

# LOCAL WERX

Optimize local. Grow.

**A FRESH START:  
HOW TO TURN AROUND A**

**NEGATIVE**

**REPUTATION IN 5 SIMPLE STEPS**

FROM LIKES TO LEADS:

HOW TO **MAXIMIZE** YOUR

**SOCIAL MEDIA REACH**



**HOW TO BOOST YOUR CUSTOMER  
ACQUISITION EFFORTS**

*on facebook and Instagram*

**SHAKE UP YOUR  
SOCIAL MEDIA MARKETING**

WITH THESE **UNCONVENTIONAL**

**LEAD GEN STRATEGIES**

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unconventional strategies to help you stand out from the social media crowd. From TikTok takeovers to meme marketing, we're dishing out some fresh ideas that will help you attract new customers and keep them coming back for more.

## Welcome To LocalWerx Magazine

Thanks for checking out our online marketing resource guide for small business. Each month we cover topics that resonate with local businesses just like yours.

Our goal is simple. We want to enable you to do big things online, and it all starts by breaking down the complexities of marketing your business online.

It doesn't matter if you're just starting out, or an established business owner in your local community, you can always benefit from increasing your brand's visibility online.

To your success,

Karen Estrin  
LocalWerx

### BROUGHT TO YOU BY

LocalWerx is a leading small business marketing service in the Phoenix area. We help small businesses build "marketing machines" to connect with more customers online.

If you want to build your business, you need to market, it's that simple. But you can lose thousands of dollars if you don't know what you are doing. So we urge you to take action with some of the strategies we recommend.

For a more "hands off" approach, we offer affordable solutions that can deliver results. We hope you enjoy this issue of LocalWerx Magazine and feel free to reach out to us anytime.

A large flock of sheep is shown, with a single black sheep standing out prominently in the center foreground. The other sheep are white. The background is slightly blurred, emphasizing the central black sheep.

**A FRESH START:**

How to Turn Around a  
**NEGATIVE  
REPUTATION**  
**In 5 Simple Steps**



In today's world, a business's reputation can make or break its success. With the power of social media and online review platforms, negative feedback can quickly spread and cause significant damage. If your business is struggling with a negative reputation, it's important to take proactive steps to address the issue and turn things around. Here are five steps to help you do just that.



### **Identify the root cause**

The first step in turning around a negative reputation is to identify the root cause of the issue. Was it a specific incident or a pattern of behavior over time? Conducting a thorough review of your business's practices and customer feedback can help you pinpoint where things went wrong.

Once you have identified the root cause, you can begin to take targeted action to address the issue and prevent it from happening again.

### **Take responsibility and apologize**

When it comes to addressing a negative reputation, honesty is the best policy. If your business has made mistakes in the past, it's important to take responsibility and apologize to affected customers. This can be done publicly through social media, website statements, or even in-person meetings.

By owning up to past mistakes and showing a willingness to make things right, businesses can begin to rebuild trust with their customer base.

### **Implement safeguards**

In addition to apologizing for past mistakes, it's important to implement safeguards to ensure that similar issues don't arise in the future.

This could involve training employees on proper customer service protocols, instituting quality control measures, or even hiring an outside consultant to conduct a review of the business's practices.

By taking a proactive approach to preventing future issues, businesses can demonstrate their commitment to providing excellent service and building a positive reputation.



### ★ Encourage positive feedback

Positive reviews and feedback from satisfied customers can go a long way in offsetting negative feedback and building a positive reputation. One smart trick is to encourage customers that you know had a positive experience to leave positive reviews on online review platforms, social media, or even through email campaigns.

By actively seeking out positive feedback, businesses can demonstrate their commitment to providing excellent service and building a positive reputation.

### ★ Build positive partnerships

Finally, businesses can consider partnering with other organizations or community groups to build a positive image and reputation. This could involve sponsoring local events or charities, participating in community service projects, or collaborating with other businesses to create a positive network.

By building positive partnerships and demonstrating a commitment to the community, businesses can show that they are more than just a profit-seeking entity, but also a valuable member of the community.

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**In conclusion**, a negative reputation can be a significant obstacle for businesses to overcome, but with the right approach, it is possible to turn things around. By taking a proactive approach to identifying the root cause of issues, apologizing for past mistakes, implementing safeguards, encouraging positive feedback, and building positive partnerships, businesses can begin to rebuild trust and build a positive reputation within their community.



