



Maximizing Your Local Marketing

Heather Pressler, PhD
CEO of BlueHuki Group

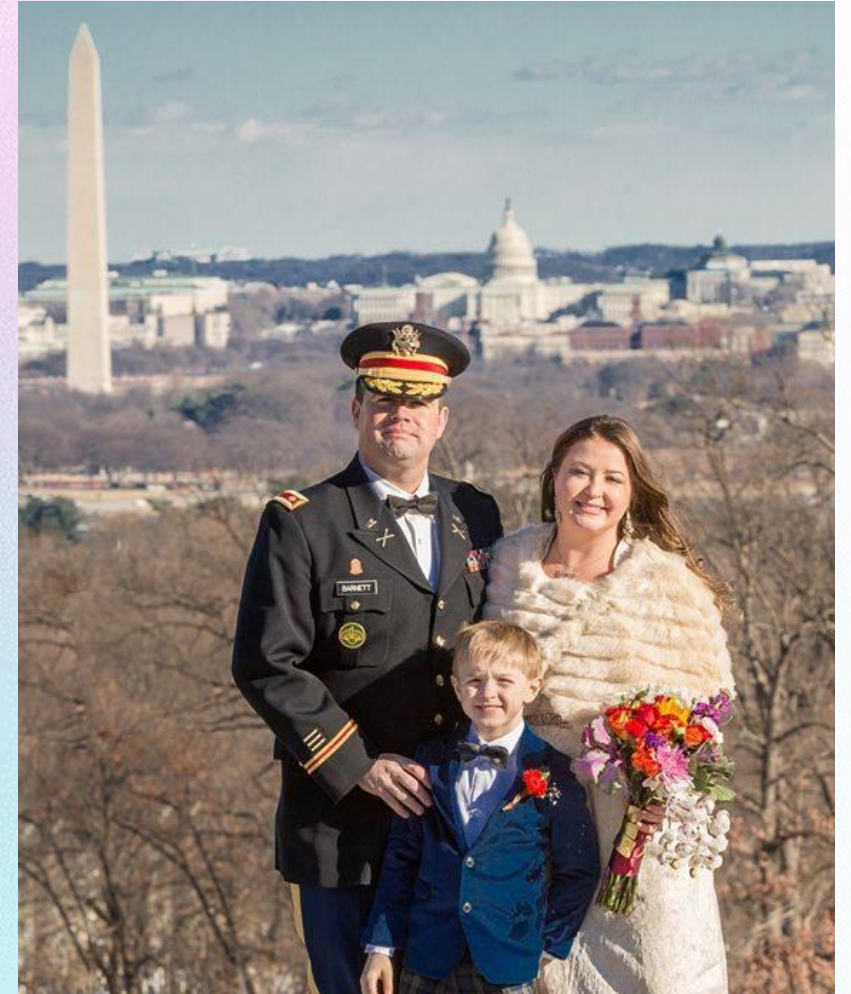


Agenda

- ✓ Who is Heather?
- ✓ Poll
- ✓ Defining Local Marketing
- ✓ Best Channels for ROI
- ✓ Getting Inspiration
- ✓ Setting Goals
- ✓ Networking for success
- ✓ Measuring results
- ✓ Case studies
- ✓ What's Next?



Who is Heather?



Poll

Put Your hand up if one is true for you...

01.

Not sure where to invest

02.

Dred figuring out what to do

03.

Want to get more local leads

04.

