon, but you tag them.

**Laura Davis:** Oh, yeah.

**Laura Moore:** Oh, no.

**Laura Davis:** God I hadn't even thought of that.

**Laura Moore:** Like, that's just spam. That, yeah. That's just spam. It has to be related to them and, like you said, flattering them in some way, ideally. Otherwise, it's just, why are you tagging me, for Christ's sake, I didn't want this notification, it's just annoying, you know. And it happens to us a lot. It's just annoying. Like don't do it.

**Laura Davis:** Yeah, yeah. Don't do it. Especially now when tags go in your bloody DMs as well. It's really annoying. So definitely, yeah, bear on the side of caution on that one. But you could each week do like a highlight of what local businesses in Bromsgrove are nailing their social media marketing this week. And each [00:13:00] week you highlight a business and go what you loved about it.

**Laura Moore:** Yeah.

**Laura Davis:** Like, they're going to share that kind of shit because they'll be like really proud.

**Laura Moore:** Totally. And you telling them that they're doing a good job isn't going to stop them from coming to you for more help. So don't start worrying about that.

**Laura Davis:** But more importantly, if you tag the local greengrocers –

**Laura Moore:** Love a greengrocer.

**Laura Davis:** And say, yeah, they've nailed it this week and now all I want is to go and buy their melons. Like, they share that post. They, the greengrocer may never want you to be, they never want to outsource their social media, but the businesses who are following the greengrocers will go, oh, hang on a minute, why is this person never, who's this person tagging people about their good marketing?

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Why is no one tagging me? They come and check you out. They realise that actually their social media is shit. And then they hire you.

**Laura Moore:** And if that green grocer sells out of melons that day, and goes and tells their mate, someone tagged us on Instagram and we sold out of melons. Oh, who was it that tagged you? Amazing. [00:14:00]

**Laura Davis:** Yeah, yeah. So just don't always think of the immediate result. Think of the longer term, knock on approach. No, knock on effect of that approach.

**Laura Moore:** Use Laura Davis' melon strategy.

**Laura Davis:** Yeah.

**Laura Moore:** We'll trademark that later.

**Laura Davis:** I'd love to see some posts about melons. Yeah. Yeah. Loveyourmelons.com.

**Laura Moore:** Okay. Moving on. Number four.

**Laura Davis:** Okay. Now this is something that will hand on heart –

**Laura Moore:** Oh, this, my ick radar is going right up.

**Laura Davis:** To be fair, same, and this is not something that I would ever – no, that's a lie. I have done. No, I have done. I was just going to say I would never do, but actually I have done.

**Laura Moore:** I have done too. I have, but the thought of doing it again now.

**Laura Davis:** Yeah. And it's attending local business networking events.

**Laura Moore:** I could just picture someone's listening to this thinking we're going to say something terrible and then we've said networking events and they're like, well, what's, what's the problem here? Come on, that was a bit dramatic.

**Laura Davis:** Some people absolutely love networking events and I'm here for that, like, good on you, that is not me. Like –

**Laura Moore:** We're just not very [00:15:00] sociable.

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**Laura Davis:** Yeah, I don't really like being around people, I don't like having to get out of my pyjama bottoms. I, I find it hard because I just think, you know, say for example, okay, I'm going to drive to, drive, I've got to park, that's a fucking nightmare around here, I've got to pay to park around here, I've got to go to the networking event.

Where I don't know who's going to be there, and they could all be, I could walk into a room of social media managers, which actually now, that would be fine. But um, if I walked into, if I, back in just my freelance head, that would, could be a disaster.

**Laura Moore:** Yeah.

**Laura Davis:** I could then have to awkwardly stand there for like an hour.

**Laura Moore:** It's the small talk.

**Laura Davis:** Yeah, make small talk, drink shit tea and coffee. There wouldn't be Diet Pepsi, so Laura would be like just raw.

**Laura Moore:** Diet Pepsi? Who are you talking to?

**Laura Davis:** Sorry, Diet Coke, Diet Coke, Diet Coke. And, and then you have to walk back to the car, get back in the car, get home. And actually what you could have just done is promote something on your social media [00:16:00] and sold something.

**Laura Moore:** Yeah.

**Laura Davis:** In that time. I just think it's a, a, normally to get any work –

**Laura Moore:** But you know, put it on your list of things to do, because we're obviously selling the idea really well here.