**FROM LIKES TO LEADS**

# HOW TO MAXIMIZE YOUR SOCIAL MEDIA

**REACH**

Are you struggling to get your business noticed on social media? Do you want to maximize your reach on social media but have no idea where to start? Then listen up! It's time to embrace the digital revolution and start caring about likes, shares, and followers - the Holy Trinity of modern-day success. But let's face it, trying to make a splash in the social media ocean can feel like throwing a pebble into a volcano. With countless platforms and strategies to choose from, it's enough to make your head spin faster than a politician on debate night.

But fear not, because we've got your back. So buckle up, buttercup, because we're about to take you on a journey through the ever-changing terrain of social media marketing. So sit back, relax, and get ready to become a social media superstar (or at least avoid becoming a social media recluse).

## 1. KNOW YOUR TARGET AUDIENCE

The first step in maximizing your social media reach is to define your target audience. Who are the people you want to reach with your message? What are their interests, needs, and pain points? By understanding your audience, you can create content that resonates with them and compels them to engage with your brand.

To define your target audience, start by creating buyer personas. A buyer persona is a detailed description of your ideal customer, including their demographics, interests, behaviors, and challenges. You can create buyer personas by conducting surveys, analyzing customer data, and researching your industry. Once you have a clear understanding of your target audience, you can tailor your content and messaging to meet their needs.





## 2. CHOOSE THE RIGHT PLATFORMS

There are numerous social media platforms available, but not all of them are suitable for every business. To maximize your social media reach, you need to choose the platforms that are most relevant to your target audience.

To choose the right platform for your business, consider your target audience's demographics, interests, and behaviors. You can also research your competitors and see which platforms they are using to engage with their customers. Here are some guidelines to help you choose the right platforms for your business:



Facebook is a great platform for businesses targeting adults aged 25 and older. It's also ideal for businesses that want to establish a local presence, as it offers features like Facebook Local.



Instagram is ideal for businesses that rely heavily on visuals, such as fashion, beauty, and food. It's also popular among younger audiences, making it a great platform for businesses targeting millennials and Gen Z.



LinkedIn is the go-to platform for B2B businesses and professionals. It's ideal for networking, building your brand's reputation, and generating leads.



Twitter is ideal for businesses that want to engage in real-time conversations and share news or updates. It's popular among professionals, journalists, and influencers.



TikTok is the latest social media platform to take the world by storm. It's popular among younger audiences, making it ideal for businesses targeting Gen Z.





### 3. OPTIMIZE YOUR PROFILES

Your social media profiles are the first impression you make on potential customers. To maximize your social media reach, you need to ensure that your profiles are optimized for maximum impact.

Start by choosing a profile picture that represents your brand and is recognizable. Your profile picture should be consistent across all your social media platforms for brand recognition. You should also add a cover photo that reflects your brand's personality and message.

Next, write a compelling bio that highlights your brand's unique selling proposition and value proposition. Use keywords that your target audience is likely to search for when looking for products or services like yours. You should also include a link to your website or landing page in your bio.



**compelling**

adjective

evoking interest, attention

irresistible way

## 4. CREATE COMPELLING CONTENT

Creating compelling content is the key to engaging with your audience and maximizing your social media reach. Your content should be informative, entertaining, and relevant to your target audience's interests and needs.

Start by creating a content calendar that outlines the type of content you want to create and the topics you want to cover. You can also use tools like Hootsuite or Buffer to schedule your posts in advance.

To create compelling content, consider the following tips:

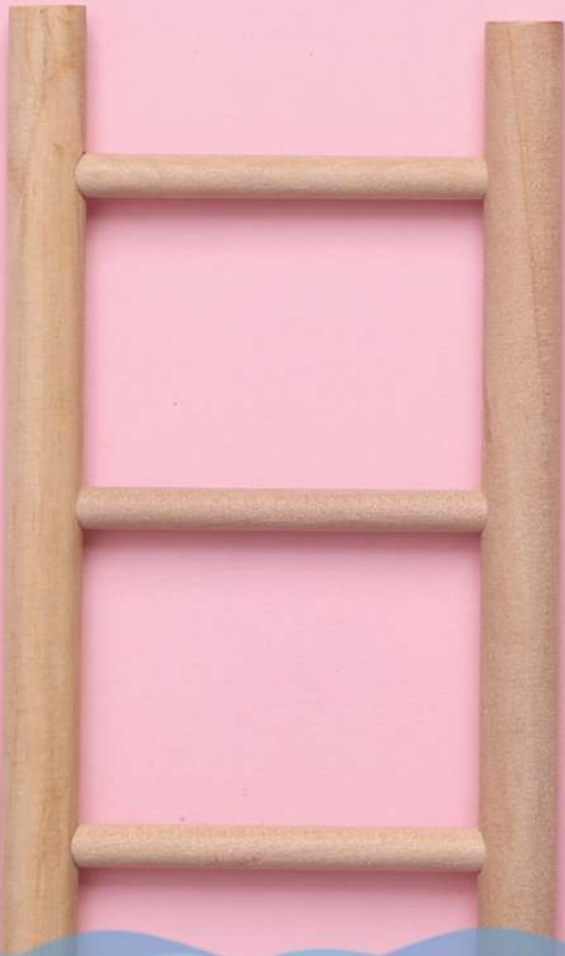
- Use eye-catching visuals: Visuals like images, videos, and infographics are more engaging than plain text.
- Use Storytelling: Tell stories that are relevant to your audience and demonstrate your brand's personality and values.
- Use humor: Humor is an effective way to make your content more relatable and memorable.
- Provide value: Provide your audience with useful information, tips, or insights that they can use in their daily lives.



## 5. ENGAGE WITH YOUR AUDIENCE

Engaging with your audience is crucial to maximizing your social media reach. When you engage with your audience, you create a connection that fosters brand loyalty and trust. To engage with your audience, you can do the following:

- **Respond to comments:** Respond to comments on your posts and messages promptly. This shows that you value your audience's opinions and are willing to engage with them.
- **Use hashtags:** Use relevant hashtags to increase your visibility and reach on social media. Hashtags make it easier for your target audience to find your content.
- **Participate in conversations** on social media by commenting on posts, retweeting, or sharing content. This helps you reach a broader audience and build relationships with other brands and influencers.
- **Host contests and giveaways:** Host contests and giveaways to encourage engagement and increase your social media following. Make sure the prizes are relevant and valuable to your audience.





## 6. LEVERAGE PAID ADVERTISING

While organic reach is essential, it can be challenging to reach a large audience without paid advertising. Paid advertising allows you to target specific audiences and reach a larger audience than you would with organic reach alone. To leverage paid advertising, you can do the following:

- **Define your advertising goals:** Determine your advertising goals, such as increasing website traffic, generating leads, or driving sales.
- **Choose your ad format:** Choose the ad format that best suits your advertising goals, such as display ads, sponsored content, or video ads.
- **Define your target audience:** Define your target audience based on demographics, interests, behaviors, and location.
- **Set your budget:** Set your budget based on your advertising goals and the platform you are using.
- **Monitor and optimize your ads:** Monitor your ads' performance and optimize them for maximum ROI. Test different ad formats, copy, and images to see what works best.



Grow  
your  
business

## 7. MEASURE YOUR RESULTS

To maximize your social media reach, you need to measure your results regularly. Measuring your results allows you to identify what is working and what is not, so you can make informed decisions about your social media strategy.