Aren't passionate about marketing

BlueHuki Story

Unmet Market Need

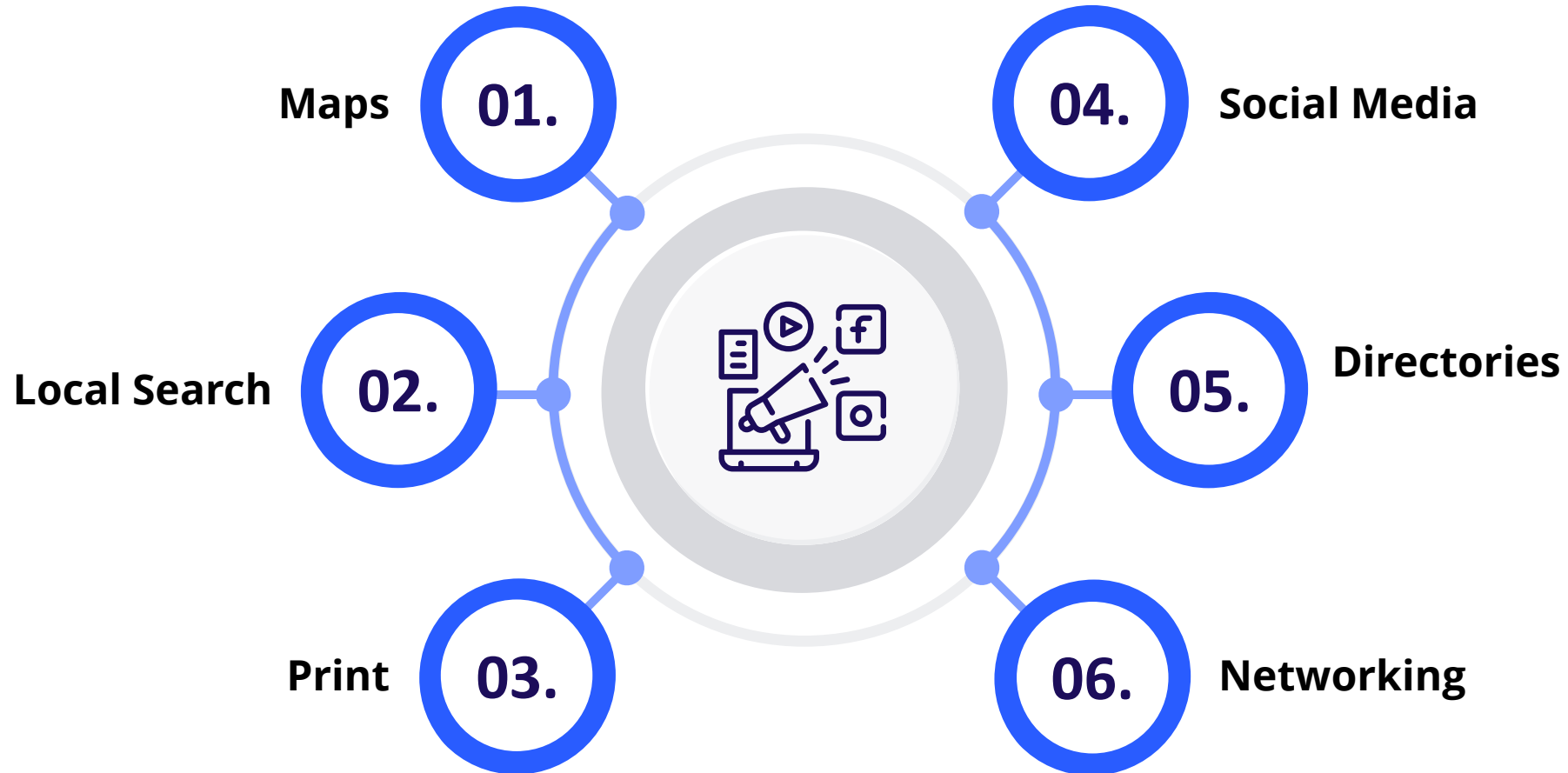
- 01.** Lack of Trusted Partners
- 02.** Need for Content and Business Experts
- 03.** Need for Comprehensive Marketing

Heather Pressler, PhD

10+ years of Sales, Training, Digital Marketing,
Data Analysis & Web Design experience



What Encompasses Local Marketing?



Practical Exercise: Write down 1 marketing channel to investigate

Poll

Put Your hand up if one is true for you...

01.

Not sure where to invest

02.