**Laura Davis:** No, but I think, I do think it really depends where you are and my notes on this is about due diligence beforehand. If you live in

**Laura Moore:** Yeah, you don't want to be in a room surrounded by hobbyists and MLMs.

**Laura Davis:** Exactly. So, have a better understanding of who, you know, you can normally, normally these things have like a Facebook group where you can kind of get a feel for the types of people who go. And you can get a handle on, on that before you have to make a decision because there's no point going if it's full of like, as you say, like MLMs or something, but you may live in it.

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Like if I was, if I wanted to really go for it, I'd just go into Birmingham. It's only up the road. It's, but that's quite a, I just don't want to, but in some areas, therefore some networking events are going to be really well worth your time, others less so. So my [00:17:00] point being, do your due diligence and just make sure that you get something out of it, but don't even get me started on having to pay. And these ones where they only allow one social media manager, and you have to refer your leads onto all that. You don't need that. You don't need it. So please don't pay.

**Laura Moore:** Yeah, anyway, moving on. I don't know what number we're on now.

**Laura Davis:** No, I think we're probably on about one, two, three, four, five, we're on. Number five. So this is about –

**Laura Moore:** Hopefully next time Laura writes a list of things for a podcast, she'll put numbers on the list.

**Laura Davis:** I like to keep things a bit more –

**Laura Moore:** Keep us on our toes.

**Laura Davis:** – on a, on edge. Um, so this is, um, yeah, so Laura's kind of alluded to some of this, but optimising your content to speak to your local area.

So, so we've obviously covered your bio and, and your banner images, et cetera, but this is your everyday, well not everyday, however often you post content. [00:18:00] So, is there something you can put in your hook that is going to call out that local audience? Is there images that you can use? Because if I always think images work so well in this instance, it's like you can, if you see a picture of somewhere you know, you're going to stop.

**Laura Moore:** It's a psychology, isn't it? It's a subconscious brain recognising something. It's like if you saw somebody you know, like a face that you know, you stop scrolling. No matter who it is, if you recognise them, your thumb stops. And it's the same with a place.

**Laura Davis:** Yeah, it's like, what's going on? What, like, what?

What's why is my high street here? Why is the local pub here? Like yeah, it does stop. Obviously. You've got to work hard to get them to actually read your content, or what have you, but –

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**Laura Moore:** And it has to be something that is recognisable. It just can't be like a random -

**Laura Davis:** Field.

**Laura Moore:** - shop in your, in the high street, unless it's a random shop in the high street that everyone in the town knows of, that's really recognisable.

**Laura Davis:** Yeah, it can't just be [00:19:00] Greggs, because everyone's got a Greggs. It can't just be Cancer Research, because everyone's got a Cancer Research. Yeah, exactly. You know what I mean? It's got to be identifiable.

**Laura Moore:** It can't just be a random street, but if there's a street, like there's some very recognisable streets in Brighton, for example, no one else who doesn't, who doesn't, you know, go to Brighton a lot or live in Brighton would recognise them, but people who do would. So you just need to have that, it's the local knowledge.

**Laura Davis:** Yeah, God, there's no identifiable. No streets in Bromsgrove that are identifiable, . Maybe the road works actually that would identify people of Bromsgrove.

**Laura Moore:** Well, I think that would probably identify most of the UK.

**Laura Davis:** But anyway. Anyway, I think we win on that at the moment, anyway.

Okay, so that, so making your content speak specifically. And that goes, to be honest, that goes across the board for all social media managers. You should all be optimising your content to speak to whoever it is that you want to. But in this case, obviously, we're talking about local businesses. So using the words of where you locally are, using the [00:20:00] imagery, but also making sure that your caption is keyword optimised, making sure that you're using Bromsgrove, Brighton, West Sussex, wherever, you know, whatever the terms that people might be looking for, because that will help your content in the long term.

**Laura Moore:** Yeah, and also I'm jumping down your list because I think it makes sense to talk about this now. In terms of your hashtags in your content, being really strategic with that local hashtag strategy. So, yes, you'll be saying things like Brighton in your, in the, like the caption for the SEO, but also using like your local hashtags.

So, you know, like your Brighton hashtags, your Manchester hashtags, whatever it is, so that that is speaking. And, and, you know, helping algorithms to understand how we need

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to be discovered as well. So it's not just keywords on the platforms that use hashtags do that as well and mix them.