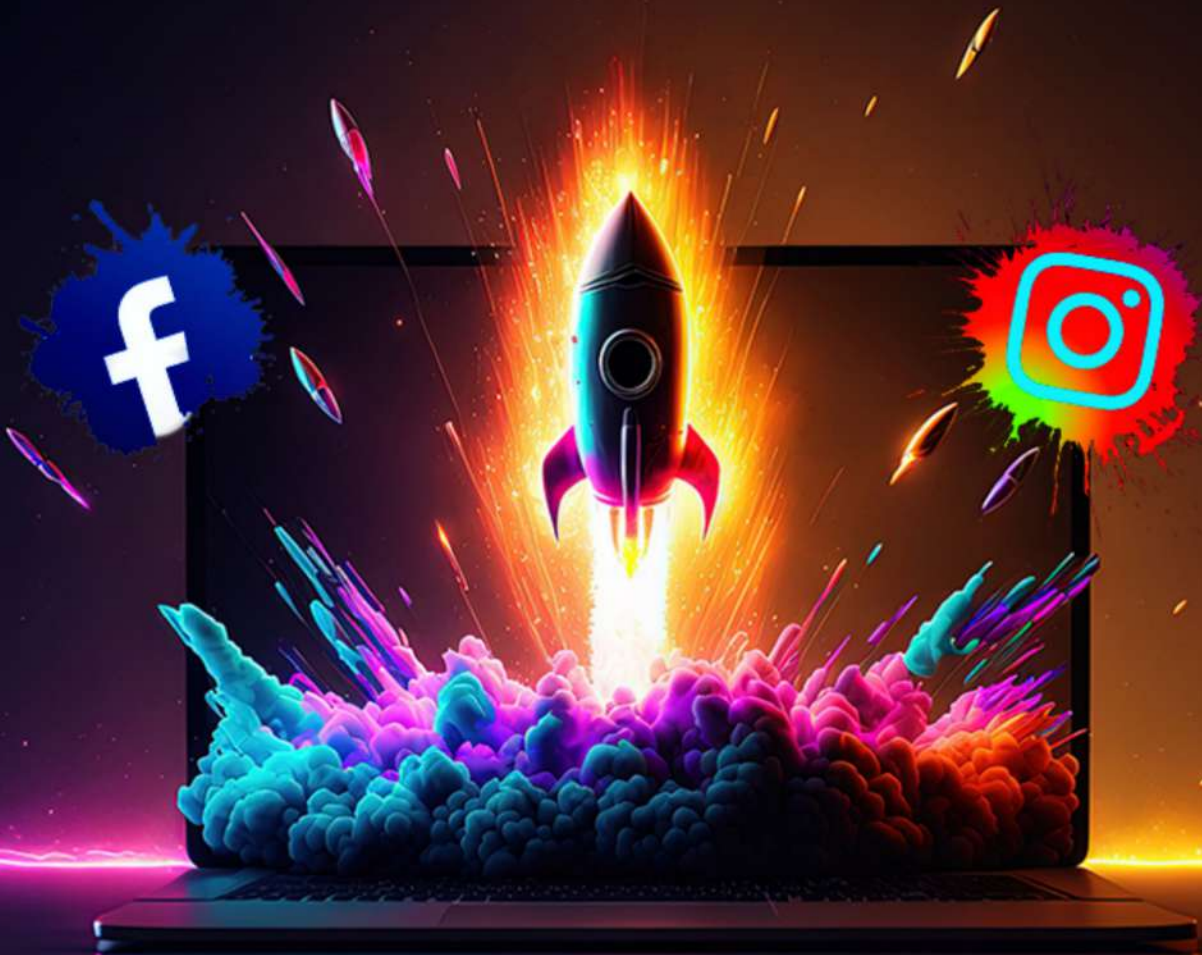
To measure your results, you can use social media analytics tools like Hootsuite, Sprout Social, or Google Analytics. These tools allow you to track your social media performance, including engagement rates, reach, and conversions.

So, there you have it! You now have the social media prowess of a Kardashian, minus the drama (hopefully). Remember, social media is a two-way street - you give a little love, and you get a little love back. So don't be afraid to engage with your followers, post regularly, and try new things. And if you're still feeling a little lost in the social media jungle, don't worry - we're always here to help guide you. Now go forth and use your newfound expertise to make your business the talk of the town!

How to Boost Your Customer

# Acquisition Efforts on

# facebook & Instagram



With over 3.5 billion active users combined, Facebook and Instagram have established themselves as essential social media platforms for businesses looking to engage with their audiences and acquire new customers. However, simply being present on these platforms isn't enough to guarantee success. A well-thought-out customer acquisition strategy is critical for standing out from the competition and growing your business.

To help you achieve your customer acquisition goals on Facebook and Instagram, we've put together some fresh and unique tips that go beyond the standard advice you often hear.



## CREATE A COMPELLING BRAND STORY

A compelling brand story is the foundation of any successful customer acquisition strategy. Your brand story should capture the essence of your brand and communicate why it matters to your audience. This can be achieved through creative storytelling techniques, such as using authentic customer stories or creating a compelling narrative around your brand's mission.

