

Location-Based Digital Marketing Plan Checklist

Print off this checklist and tick off each step as you go through the [‘Building a Digital Marketing Plan for Your Local-Based Business’](#) guide on our Talk About Digital Podcast website.

Define Your Local Business and Customer Goals

- Clearly define your main business goal (e.g., increase foot traffic, boost sales)
- Set specific, measurable foot traffic targets (e.g., increase daily visitors by 10% in 3 months)
- Set measurable sales targets for specific products or overall revenue (e.g., increase sales by 15%)

Understand Your Local Audience

- Identify your target local customers (age, gender, location, profession)
- Understand your customers’ needs and motivations (e.g., convenience, affordability)
- Create a simple customer profile based on their key characteristics

Define Your Core Message

- Identify what makes your business unique (e.g., locally sourced products, personal service)
- Craft a clear, simple message that highlights your uniqueness to local customers
- Ensure your message explains how your business meets your customers' needs

Establish Your Online Presence as Part of the Plan

- Choose relevant digital platforms for your business (e.g., Google Business Profile, Facebook, Instagram)
- Ensure all platforms display consistent, up-to-date information (address, phone number, business hours)
- Pinpoint your location accurately on Google Maps
- Include location-specific keywords on your website and social media (e.g., "bakery in [town]")

Plan Your Local Search Strategy

- Optimise your Google Business Profile with correct information, photos, and opening hours
- Focus on gathering customer reviews to boost local search visibility
- Identify local search phrases customers use (e.g., "bakery near me," "[product] in [town]")

- List these keywords and integrate them into your online presence (website, Google Business Profile, social media)
- Use Google Analytics (GA4) to track website traffic and engagement from local searches

Plan Your Social Media Approach

- Choose the right social media platforms based on where your audience is active
- Focus on one or two platforms you can manage consistently (e.g., Instagram, Facebook)
- Plan content that showcases your products or services (e.g., photos, videos)
- Highlight local promotions, events, and offers to drive foot traffic
- Create engagement by asking questions, running polls, and encouraging customer interaction
- Use location tags and local hashtags to target nearby customers

Create a Local Promotions Calendar

- Identify key dates for promotions (e.g., seasonal events, holidays, local community events)
- Create a seasonal promotions plan to align with local trends (e.g., holiday sales, summer offers)
- Plan recurring monthly or quarterly promotions to maintain foot traffic

- Include events (e.g., in-store promotions, workshops, or community events) in your calendar
- Track the performance of each promotion using foot traffic, sales, and Google Analytics (GA4)

Set Your Realistic Budget for Local Digital Marketing

- Assess which digital platforms will benefit your business most (e.g., Google Ads, Facebook Ads)
- Allocate budget across platforms, prioritising free or low-cost options
- Set aside a budget for paid ads (e.g., start small with £50-£100 per month)
- Budget for content creation if necessary (e.g., professional photos, videos)
- Review your ad spend regularly, using Google Analytics (GA4) to track ROI

Track Your Results and Adjust the Plan

- Decide on key metrics to measure success (e.g., foot traffic, online engagement, local searches)
- Use tools like Google Analytics (GA4) to monitor website traffic and online engagement
- Set a regular schedule to review results (e.g., monthly reviews)
- Analyse which promotions or content drive the best results

- Refine your plan based on performance, reallocating budget or adjusting strategy as needed
- Set new goals based on progress (e.g., increase foot traffic by an additional 10% over the next 3 months)

How to Write Your Local Digital Marketing Plan

- Structure your plan with clear goals, audience, platforms, budget, and metrics
- List the platforms you will use and why they are relevant to your business
- Set a realistic budget and outline how it will be spent
- Create a content plan that includes types of posts and how they align with your goals
- Include a timeline for promotions, social media posts, and reviews of your marketing performance
- Track the key metrics for measuring success and set a timeline for reviewing your plan

Your Ultimate Local Digital Marketing Plan Template

- Fill in your business details, including name, location, and core message
- Outline your main business goal and target audience
- Select the digital platforms and allocate your marketing budget
- Develop a promotions and events calendar

- Set key metrics to track success and review progress regularly
- Use this template as a working document to update your plan over time

Keep Your Plan Simple and Focused on Local Impact

- Keep your digital marketing plan focused on local impact and the most effective platforms
- Regularly review and adjust your plan based on results
- Engage with your local community through targeted conversations and relevant content

By using this checklist and following the related guide on the TAD website you will understand how to understand how to research, plan and document a strategy plan for your local-based business to increase the number of people who visit your business premises to buy what you are selling.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.