So they're not just, so for example, you're not just saying West Sussex businesses, [00:21:00] you might also be saying Worthing businesses or Brighton businesses, or you might also be talking about the industry hashtags that are relevant as well. So you've got the industry and the niche and the locality, not necessarily in the same hashtag, but so that it's, you know, you can be discovered.

**Laura Davis:** Yeah. Nice. I've just, um, moved my list, list around and I think it's through you then.

**Laura Moore:** It totally threw me.

**Laura Davis:** This next point I've moved up as well, because we're sitting on the same theme. of using your location tagging in your content. Now, I love this. I love looking at the map and looking at the content that people have tagged in local areas, especially if I'm going on holiday, going somewhere new, I'm looking for somewhere. I am all for the location tagging, so people need to be doing it. Full stop.

**Laura Moore:** And don't think about it in a short term. Oh, if I tag this, I'm going to immediately get loads of people locally. Like, this is like a long term strategy [00:22:00] too, isn't it? Because like you say, people go and search in those locations when they're looking for something.

**Laura Davis:** Yeah, absolutely. And I think it's a brilliant way for you as a business, so if you're thinking of your proactive engagement, and you're thinking, who can I go and, and chat to, go and find your location tag and go and engage with all the businesses. You may find businesses on there, which I suspect you probably will, that you didn't even know existed.

**Laura Moore:** Yeah, and create content telling people to use the geotagging, because then you'll be able to find them.

**Laura Davis:** Yes. Nice. Making sure that you use the geotag on that as well. And also, this is something that I just don't think, I've never heard anyone talking about, but looking at the location specific reels feed and engaging with those pieces, because the people who are already kind of doing content, it's going to be easier to convince them than the people who aren't even on social media.

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**Laura Moore:** Yeah. 100%.

**Laura Davis:** So, go and engage with them, [00:23:00] flatter them, be nice about them, share them, promote them. All of those things will just say hi as another local business. But yeah, the location feed, reel feed, is just a goldmine, I think. Although around here, it's kind of all news about people being stabbed and stuff, but you know, it's still worth, it's still worth scruffling through.

**Laura Moore:** Stay on top of local news at the same time, I mean, yeah, great.

**Laura Davis:** Win win.

**Laura Moore:** Um, okay, I've totally lost track of numbers, so moving on, um, website. If you want to attract local people, you definitely need to optimise your website, and you should be optimising your website for search anyway, regardless of who it is you want to attract.

But if you are optimising for local people, you definitely want to be including those local keywords in your SEO. So, when you are writing blogs, for example, it's not just about Reels tips for beauty businesses, it's reels tips for business based beauty businesses, you know, and it's, it's really [00:24:00] specific on where they're at.

And so you're not just doing it in the, in the, the hook of like they're based in Brighton. Maybe you're putting it in the intro again, the people who are in Brighton. And this is what we would do if we were recording a reel in Brighton. Here's some examples of some reels that I've shot in Brighton. And you're saying the words regularly throughout that piece of content to get it to be discovered.

**Laura Davis:** If you can do case studies and have case studies on your website from local businesses, even if they're, so even if you're not niche specific in terms of the industry, but you just work with local businesses, it creates trust when people go, Oh, look, there's that business there in Bromsgrove too. I really like them.

Oh, and it's nice. It's reassuring them that they're, Oh, they've used this social media marketer. That means I'm safe to do so too. And I think the trust that builds is so worthwhile. And I just, A, I don't think social media marketers are using case studies enough on their website, but equally, they're not thinking about what they're trying to [00:25:00] achieve with those case studies.

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And if attracting local businesses is high on your wishlist, then having local based businesses as your case studies should be the majority, I would say.

**Laura Moore:** Yeah, and also like where you were talking before about the content where you're flattering the companies and you're talking about what they're doing well, that would make an amazing blog.

You can have a great series about local businesses and what they're doing to attract people. Because that is great for SEO, but it's also likely that they're going to share it. And you could even interview people and ask them, what are you doing? I'd love to feature you on my website. They're going to want the SEO juice too.

**Laura Davis:** And then you can give those businesses some tips that you also obviously include in your blog so they get something off the back of it. They get some advice from you in return for having some intel.