Dred figuring out what to do

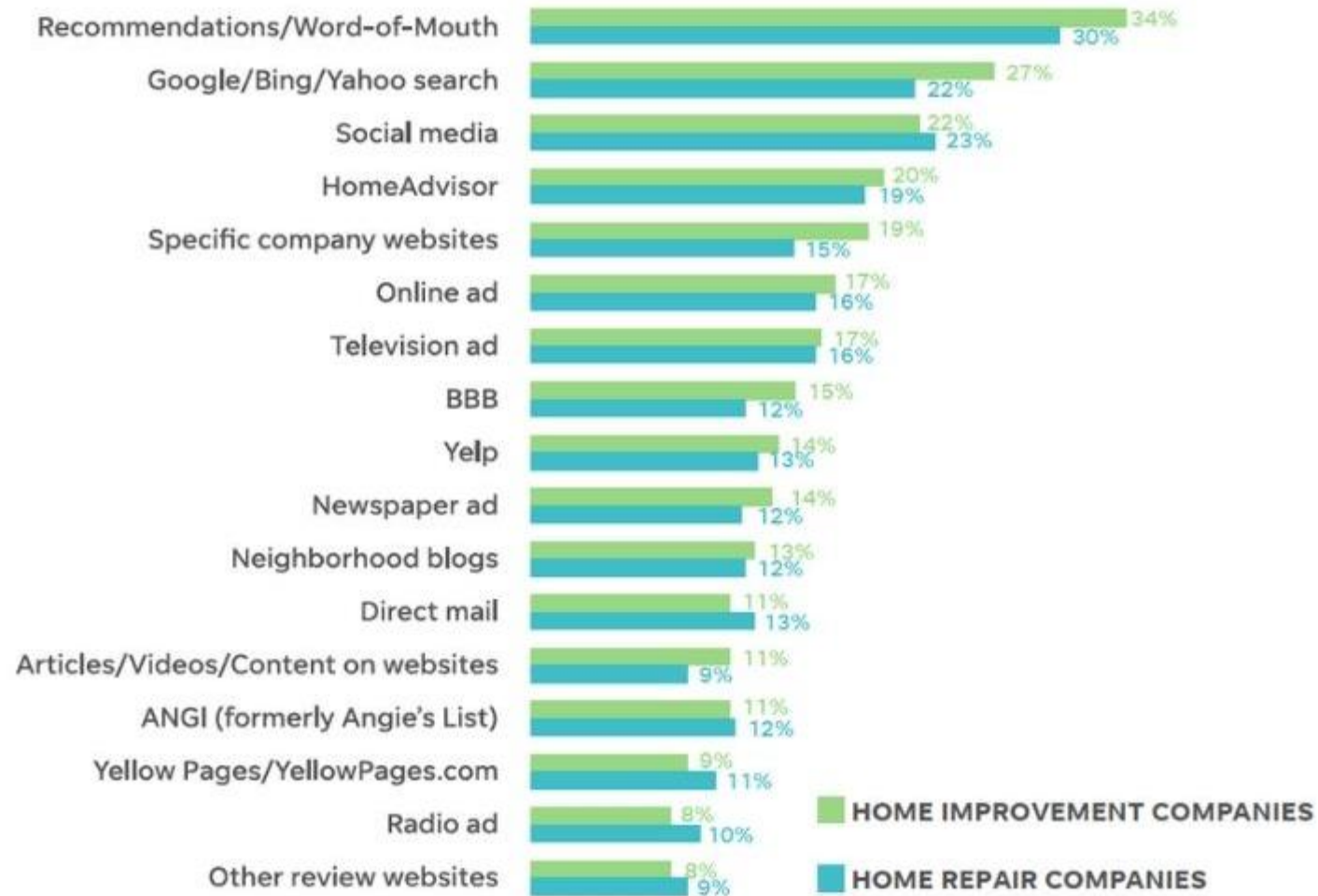
03.

