

## Local Community Engagement Checklist

Print off this checklist and tick off each step as you go through the [‘Community Connections: Conquer Local Directories Without Confusion’](#) guide on our Talk About Digital Podcast website.

### Choosing the Right Local Directories to Boost Visibility

- Research local directories specific to your area or industry
- Identify high-impact local directories with significant traffic and engagement
- Evaluate the listing costs versus potential return on investment
- Check which directories are most used by locals
- Ask existing customers how they found your business
- Observe where your competitors are listed
- Join local online communities to discover trusted directories
- Prioritise listing your business in well-established local directories
- Ensure your business information is accurate and complete
- Consider using enhanced features offered by directories

### Creating Listings That Capture Local Attention

- Craft a clear and compelling business description
- Tailor your description to resonate with your local audience
- Highlight what makes your business unique in the community

- Include any awards or local recognition your business has received
- Mention your involvement in community initiatives
- Ensure your operating hours are clearly stated and up to date
- Provide your exact location with helpful details
- List the specific services or products you offer
- Research local search terms and keywords
- Incorporate these keywords naturally into your listings

## **Engaging with Local Online Communities to Build Awareness**

- Search for active local forums and social media groups
- Join groups relevant to your area or industry
- Observe group discussions to understand what resonates
- Craft a friendly and community-focused introduction for your business
- Offer value right away, such as a special discount or helpful advice
- Respond promptly and warmly to comments on your introduction
- Share useful tips, advice, and updates about your business regularly
- Use photos and videos in your posts to increase engagement
- Participate in community discussions by answering questions
- Support other local businesses by engaging with their content

## **Encouraging and Managing Local Reviews for Greater Credibility**

- Identify the best moments to ask customers for reviews
- Make it easy for customers to leave reviews by providing clear instructions
- Express gratitude to customers who leave reviews
- Highlight the importance of reviews in helping your business
- Thank customers personally for positive reviews
- Address negative reviews professionally and constructively
- Encourage satisfied customers to try new products or services
- Highlight top reviews on your website and social media
- Use review snippets in your marketing materials
- Mention positive reviews during conversations with potential customers

## **Promoting Your Business Through Local Community Events and Listings**

- Identify relevant local events that attract your target customers
- Ensure your business is listed as a participant or sponsor in these events
- Prepare promotional materials for events
- Create a compelling offer that appeals to your local audience
- Post your special offers on local directories that allow promotions
- Share your offer in local online communities

- Collaborate with non-competing local businesses on joint promotions
- Promote the partnership through local directories and online communities
- Regularly post updates on community boards and announcement platforms
- Engage with other businesses' and community members' announcements

## **Maintaining and Enhancing Your Local Presence**

- Set a reminder to review and update directory listings monthly
- Update your listings seasonally with relevant information
- Refresh your directory profiles with current photos
- Verify that your contact details are correct across all platforms
- Promote new products and services in your directory listings
- Correct any errors in your listings promptly
- Set up alerts to monitor your business's online mentions
- Engage regularly in local online communities
- Track community sentiment and respond as needed
- Adjust your directory listings and engagement strategies based on feedback and trends

## **Measuring Your Impact and Expanding Your Reach**

- Ask new customers how they found your business

- Use website analytics to track traffic sources from directories and communities
- Log engagement metrics from your community posts
- Compare data to identify which strategies are bringing in the most customers
- Evaluate the impact of event participation on customer growth
- Survey customers to understand what drew them to your business
- Focus efforts on high-impact directories and strategies
- Refine your business descriptions and promotional messages based on customer feedback
- Experiment with new approaches to reach more customers
- Develop a community engagement calendar
- Nurture relationships with local customers and businesses
- Review and adjust your strategies quarterly based on growth and community feedback

By using this checklist and following the related guide on the TAD website you will understand how to use the existing exposure of local directories and communities to help you to grow your awareness and customer base locally.

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'.