

LOCAL VISIBILITY STRATEGY



Challenge 2 Module 4 WORKSHEET

Challenge 2 Module 4

Overview

You now have:

Clarity
Position
Authority

This week ensures people see you consistently.

If people do not see you, they cannot choose you.

Consistent visibility:

- Keeps you top of mind
- Builds trust over time
- Increases inbound enquiries

Why This Matters

S.P.A.R.K.S. Pillar: Awareness

Marketing is not one post.

It is consistent presence.

Known → Trusted → Chosen.

If you disappear, so does trust.

Module 4 Task 1

Create a 30-Day Content Plan

1. What is required

Using IEE+P:

Plan 8 posts minimum:

- 2 Inform
- 2 Educate
- 2 Entertain
- 2 Promote

2. Learning outcome

You create a simple, repeatable content structure that removes guesswork and builds consistency.

3. Evidence required

Upload your 30 day content plan in the comments section of **Module 4 Task Post**.

Tips for mastery

Do not overcomplicate this.

Consistency beats creativity.

A simple plan executed is more powerful than a perfect plan ignored.

Module 4 Task 2

Engage Locally

1. What is required

Comment on 5 local posts or community groups.

Not selling. Just engaging.

2. Learning outcome

You increase visibility and build familiarity within your local area without direct selling.

3. Evidence required

Upload screenshot proof of your engagement activity in the **Module 4 Task Post** comments section.

Tips for mastery

Be human.

Support, answer, or contribute.

People remember helpful tradespeople, not sales messages.

Module 4 Task 3

Track Visibility Metrics

1. What is required

Start tracking:

- Enquiries
- Follower growth
- Review increase

Create a simple tracking sheet.

Learning outcome

You begin measuring what is working so you can improve your marketing with data, not guesswork.

2. Evidence required

Upload a screenshot of your tracking sheet in the **Module 4 Task Post** comments section.

Tips for mastery

What gets measured improves.

Review your numbers weekly

So, you can spot trends early and adjust quickly.



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