Want to get more local leads

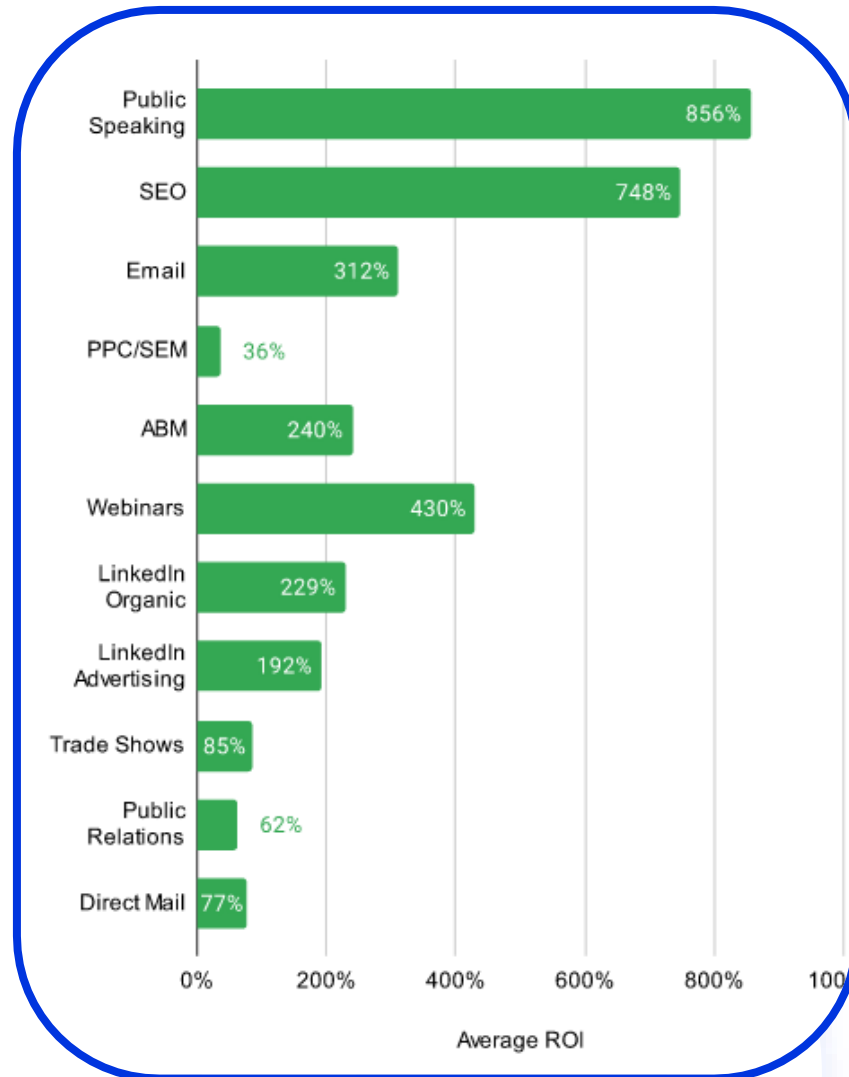
04.

Aren't passionate about marketing

Top Places Consumers Look for Recommendations



Where is the best return on investment in 2024?



Poll

Put Your hand up if one is true for you...

01.

Not sure where to invest

02.

Dred figuring out what to do

03.

Want to get more local leads

04.

Aren't passionate about marketing

Break Creative Blocks

Goal: Evaluate Opportunities

- › Join a mastermind
- › Ask AI for ideas
- › Visit networking groups
- › Make friends with non-competing business owners
- › Join online groups
- › Read books
- › Hire a coach or consultant



Poll

Put Your hand up if one is true for you...

01.

Not sure where to invest

02.

Dred figuring out what to do

03.

Want to get more local leads

04.

