

# Maximize

M GPS Academy M GPS Mastermind M GPS Community

# GPS

## Coachable Moments

A Strategic Guide to Business Growth

5 EASY WAYS TO  
**USE AI**  
IN YOUR LOCAL BUSINESS WITHOUT  
**OVERCOMPLICATING THINGS**

CREATING **MAGNETIC**  
*Video Content:*  
**PRO LEVEL TIPS**  
TO ELEVATE YOUR ENGAGEMENT



**HYPER-LOCAL**  
**CONTENT MARKETING:**  
HOW TO BECOME THE GO-TO BUSINESS  
IN YOUR **NEIGHBORHOOD**

7 SECRET STRATEGIES TO LOCAL  
**TIKTOK**  
**MARKETING**  
 (BOTH FREE & PAID)!

# Contents

## 5 Easy Ways to Use AI in Your Local Business Without Overcomplicating Things 03



AI has never been more accessible for local business owners than right now. But knowing exactly how to use these tools can seem overwhelming. What if there were easy, actionable ways to integrate AI without needing a PhD or a huge budget? Here are five simple ways to harness AI for your local business, to save time, improve customer experiences, and drive more sales.

## Creating Magnetic Video Content: Pro Level Tips To Elevate Your Engagement 10



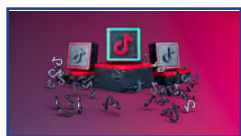
Short-form video is no longer just “the future” of digital marketing—it’s here and it’s dominating. Whether you’re trying to capture attention on TikTok, Instagram Reels, or YouTube Shorts, it’s all about magnetic content that sticks in your audience’s minds. This article won’t waste your time telling you to just “post consistently” or “use popular hashtags”—that’s advice everyone knows. Instead, let’s dive deep into some pro-level, actionable tips to craft videos that hook viewers instantly and keep them coming back for more.

## Hyper-Local Content Marketing: How to Become the Go-To Business in Your Neighborhood 17



What if I told you that one of the most powerful marketing tools you have is sitting right outside your storefront? That’s right—your local community! If you’re not leveraging hyper-local content marketing, you’re missing out on one of the easiest ways to become the go-to business in your area. Ready to dominate your neighborhood? Let’s dig in!

## 7 Secret Strategies to Local TikTok Marketing (Both Free & Paid)! 22



For local businesses, TikTok is an untapped goldmine, offering a unique way to connect with your community, showcase what makes your business special, and attract new customers.

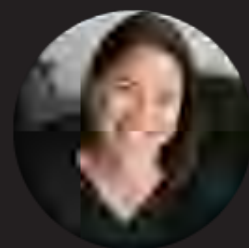
But to truly leverage TikTok, you need strategies tailored to your local market. We’re not talking about the usual “just create great content” advice. We’re diving into actionable, lesser-known tactics that can put your business on the local map! Ready to explore the possibilities? Let’s jump in!

## Welcome to "Coachable Moments"

by Maximize GPS Academy, where we bring small business owners like you the smartest digital marketing strategies to save time and boost efficiency. Lead by Chrissanne Long, CEO of Maximize Digital Media, our digital magazine zeroes in on innovative marketing techniques that attract more clients with less hassle. We’re dedicated to helping you focus your efforts where they count: on growing your business confidently and effectively. Get ready for a curated selection of the latest trends, tools, and tactics specifically for local businesses.

Here's to your success!

– Chrissanne Long,  
CEO, Maximize Digital Media



Maximize GPS, your gateway to success in marketing and sales. As small business experts, we specialize in innovative, cost-effective strategies that drive real results. Join hundreds of small businesses already growing and scaling with ease.

Discover how at [MaximizeGPS.com](https://MaximizeGPS.com)





# 5 EASY WAYS TO USE AI IN YOUR LOCAL BUSINESS WITHOUT OVERCOMPLICATING THINGS

AI—it sounds like something reserved for big tech companies and Silicon Valley, right? But here's the truth: AI has never been more accessible for local business owners. And while you might hear about chatbots, automated emails, and "smart" analytics in the headlines, knowing exactly how to use these tools to grow your local business can seem overwhelming.

What if there were easy, actionable ways to integrate AI without needing a PhD in technology or a massive budget? The good news is, there are! Here are five simple ways to harness AI for your local business, to save time, improve customer experiences, and drive more sales.