**Laura Moore:** And this doesn't, this isn't just for local businesses, this could be for any niche.

**Laura Davis:** Oh yeah.

**Laura Moore:** But for local businesses it's great because you can just sprinkle that town throughout the whole blog.

**Laura Davis:** Yeah.

**Laura Moore:** So yeah, [00:26:00] love that one.

**Laura Davis:** Okay, so next is using groups on social media, so we're talking predominantly Facebook and LinkedIn groups here, aren't we? But this is something that I think is a no brainer for local businesses. It's harder, I think, when you're, you're not looking for, like, looking for clients in local groups is easier, I think, than any other group.

But I think getting in there, getting to know everybody, but not in like a spammy way, not going in there going, Hi, I'm blah, blah, and I'm your social media, like all the posts that we would decline from the hub.

**Laura Moore:** Yeah.

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**Laura Davis:** And just be really helpful, reply to the comments, position yourself as the go to, like, there's one local group here for me, which is full of business owners. And there's one woman who constantly gets tagged. She's like the go-to social media person. It used to be me may I add, but, obviously I've, you know, [00:27:00]

**Laura Moore:** Retired?

**Laura Davis:** Stopped doing stuff. I've retired.

**Laura Moore:** From Facebook groups.

**Laura Davis:** Yeah, but, um, She's replaced me. And people tag her, you want to become that person. And sometimes it can be difficult because if there's already someone there who's a kind of established as the go-to social media guru for that local area, it can be hard to tap into that. But be really specific, maybe have a bit of a focus. Maybe you only talk about reels, maybe become –

**Laura Moore:** Or just be the first person to answer.

**Laura Davis:** Yeah.

**Laura Moore:** Just get there quicker. Do a Laura Moore. Turn on notifications. Make sure you are the first person to answer and soon you'll be the person that gets tagged. As long as you're giving good advice.

But I think this definitely is, it's, it's important you're in the right groups. You don't want to be in the groups where everyone's just posting sales posts and you know, they're not the right groups. The groups where people are having conversations is where you're going to find that this is useful, not the ones where they're just like, you know, posting random links.

**Laura Davis:** Yeah. And, and I think this goes without saying, but like your networking events that due [00:28:00] diligence, just check, you know, these are hobby people who are just doing people's, you know, nails on a Friday afternoon or are these like established businesses. And it, and it does obviously depend what your goal is.

Like, obviously I did a lot of local based networking on, normally in groups rather than face to face, because I did a lot of local workshops and training face to face. So those small businesses were absolutely perfect. But if, if you're looking for the more established

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businesses and not necessarily, there might be, but they're not necessarily going to be in there.

So do just check, is this the right group for you to be spending time in because time is money.

**Laura Moore:** Before we move on to the next one, I know we've overwhelmed you with a lot of things now. Don't forget we've put this all in a blog for you. So go to [thetwolauras.com/local](https://thetwolauras.com/local) to go and get a recap on all of this.

And we'll make sure that the link for that is in the show notes, but there's only a couple more. So what's the next one?

**Laura Davis:** So the next one, we kind of actually covered this, but not in that one thing you could do if you still, [00:29:00] if you're someone who likes to go live is do like a series of lives with lots of different local businesses.

So where we've talked in the past, uh, in the past? It was only five minutes ago, uh, in this podcast about doing case studies, or earlier we were talking about highlighting certain businesses, you can do that live. Like have a live series where you interview people locally, you talk obviously about marketing, but also other stuff that's of interest.

You can offer social media tips. It's an opportunity for that business to promote themselves. And then that content can be repurposed. That could be repurposed into the blog that we talked about earlier. It could be repurposed into other content. It could be repurposed into carousels, to reels. You can do everything with it.

**Laura Moore:** It could even be like a local social media managers podcast for local businesses in your local area.

**Laura Davis:** Yeah.

**Laura Moore:** You know, that would be brilliant.

**Laura Davis:** The world is your oyster.

**Laura Moore:** Totally.

**Laura Davis:** I think some kind of local. We've said local live [00:30:00] series, but obviously not everybody wants to go live anymore on platforms, and that's fine.

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But having something that highlights and it's these businesses and it and yourself is well, well worth it, which is probably why we've repeated it multiple times.