Aren't passionate about marketing

Example Goal & Tasks

Goal: Dominate Local Search

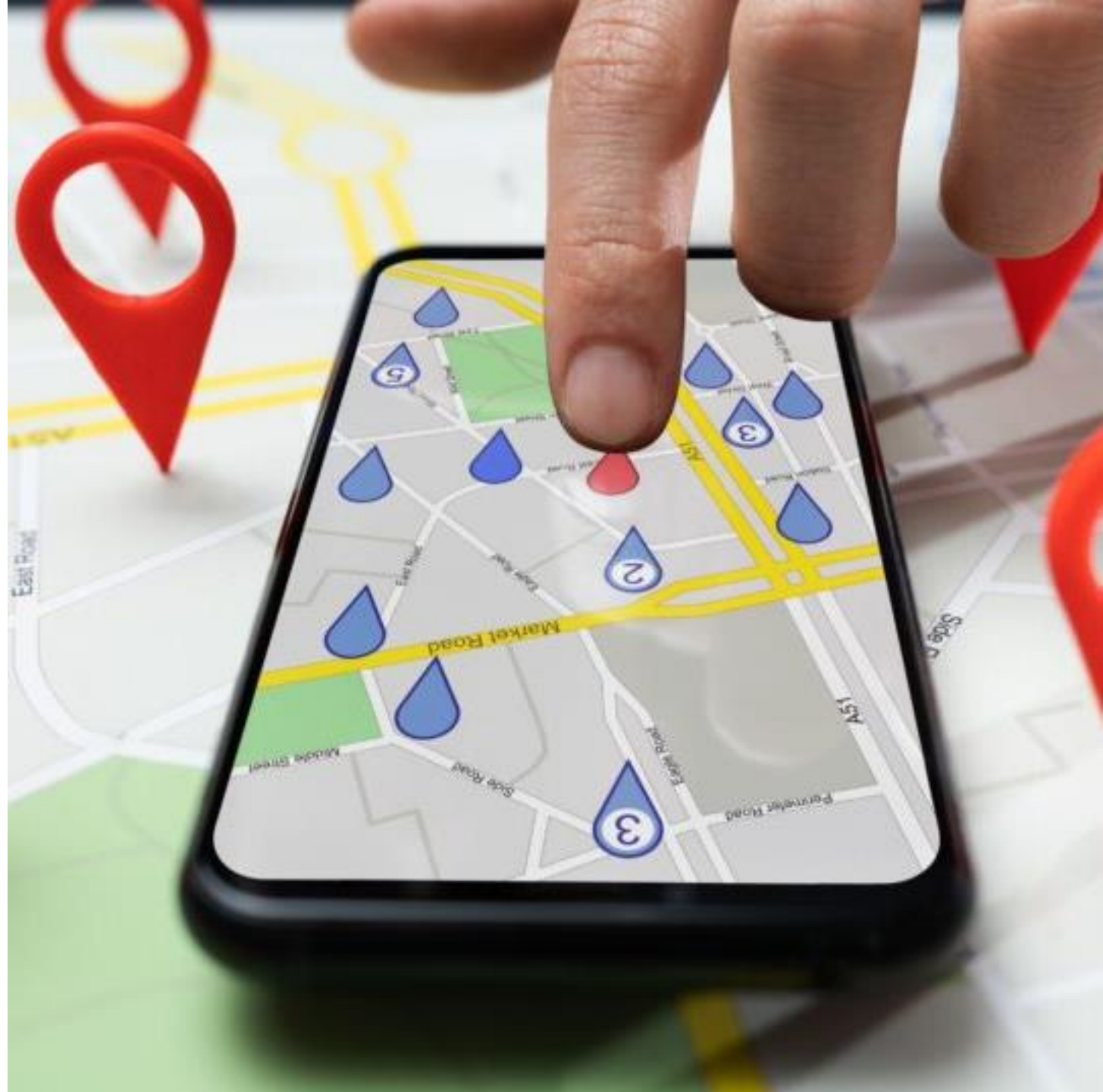
- › Research how local SEO works
- › Make a list of your geographies and top searches
- › Breakout your services into individual web pages
- › Write blogs to target other key terms and geographies
- › Add real images and be descriptive with the alt field
- › Search ads campaign



Example Goal & Tasks

Goal: Get Higher Ranked on Maps

- › Research how map rankings work
- › Get more reviews
- › Post updates to your Google listing
- › Open new “locations”
- › Local search ads campaign
- › Local services ads (LSA) campaign



Example Goal & Tasks

Goal: Print Marketing Success

- › Get creative with leave behinds
- › Use wraps
- › Track every paper piece
- › Find print with value
- › Find opportunities to save money