## BUILD A COMMUNITY AROUND YOUR BRAND

One of the most effective ways to acquire new customers on Facebook and Instagram is to build a community around your brand. This means creating content that encourages engagement and fosters a sense of belonging among your followers. Host giveaways, contests, and other interactive experiences to incentivize your followers to engage with your brand and share it with others.

## LEVERAGE INFLUENCERS AND COLLABORATIONS

Partnering with influencers and other brands can help you reach new audiences and acquire customers more efficiently. Collaborating with influencers can be particularly effective in niches where influencers have a significant impact, such as beauty or fitness. By tapping into their established audiences, you can quickly expand your reach and acquire new customers who are already interested in your product or service.



## USE RETARGETING AND LOOKALIKE AUDIENCES

Retargeting and lookalike audiences are two powerful tools that can help you acquire new customers on Facebook and Instagram. Retargeting allows you to show ads to people who have already engaged with your brand or visited your website, while lookalike audiences allow you to target people who are similar to your existing customers. By using these tools, you can ensure that your ads are being shown to people who are most likely to be interested in your product or service.

## USE VIDEO CONTENT

Video content is a highly effective way to grab the attention of your target audience and convey your brand message in a dynamic and engaging way. In fact, studies show that video content on Facebook and Instagram receives higher engagement rates compared to other types of content. Experiment with different video formats, such as product demos, behind-the-scenes footage, or customer testimonials to see what resonates best with your audience.



## RUN PROMOTIONS AND OFFERS

Everyone loves a good deal, and promotions and offers are a great way to incentivize people to try your products or services and ultimately, boost customer acquisition. To make your promotions more effective, consider offering a discount or freebie that is only available for a limited time. This creates a sense of urgency that encourages people to take action and try your brand.

## PROVIDE EXCEPTIONAL CUSTOMER SERVICE

Customer service is a critical component of any successful business, and it's especially important when it comes to customer acquisition on social media. Make sure you are responding to customer inquiries and comments promptly, and providing helpful and informative responses that demonstrate your commitment to customer satisfaction.





## ANALYZE YOUR RESULTS

Finally, it's essential to analyze your results to understand what's working and what's not when it comes to customer acquisition on Facebook and Instagram. Use analytics tools to track your performance metrics, such as engagement rates, click-through rates, and conversion rates, and make adjustments to your strategy accordingly.

In addition to these strategies, there are a few other things to keep in mind when it comes to customer acquisition on Facebook and Instagram:

**Stay on top of trends:** Social media platforms are constantly evolving, and it's essential to stay up-to-date with the latest trends and best practices. Make sure you're following industry thought leaders, attending relevant conferences and events, and reading industry publications to stay informed.