## 1. AI-Enhanced Social Media scheduling to Maximize Engagement

Social media is a key driver for local businesses, but the pressure to post consistently can be overwhelming. Even if you already use a basic scheduling tool, there's a difference between just posting and posting at the right time. AI can help you schedule content when your audience is most active and ready to engage.

**How It Works:** Advanced schedulers like Publer, Lately.ai, or Buffer do more than just auto-post. They analyze your audience engagement history and provide personalized recommendations on the best times to post based on real-time data. If you have a retail clothing store, for instance, you might learn that your audience is most engaged on Instagram around lunchtime and just before dinner. These tools let you schedule your posts ahead of time and then take it a step further by optimizing for the best time slots.

**How to Implement It:** Getting started is simple: sign up for one of these platforms, connect your social media accounts, and let the AI analyze your posting history. You can bulk-upload posts for a week or month at a time, and the AI will handle the rest—posting when it predicts your followers are most likely to see and engage with your content. A local bakery, for example, can use these platforms to post daily specials or behind-the-scenes content to keep customers coming back for fresh baked goods.

### PRO TIP:



Try A/B testing different types of content, such as videos, photos, and text posts, to see what works best. AI schedulers often provide engagement analytics to help refine your content strategy over time.



## 2. Chatbots: Your 24/7 Customer Service Assistant

Imagine being able to assist every customer that visits your website, day or night, without needing someone to be “on call.” AI chatbots make this possible, and they’re far easier to set up than you might think. They allow you to answer common customer questions instantly, keep your audience engaged, and even drive sales.

**How It Works:** Tools like Tidio, ManyChat, and MobileMonkey provide simple chatbot templates designed for local businesses. These bots can answer frequently asked questions, schedule appointments, or even send out coupon codes—all in real-time.

**How to Implement It:** Using a drag-and-drop editor, you can set up a basic chatbot in under an hour. Think about the questions your customers commonly ask: “Are you open on Saturdays?” or “What are today’s specials?” A small restaurant could set up a bot that quickly provides its opening hours, menu, and directions, all while prompting visitors to book a reservation.

### PRO TIP:



Pro Tip: Keep it simple. Don’t overcomplicate the bot with dozens of responses right away. Start with 3-5 common questions, test how customers interact, and expand based on feedback. This quick win can save you hours answering the same inquiries and boost customer satisfaction instantly.





### 3. Automated Review Requests to Build Trust and Credibility

We all know how important online reviews are for attracting new customers and building trust, but asking for reviews can feel awkward and time-consuming. AI can take care of this for you, automatically and politely.

**How It Works:** Platforms like BirdEye and NiceJob are specifically designed to help local businesses gather more reviews. These tools work by sending automated follow-up messages to customers shortly after they purchase a product or receive a service, kindly asking them to share their feedback on Google, Facebook, or Yelp.

**How to Implement It:** You can connect these platforms to your existing CRM or point-of-sale system. Once a transaction is complete, the tool triggers an automatic message (usually via email or text) with a link to leave a review. For example, if you run a hair salon, the AI can send a quick text to a customer right after their appointment, saying, "We hope you loved your haircut! If you did, we'd appreciate your feedback!" The process is seamless, and by catching your customers while their experience is still fresh, you're more likely to secure that positive review.

#### PRO TIP:



Customize your messaging based on customer behavior. For repeat customers, thank them for their loyalty before asking for feedback. For first-timers, ask for feedback about their initial experience and how you can improve. Personalized messages tend to generate better responses.



### 3. Automated Review Requests to Build Trust and Credibility

Email marketing remains one of the most effective ways to connect with your audience, but sending the right message at the right time can be tricky. That's where AI-powered email tools come in, helping you craft and send emails that are not only well-timed but also more relevant to each subscriber.

**How It Works:** Tools like Mailchimp and Sendinblue have AI features that use data analytics to decide the best times to send emails based on your subscribers' behaviors. They can also help you craft content tailored to your audience's interests by analyzing what kind of emails they open, click, or ignore.

