

LOCAL BLITZ CHECKLIST





If your customers are within a 25 mile radius of your business, a local blitz campaign will give your sales a tremendous boost.

What is a local blitz?

Like a military blitz attack, a local marketing blitz is a coordinated series of activities focused on a concentrated geographic area within a limited time period. During a blitz you need to attack your target from all angles, with different weapons.

Many of the pieces of the local blitz are actually things you would do at some point during the year anyway. The benefit of the blitz is the compounding effort as you ramp up your on and off line activity you suddenly you seem to be everywhere and people notice.



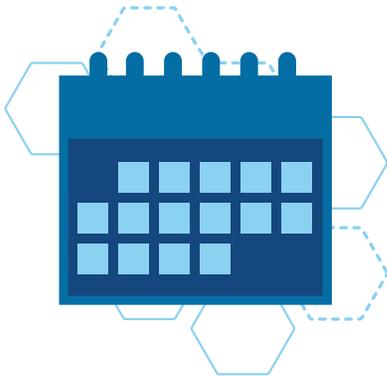


Plan the Blitz



Set your objective.

Like any marketing program you have to decide what success looks like. Do you want five new customers or five hundred? Setting your objective gives you a guideline to set your budget and then measure performance at the end of the blitz.



Set a timeframe.

By its nature, a blitz occurs in a concentrated and limited amount of time. If you are successful, you don't want to run the blitz too long or you may end up creating too much interest and then not being able to handle the demand. For a first time consider a 1–2 week blitz. You can always run it again in a few months.



Plan the Blitz

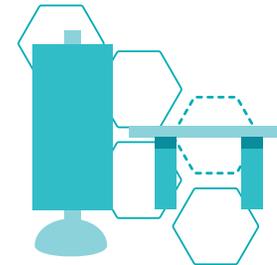
Create a special offer

This can be a product or service which is only available for a limited period of time or at a special price during the blitz.



Plan an event

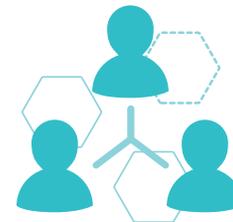
Leverage the fact that you are a local business by inviting customers and prospects to attend an open house, preview party, seminar or networking event.



Run a contest



Partner with other local business to expand the reach of your blitz.





Inventory & Update Your Arsenal



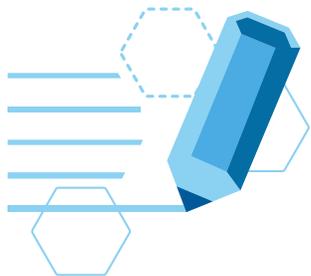
- Set design standards for the blitz.**

The consistent use of images and graphic elements will pull the blitz together creating a recognizable theme.



- Design graphics for all platforms.**

You will need cover images for your home page, social share graphics, print ads, signs and direct mail. Review artwork and marketing material you have created in the past to see if there are pieces you can use for the new blitz.

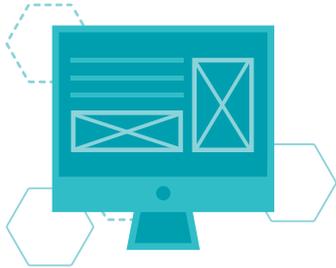


- Craft your messages**

The entire blitz should not just be about the event, it should be about you, your company, products and services. These key messages should be reinforced throughout the blitz.

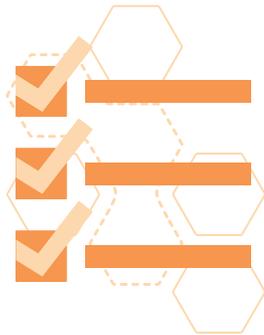


Inventory & Update Your Arsenal (cont.)



Website/Blog

Plan a series of blog posts talking about the blitz. Plan dates to send press releases, change out cover images and calls to action on your home page and, social media and specials page. Not only will these updates get the attention of web site visitors, but the content will help you rank for local search terms as well.



Check your listings

Look for your business on Yelp, Trip Advisor, Open Table, Angie's List, Yellow Pages.com, Foursquare and other geographic directories.



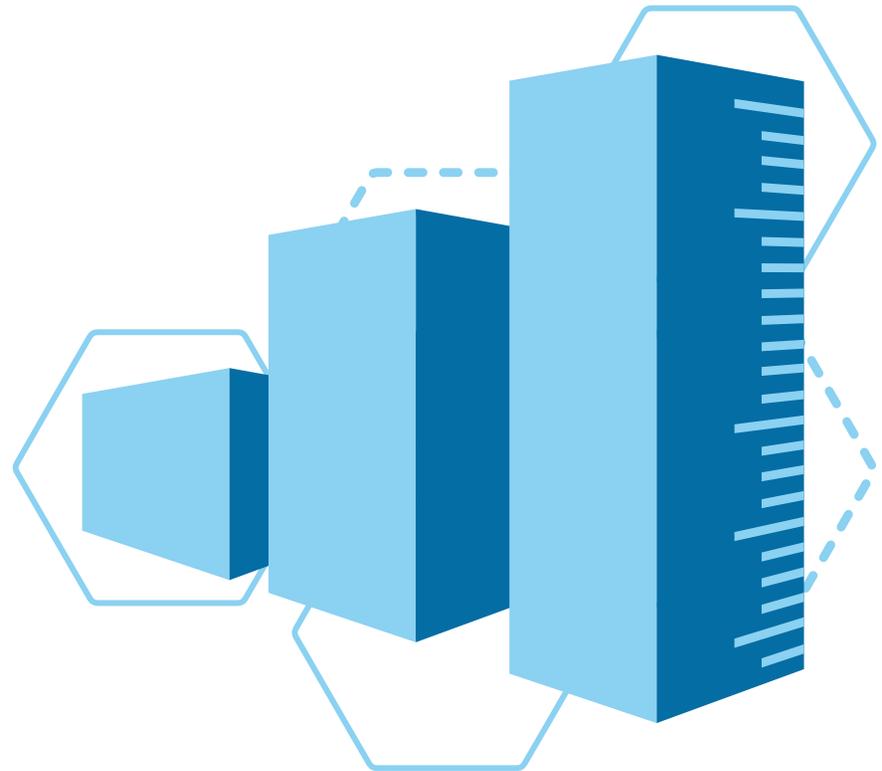
Create a series of emails

Use these emails to promote the offer before the blitz and stay connected after the event ends.



Measure the results

Before you close the book on your blitz, remember to compile your results. Document what worked well and what didn't so you can be ready to run an even more successful blitz next year.



THANKS FOR READING!

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