

Local Customer Social Media Growth Checklist

Print off this checklist and tick off each step as you go through the [‘Hometown Networking: Harnessing Social Media to Hook Local Customers’](#) guide on our Talk About Digital Podcast website.

Setting Up Your Social Media Profiles for Local Success

- Choose the right social media platforms for your business
- Create and optimise your business profiles for local appeal
- Include local keywords in your profile descriptions
- Add your business location to your profiles
- Define your brand voice
- Establish a consistent visual identity (colours, fonts, logo)
- Update profile pictures and banners to reflect your brand identity

Building a Local-Focused Social Media Strategy

- Identify your local audience’s characteristics, needs, and preferences
- Set 2-3 specific objectives for local customer growth
- Create a content calendar, including local events, holidays, and trends

Creating Content that Resonates with Your Local Community

- Plan weekly posts featuring local stories, events, or partnerships
- Add location tags to all posts
- Use relevant local hashtags to increase visibility
- Encourage user-generated content (UGC) by creating a branded hashtag
- Run a small campaign to promote your branded hashtag and encourage UGC

Engaging with Your Local Community on Social Media

- Set up notifications for comments, messages, and mentions
- Respond to all comments, messages, and mentions within 24 hours
- Join 2-3 local groups, forums, or community pages
- Participate regularly in discussions within these groups
- Plan and launch a local-focused competition, poll, or giveaway

Leveraging Local Influencers to Expand Your Reach

- Identify 3-5 local influencers who align with your brand
- Reach out to local influencers with a personalised message
- Propose a simple, authentic collaboration with an influencer

- Plan a campaign with an influencer to promote a local event or product

Using Paid Social Media Ads to Target Local Customers

- Set a small budget for your first local ad campaign
- Define the target audience for your ad based on local demographics
- Create a locally focused ad with strong visuals and a clear call to action
- Monitor key ad metrics (reach, engagement, conversions) weekly
- Adjust your ad targeting or content based on performance data

Monitoring and Adjusting Your Social Media Strategy

- Track follower growth, engagement, and reach weekly
- Review social media analytics to understand local audience behaviour
- Make monthly adjustments to your strategy based on feedback and data
- Outline long-term social media goals for your business
- Review and adjust your goals quarterly

Cultivating Lasting Relationships with Local Customers

- Create a daily or weekly schedule for consistent engagement
- Update your content regularly to reflect local trends and events
- Set long-term goals for social media and local customer growth
- Monitor progress towards long-term goals and adjust strategies as needed

Quick Tips and Resources for Social Media Success

- Avoid common pitfalls like ignoring feedback, over-promoting, and inconsistent posting
- Choose one or two social media tools (e.g., Canva, Buffer) to enhance your efforts
- Review the FAQs for solutions to common social media challenges
- Address specific challenges using the tips and resources provided

By using this checklist and following the related guide on the TAD website you will understand how to engage with your local audience on social media in a way that will help you to get your business known and to grow new customers within your local area. Those customers that you 'want' to do business with.

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'.