**How to Implement It:** Instead of sending out blanket emails, segment your audience based on their past behavior (e.g., purchases, website visits, or past email interactions). Then use the AI's recommendations to schedule the emails at times when your audience is most likely to open them. If you're a home services business, like a lawn care company, AI can help you send seasonal reminders just as spring approaches or before winter hits, increasing the chances your email will drive bookings.

#### PRO TIP:



Use AI to test subject lines and content. Many email platforms have built-in AI tools that help you A/B test different elements of your emails—like headlines, images, and calls to action—to see which versions generate more opens and clicks.







## 5. AI-Powered Design Tools for Professional Marketing Materials in Minutes

Creating compelling visuals is crucial for local marketing, but not everyone has the budget to hire a graphic designer. Fortunately, AI-powered design tools make creating professional flyers, social media graphics, and even short promotional videos easy, even if you have no design skills whatsoever.

**How It Works:** **Canva** and **InVideo** are go-to tools that offer templates and AI design recommendations. Simply choose a template, drag and drop your logo, photos, or text, and the AI will make design suggestions to improve aesthetics and layout. These tools are designed to be beginner-friendly, so you don't have to be a design expert to make your content look polished.

**How to Implement It:** Let's say you own a pet grooming business. You want to create a set of social media posts to promote a special "Groom Your Pet for Less" event. Instead of spending hours trying to come up with a design, use Canva to find pre-made templates, add your details, and let the AI handle the alignment and color suggestions to keep everything visually appealing.

### PRO TIP:



Use design AI tools to create a set of branded templates you can reuse across different promotions. Once you have a consistent style, you'll save time on future campaigns and ensure all your content looks professional and on-brand.





## **The Takeaway: Start Small and Scale as You Go**

AI might seem intimidating, but it's actually a lot simpler than you think when you know where to start. The strategies mentioned here are designed to be quick wins—easy to implement and proven to boost your business.

Get started by choosing one or two tools to try this week. Whether it's scheduling your social media posts more effectively, setting up an automated review request, or enhancing your email marketing, you'll see how AI can make a difference with minimal effort.

Before you know it, these small adjustments will help your local business stay ahead of the competition, improve customer experiences, and save you time—so you can focus on what you do best.

### **GOT QUESTIONS OR NEED HELP PICKING THE RIGHT STRATEGY FOR YOUR BUSINESS?**

Let's connect and figure out how AI can simplify your marketing efforts.  
Until next time, keep up the good fight and embrace the power of easy AI!

**Creating Magnetic**

# *Video Content*

## **PRO LEVEL TIPS TO**

### **ELEVATE YOUR ENGAGEMENT**

Short-form video is no longer just “the future” of digital marketing—it’s here and it’s dominating. Whether you’re trying to capture attention on TikTok, Instagram Reels, or YouTube Shorts, it’s all about magnetic content that sticks in your audience’s minds. But here’s the catch: it’s not just about flashy visuals and catchy music. It’s about strategic content that resonates, entertains, and drives action.

I’m not going to tell you to “post consistently” or “use popular hashtags”—that’s advice everyone knows. Instead, let’s dive deep into some pro-level, actionable tips to craft videos that hook viewers instantly and keep them coming back for more.





## 1. The 3-Second Rule: Captivate Immediately

You have about three seconds to make an impression. TikTok and Reels audiences scroll fast—like “blink and you miss it” fast—so if you don’t capture their attention right away, they’re gone. Here’s the secret: start with movement, curiosity, or controversy. The goal is to disrupt the typical scrolling pattern and give viewers no choice but to pause and watch.

### *Example:*

A local chiropractic clinic could start their video with a close-up of a person’s back being adjusted, followed by the satisfying “pop” sound.

Then, they quickly switch to the relieved reaction of the client with a text overlay that reads, “Did you hear that? Instant relief!” This approach immediately intrigues viewers, prompting them to stay and see the full experience.

## 2. Keep Your Videos Moving: The 2-Second Transition Trick

Here’s a pro trick to keep your viewers watching: don’t let any one shot linger for more than two seconds. Quick cuts, multiple angles, and on-screen movement keep the content visually interesting. Remember, people have short attention spans—constant change within your video helps keep their focus.

### *Example:*

A local fitness studio could record a workout video using multiple angles: a close-up of feet moving during a lunge, a quick switch to a wide shot of the entire move, then a transition to a smiling trainer offering a tip. These quick transitions prevent the video from feeling stagnant and ensure the viewer stays engaged.