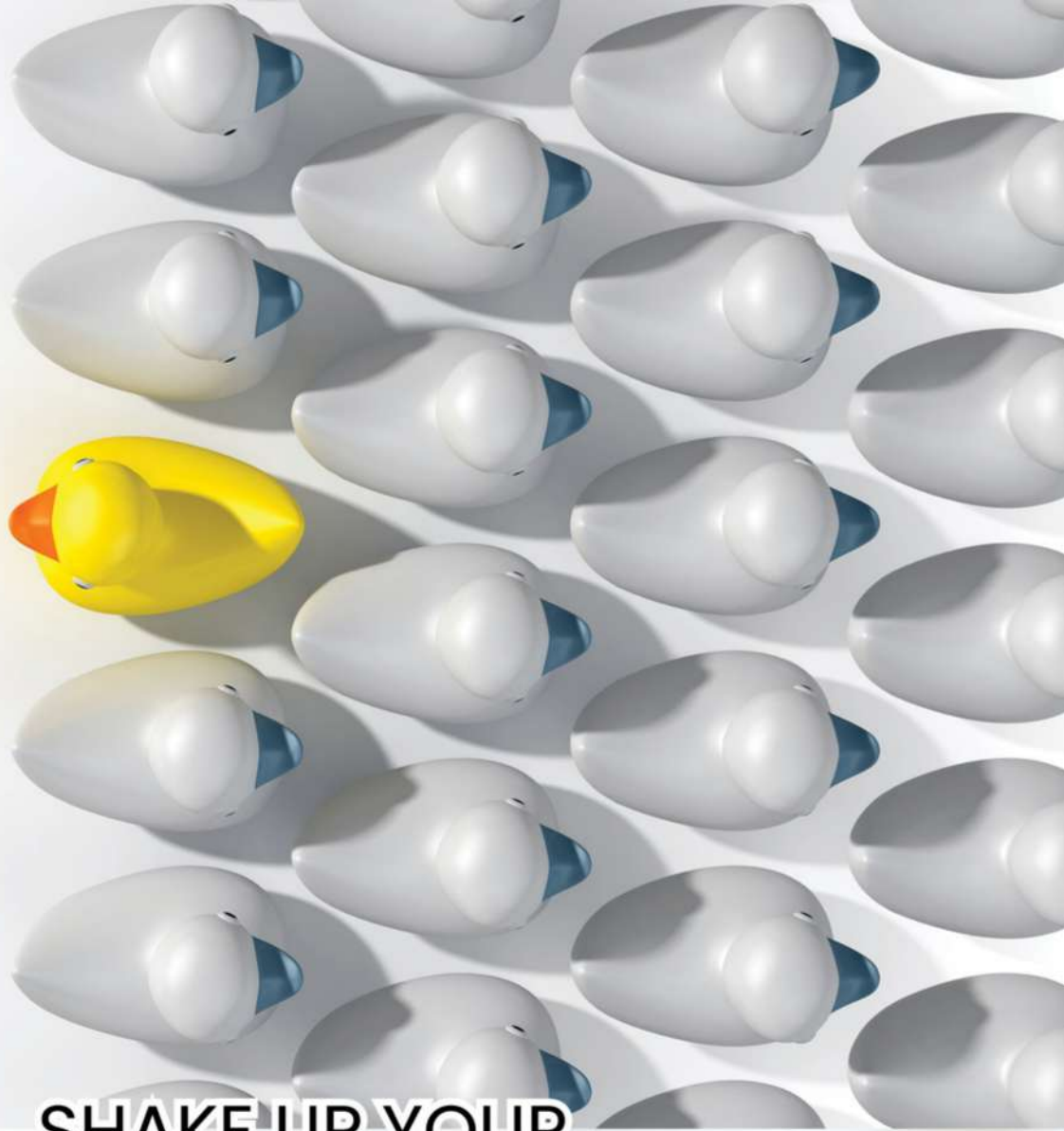
**Build relationships with your audience:** Social media is a two-way conversation, and it's important to build relationships with your audi-

ence by engaging with them on a regular basis. Respond to comments and messages promptly, ask for feedback, and show your appreciation for your followers by sharing user-generated content or hosting giveaways.

**Be authentic:** Finally, it's important to be authentic and genuine in your social media efforts. Your audience can sense when you're being insincere or inauthentic, so make sure your messaging and branding are consistent and true to your values.

Ultimately, the best types of promotions and offers will depend on your brand and target audience. Consider experimenting with different tactics to see what resonates best with your audience and drives the most conversions.

**Wrapping up...** Facebook and Instagram offer a wealth of opportunities to acquire new customers and grow your business. Remember to stay authentic and engaging with your audience and always prioritize their needs and preferences. With persistence and a bit of creativity, you can achieve long-term success on these platforms.



SHAKE UP YOUR  
**SOCIAL MEDIA MARKETING**  
WITH THESE UNCONVENTIONAL  
**LEAD GEN STRATEGIES**

Are you tired of the same old advice on how to acquire customers on Social Media? You know the drill: define your target audience, optimize your profile, run promotions and offers, yada yada yada. Well, it's time to shake things up and explore some unconventional strategies to help you stand out from the social media crowd. From TikTok takeovers to meme marketing, we're dishing out some fresh ideas that will help you attract new customers and keep them coming back for more.

# TikTok Takeovers



TikTok has exploded in popularity over the past few years, and it's quickly becoming one of the most effective platforms for acquiring new customers. One strategy that has proven successful is partnering with popular TikTok creators to do a takeover of your brand's account. This allows you to tap into their audience and showcase your brand in a new and engaging way. Consider reaching out to creators who have a similar target audience to yours and offer them a special incentive to do a takeover.