**Laura Moore:** Love it. I think another one, good one would be to be very specific in your lead magnets, make them localised. Um, or a low ticket product to make it really localised.

So instead of it just being a lead magnet, that's like social media tips for whatever kind of business, again, you're very specific about what kind of business and where they are. So, like I said, at the beginning of the podcast, where it's, you know. I help West Sussex based businesses fill their gyms, the five reels that West Sussex gym owners should be creating, whatever.

So it's very specific about who it's for, where they are and what they're going to get out of it. And that could be a great lead magnet for local, local businesses.

**Laura Davis:** Well, a large majority of what [00:31:00] we've included in this podcast could be, couldn't it?

**Laura Moore:** Yeah, yeah, definitely.

**Laura Davis:** You know, just, uh, obviously put it in your own words.

**Laura Moore:** Yeah, 100%. Yeah, turn, turn this podcast into a little training for your local businesses.

**Laura Davis:** Yeah.

**Laura Moore:** Jobs a good 'un.

**Laura Davis:** Yeah.

**Laura Moore:** Love that idea. Okay. Yeah. Let us know if you do that.

**Laura Davis:** Yeah. Yeah, so, yeah, like it. So, good lead magnet, be clear, all low ticket product. Be clear on that it's specifically for that local business.

Okay, the last one, number 12.

**Laura Moore:** Are you worn out from this?

**Laura Davis:** I am.

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**Laura Moore:** It feels like we've had a lot. This list has been long.

**Laura Davis:** I feel like I've run a marathon.

**Laura Moore:** Need to lie down.

**Laura Davis:** I know, yeah. Um, so running local lead generation ads.

**Laura Moore:** Oh, I can feel people falling off their chairs now. "I can't afford it."

**Laura Davis:** Oh, come on. You can. You can. Think of the return on investment. If you're just spending a couple of quid a day, generating, getting a couple of leads [00:32:00] and then someone hires you on a thousand pounds a month, that was well worth spending four pounds on.

**Laura Moore:** Yeah, definitely.

**Laura Davis:** Like there's no, no guarantees, please. That's my disclaimer.

**Laura Moore:** No, but I think people always think they've got to spend a lot of money on Facebook ads. And I think it's important to know you don't have to.

**Laura Davis:** Yeah, like we get, you know, we can get leads easily for about a pound, maybe two pounds, depending on what the offer is, so. But yeah, if you, if you do some local targeted ads. Don't make them spammy and look like the yellow pages because they won't work, um, but do some good ads.

**Laura Moore:** And like think back to what we were saying about content earlier with like the localised photos, they're calling out the local businesses in your copy, all of that stuff is related to ads.

**Laura Davis:** Yeah. But try and have it with a bit of personality rather than just you know, no personality or like Yellow Pages. Do Yellow Pages still exist? But you know what I mean.

**Laura Moore:** I think only online, but yeah.

**Laura Davis:** Yeah, you just have a bit of personality on there. I just think it's a great opportunity [00:33:00] to, you know, start building a list of people who are interested in getting social media help or support or ads help and support. If the thought of that literally makes you want to vomit or the thought of that is something that you really want to do but

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you just don't know how and you kind of think maybe now is the time to learn a little bit more about meta ads.

You can come and join the waiting list for the Ads Manager Academy. The link is in the show notes but you can head to [thetwolauras.com/ads](https://thetwolauras.com/ads) to join the waiting list for the Ads Manager Academy.

**Laura Moore:** Yeah. So that was a nice long list. Hopefully you will use as many of these as possible to try and attract your local clients.

And if you are like me and do have the ick about working with local people, a lot of these can be translated to working with anyone, anywhere. And you know, all of these things, if you are in Brighton and you don't want to work with local people, but you want to work with people in London, use all these strategies for London.

**Laura Davis:** Absolutely.

**Laura Moore:** You know, you can use the local strategies in a [00:34:00] different area to where you live.

**Laura Davis:** Yeah.

**Laura Moore:** There we go. Excellent. Wow. Let us know how you get on with them. Drop into our DMs on Instagram. Let us know which of these strategies you're going to try and which of them work. We want to hear all about your new leads. And, uh, we'll be back, same time, same place, next week.

**Laura Davis:** We will indeed.

**Laura Moore:** Tune in.

**Laura Davis:** Never fail.

**Laura Moore:** Adios!

**Laura Davis:** Bye!

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