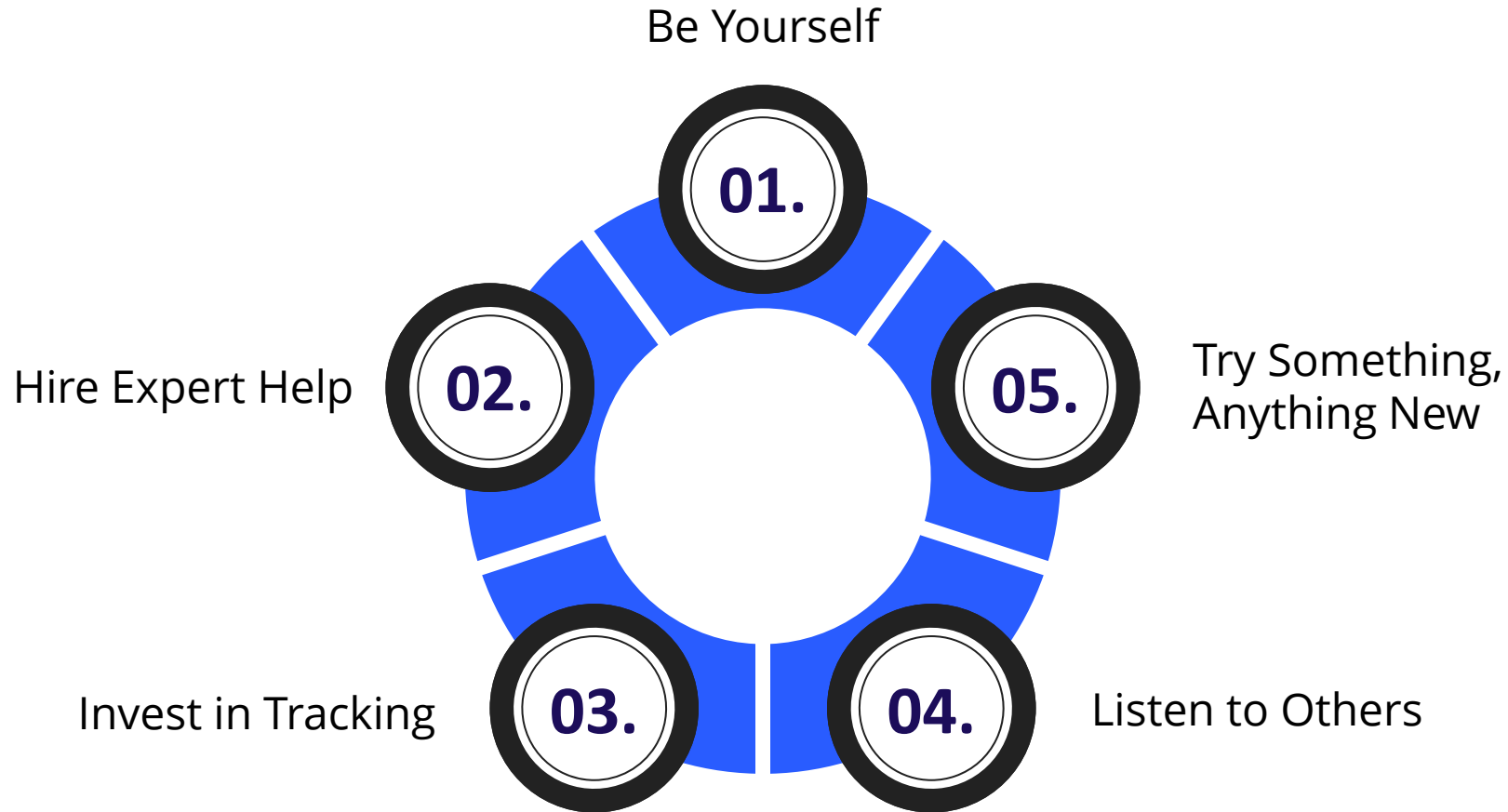
Example Goal & Tasks

Goal: Be Known in the Community

- › Join local networking groups
- › Sponsor HOA events
- › Join online neighborhood groups
- › Be social online
- › Be a great neighbor



Top Secrets for Local Growth



Tip: follow the rules AND be active

Quantifying Success Online

01.

Reach

02.