**For Example:** A local restaurant could partner with a food influencer in the area to create a TikTok takeover that showcases their menu items in a fun and creative way. The influencer could film themselves trying out different dishes, interviewing the chef or staff, or even creating a food-related challenge that encourages viewers to visit the restaurant.





# Meme Marketing

Memes are everywhere these days, and they can be a powerful tool for acquiring new customers on social media. Creating memes that are relevant to your brand and target audience can help you connect with them in a way that is both entertaining and relatable. Consider creating a series of memes that showcase your brand's personality and values, and use them in your social media posts and advertising campaigns.

**For Example:** A local coffee shop could create a meme that pokes fun at the struggle of waking up early in the morning, using a humorous image or caption that resonates with their target audience. The meme could be shared on social media, encouraging followers to tag their friends who are also in need of their morning coffee fix.



# Collaborations with Influencers

Collaborating with influencers can be an effective way to acquire new customers and increase brand awareness. However, instead of partnering with traditional influencers, consider collaborating with micro-influencers who have a smaller, but more engaged following. These influencers are often more affordable to work with and can provide a more authentic and personalized experience for their followers.

**For Example:** A local brewery could collaborate with a local beer influencer to showcase their latest brews and attract new customers. The influencer could visit the brewery and create Instagram stories and posts featuring their favorite beers, and the brewery could offer a discount code or special promotion to the influencer's followers.

# Social Listening

Social listening tools like [Mention](#), [Brandwatch](#) and [Talkwalker](#) can help local businesses identify influencers or brand ambassadors who are already talking about their products or services on social media. By engaging with these influencers, businesses can build relationships and potentially reach new customers through their followers.

**For Example:** A local skincare company can use social listening tools to identify influencers who are already using and promoting their products on social media. By engaging with these influencers and potentially offering them a partnership or sponsorship, the company can reach a wider audience through the influencer's followers and potentially acquire new customers.



# User-Generated Content

User-generated content (UGC) is a powerful way to acquire new customers and build brand loyalty. Encourage your followers to create and share content related to your brand, such as photos, videos, and reviews. Reposting this content on your social media channels can help you showcase your brand in a more authentic and relatable way, and can also help you attract new customers who are interested in your products or services.

**For Example:** A local chiropractic office could encourage patients to share photos or videos of their post-adjustment experiences, using a specific hashtag or tagging the office's social media account. The chiropractic office could then repost the best content on their own social media accounts, showcasing the benefits of chiropractic care and potentially attracting new patients.





# Interactive Social Media Campaigns

Interactive social media campaigns, such as quizzes, polls, and contests, can be a fun and engaging way to acquire new customers. Consider creating a quiz or poll related to your brand or industry, and offer a prize or discount to those who participate. Contests can also be effective, such as asking followers to share their own content related to your brand for a chance to win a prize.

**For Example:** A local business can create interactive contests on social media, such as photo or video contests, where customers are encouraged to participate by submitting their own content related to the business. Customers can then vote on the best entries, and the winner can receive a prize or recognition from the business.

**In conclusion,** there are many unconventional strategies to acquire customers on social media that can help your small business stand out from the crowd. Whether it's partnering with TikTok influencers, using memes, or creating user-generated content, the key is to get creative and think outside the box. So, give these strategies a try and watch your customer base grow.



# ARE YOU TIRED OF FEELING LIKE **YOUR COMPETITORS ARE** **ALWAYS ONE STEP AHEAD?**

Are you ready  
to take your  
business to the  
**next level and**  
**leave the**  
**competition**  
**in the dust** ?



## **THEN IT'S TIME TO TAKE ACTION.**

Running a business is challenging these days, especially in today's fast-paced and ever-changing digital landscape.

*That's why we're here to help.*

Unlike most agencies, we don't just talk about results, we deliver them on a daily basis to our clients.

Together we will create a custom strategy that's tailored to your business and your audience. We'll help you optimize your website, increase your search engine rankings, and reach new customers through social media and email marketing.

And the best part? We'll do all the heavy lifting so you can focus on what you do best - running your business.

Don't let your competitors get the upper hand any longer.

Take control of your online presence and start attracting more customers today.

Contact us today to schedule your free consultation  
and learn more about how we can help your business succeed.

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