

STOP THE FEAST OR FAMINE STRUGGLE



WORKBOOK
DAY FOUR #TASK 4

Task 4 Day 4

Free Local Marketing Tactics

Today is all about getting free local exposure. We'll focus on one local marketing tactics that drive immediate visibility without spending any money

Why is this important?

By participating in local online groups and connecting with other local businesses, you can build a local presence and reputation for free

What is the IEE Formula?

When exploring content for Facebook or any other social media, you need to use the IEE formula and post content that is - Informative, Educational and Entertaining.

Watch this video about IEE - [IEE Formula](#)

1. **Informative** – create posts about something that is happening locally in your area. It must be relevant to the area and to your potential customer things like, a major event, garden fates, charity walks/runs, local road works or blocks or any information that could help or assist your local community.

Example:



2. **Educational** – find out what your ideal customer's interest are and create educational posts about that. It can be different things for different people. If your ideal customer is concerned about the environment then do some fun facts type posts, “Did You Know” type, if they are the type that would do DIY then some helpful trade advice.

Example:



3. **Entertaining** – a posts that are fun but not offending. There should be an element where your ideal customer can get involved with the post. A good element of engagement that has an opportunity for them to like, ask a question or share the post. The more they engage with the post the more they will help attract other local people to your page.

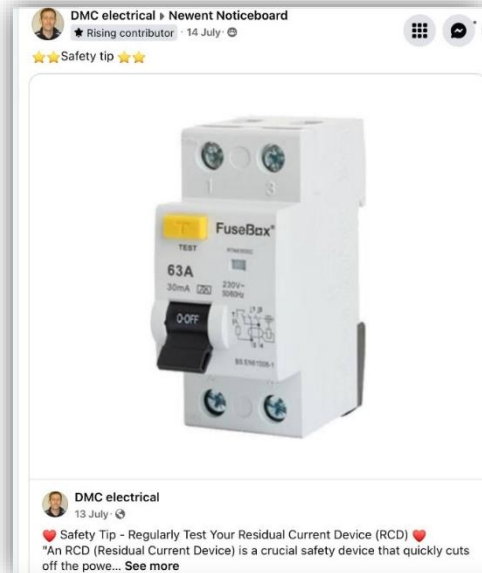
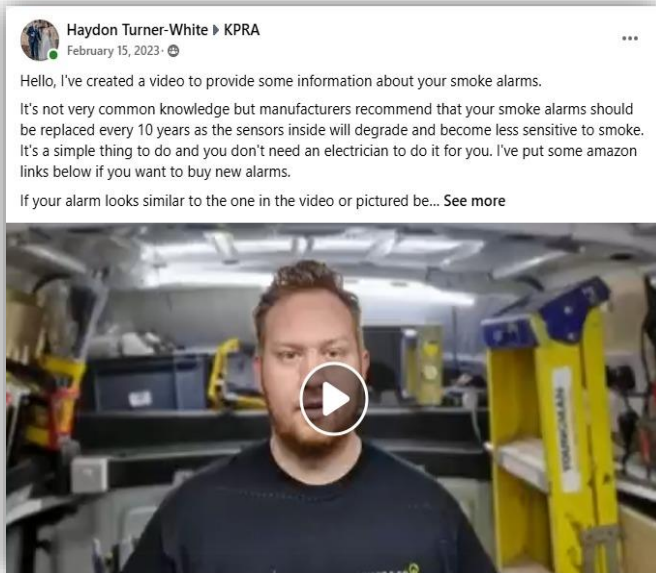
Example:



Today's Task

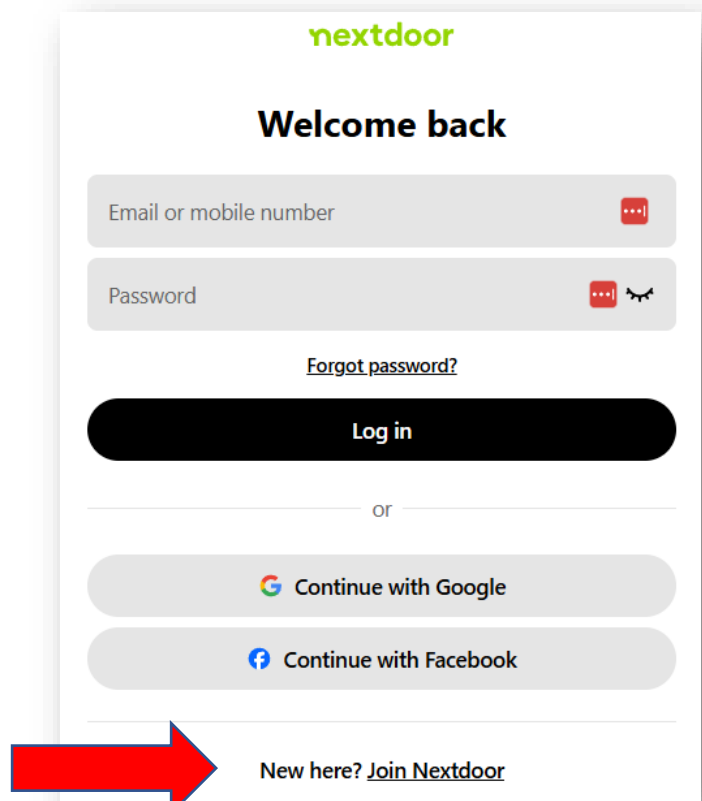
Step 1: Join 3 local Facebook groups using your personal profile and post helpful tips.

Examples of a Facebook post in local groups:



Step 2: Join the Nextdoor network.

- Click here – <https://nextdoor.com/login/>
- Setup your profile page.



Step 3: Identify Local Businesses for Joint Ventures

- Think of local businesses or tradespeople who complement your services.

Examples: Plumbers, painters, decorators, landscapers, etc.

- Reach out to at least 3 businesses to propose cross-promotion.

Sample Message 1:

Hi [Name],

I was wondering if we could work together to promote each other's services. For instance, I can highlight your business on my website or social media, and you could do the same in return. Let me know if this sounds like something you'd be interested in—I'd be happy to support your business!

Sample Message 2:

Hi [Name],

I often find customers need both *[plumbing/painting/landscaping]* and electrical work done, so I thought it might be great if we teamed up. We could cross-refer customers and even share each other's services on social media or websites. Let me know if you'd be interested in collaborating to help our customers complete their projects smoothly.

Sample Message 3:

Hi [Name],

Hi, I'm *[Your Name]*, and I specialise in *[Your Trade, e.g., electrical services]*. I've found that working together with other skilled tradespeople like *[plumbers, landscapers, carpenters, etc.]* often makes projects more efficient for customers and helps us all grow our businesses.

I'd love to explore ways we can collaborate—whether it's cross-referring clients, teaming up on projects, or even just sharing insights and recommendations within our network. If you think we could support each other, I'd be happy to discuss ideas and find a way to make it beneficial for both of us.

Let's connect and see how we can help each other out!

Step 4: Draft your Networking pitch.



Day 4 Action Steps:

1. Name the Facebook groups you joined.
2. Screenshot One of your FB posts.
3. Screenshot your Joint Venture message.

Remember, to post your comments & screenshots under the comments section of **Today's Task post** and not as a new post in the group.



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TOOLBOX



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