Engagement

Practical Exercise: Write down one goal for your local marketing

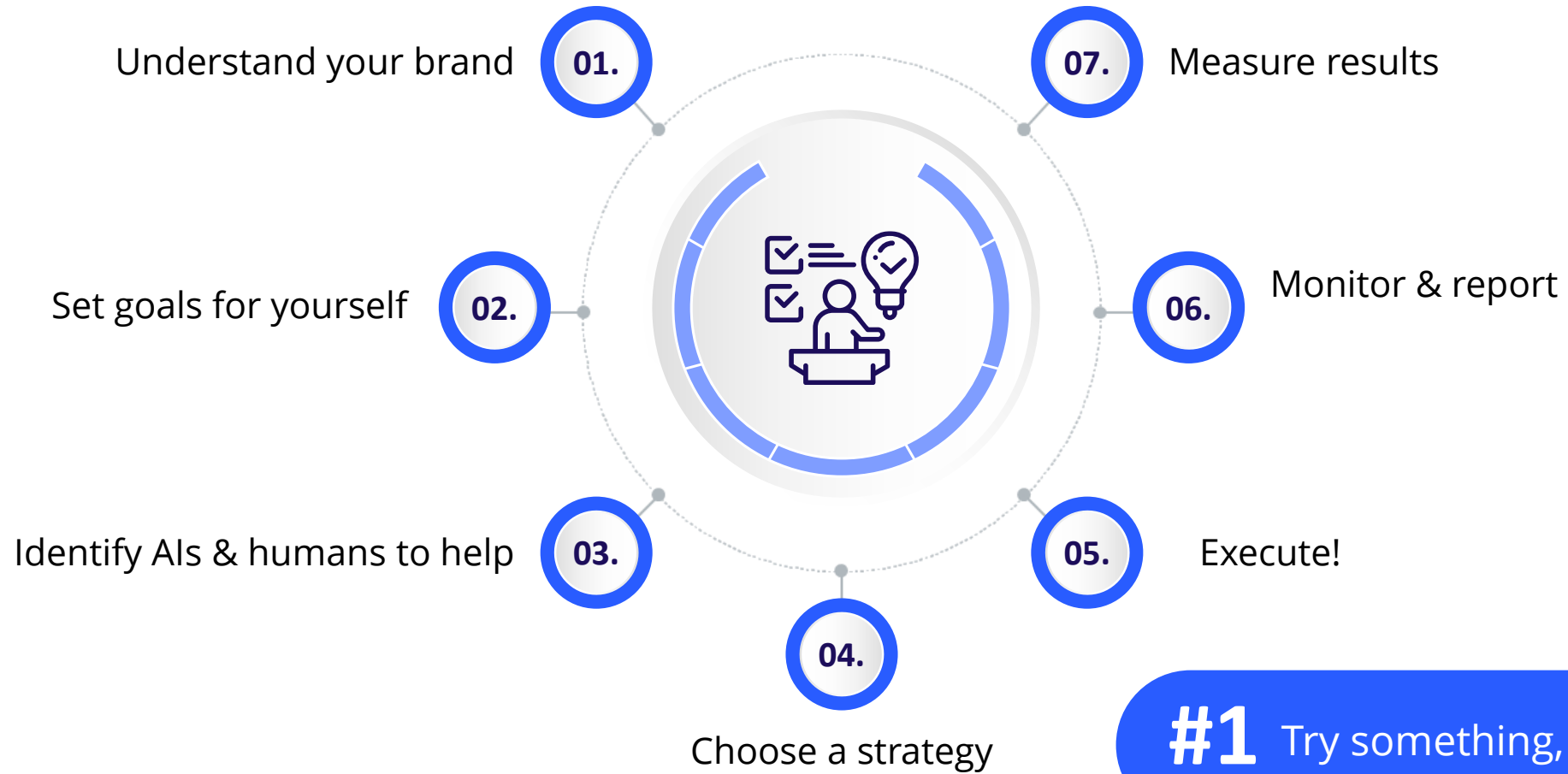
03.

Leads /
Network

04.

Conversion

Key Takeaways



#1 Try something, anything **NEW**

What is a Winning Strategy Worth?

90%

Reduction
in lead cost

300%

Increase in
web traffic

5x

Local
Rankings

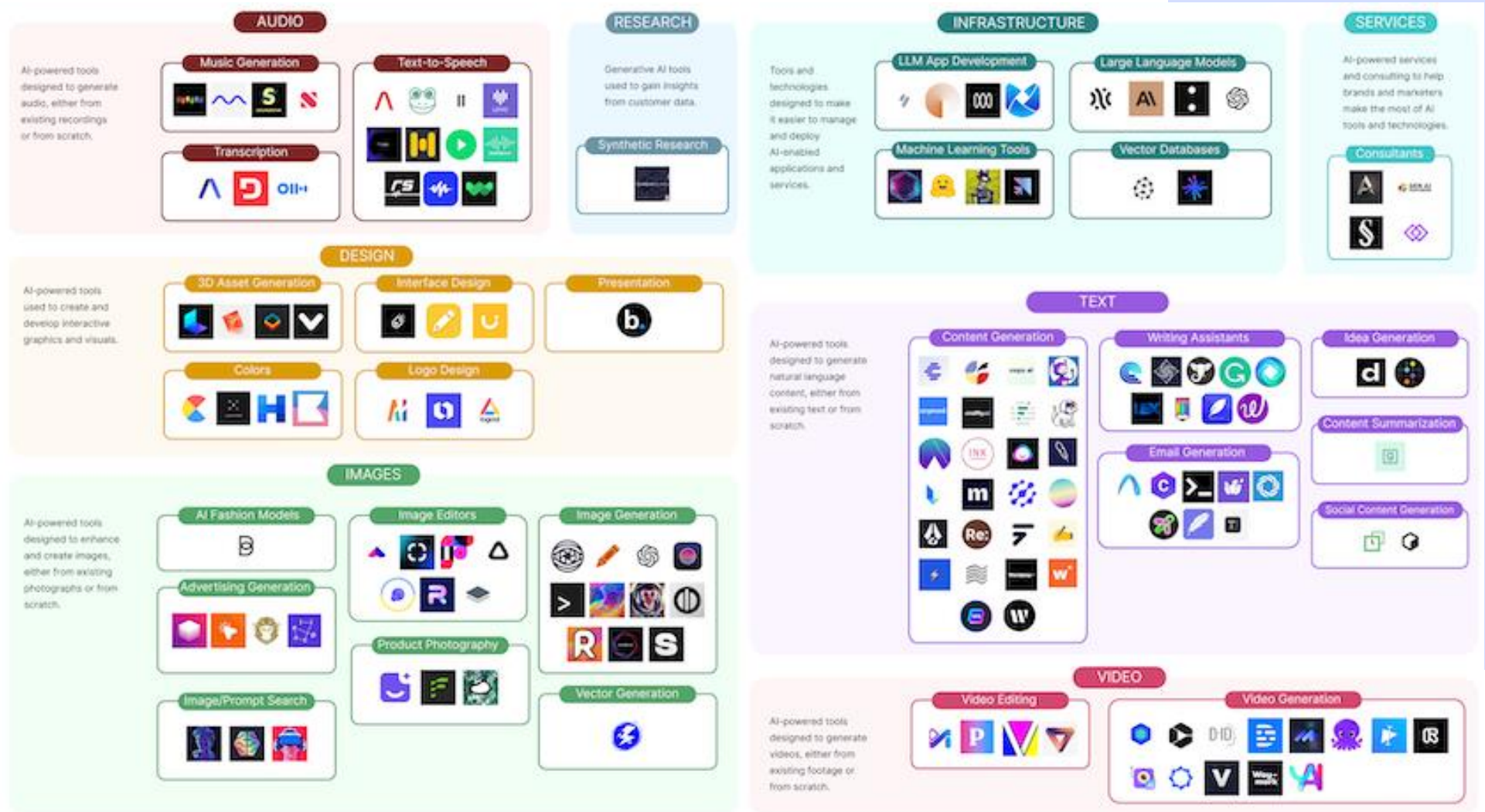
10x

Conversions

Ultimate AI Tech Cheat Sheet!



SCAN ME



Poll

Put Your hand up if one is true for you...

01.

Not sure what to do
online

02.

Dred figuring out
topics to post
about

03.

Want to get more
leads from online

04.


Aren't passionate
about marketing


We are!

Questions?



Heather Pressler

 Heather@BlueHuki.com

 617-519-1320

www.BlueHuki.com

@BlueHuki

Let's Connect!



SCAN ME