## 3. Leverage TikTok & Reels Trends

### But Make Them Yours

One of the best ways to get on people's For You Page (FYP) or Explore tab is to use trending sounds, themes, and challenges. But here's the thing: don't just copy what everyone else is doing. Put a local spin on it, make it niche-specific, or inject your brand's unique voice into it. Using a trend just for the sake of hopping on it won't resonate—it's your twist that makes it pop.

#### *Example:* —————

Let's say you're a home remodeling company, and there's a trending sound featuring a dramatic transition effect. Instead of simply mimicking it, use it to highlight "Before & After" transformations of a recent kitchen renovation. Start with a close-up of an outdated tile countertop, and on the beat drop, reveal the gleaming marble upgrade.







## 4. Tap Into Storytelling

(With a Twist)

People love stories, especially when they feel personal or relatable. But here's the twist: your storytelling should be visual, not verbal. These short-form videos don't have time for lengthy monologues. Use visuals to convey the narrative—think quick flashes of different scenes that build up to a satisfying conclusion.

### *Example:* \_\_\_\_\_

A flower shop could tell a story about "A Day in the Life of a Bouquet." Start by showing flowers being delivered, then a quick transition to trimming the stems, arranging them in a vase, and finally, the happy customer walking out of the store with a big smile. Each shot is like a frame in a comic strip, conveying more through imagery than words could.

## 5. The Power of Looping Content

One of the easiest ways to boost engagement and play with TikTok and Reel algorithms is to create videos that naturally loop. When a viewer re-watches your video—intentionally or not—it signals to the platform that your content is engaging. The secret is to craft your video so it seamlessly starts over without it being obvious that it's replaying.

### *Example:* \_\_\_\_\_

A smoothie bar could make a video where they throw all the ingredients into a blender, blend it, pour the smoothie, and then show a close-up of someone enjoying the first sip. The video could end with the empty blender, starting right back at the first frame—blending another smoothie. This creates a smooth loop that encourages viewers to watch multiple times.



## 6. Use Text Overlays to Guide the Story

Not everyone watches videos with the sound on—especially on social platforms. That’s why text overlays are a powerful tool to guide the narrative, highlight key points, and keep viewers watching even without audio. Use captions, thought bubbles, or bold text to emphasize parts of your video and make it more digestible.

### *Example:*

A local cleaning service can post a time-lapse of a deep-cleaning job, with bold text overlays marking the progress: “Step 1: Clearing the Clutter,” “Step 2: Scrubbing Down Surfaces,” and finally, “Step 3: Fresh and Spotless!” This text guides viewers through the cleaning process, making the transformation even more satisfying.

## 7. Humanize Your Business:

### Go Beyond Products

Magnetic content is about connection, not just promotion. Go beyond just showcasing what you sell. Share the personalities behind your business. Show your team’s humor, your quirks, and the fun you have while running your business. Viewers love feeling like they know the “real you,” and it makes them more likely to become loyal customers.

### *Example:*

A local family-owned restaurant could make fun videos where staff members take turns showing their favorite dish or sharing cooking tips. It could be as simple as “How our chef spices the perfect steak” or a funny blooper reel of behind-the-scenes mishaps in the kitchen. These moments humanize your brand and make your content more shareable.







## 8. Ask Questions and Spark Engagement

Questions are a great way to spark interaction and comments. The more engagement your video gets, the more likely it is to reach new audiences. However, don't just ask generic questions; make them specific to your audience and relate them to the content in your video.

### *Example:* \_\_\_\_\_

A pet supply store could post a video featuring different types of pet toys and ask, "What toy does your dog love most—chew, squeak, or tug-of-war?" This not only engages viewers who are pet owners but also draws them into the conversation around your products.

## 9. Repurpose and Recycle Your Best Content

You don't always have to create new content from scratch. Repurpose your existing content to get more mileage out of it. Videos that performed well in the past can be slightly re-edited, updated with new trends, or simply reposted at a later date. Don't let good content fade away—keep it alive by finding new ways to repackage it.

### *Example:* \_\_\_\_\_

A bike repair shop that made a successful video on "How to Check Your Tire Pressure in Under a Minute" could recycle that content during different seasons. Maybe reframe it for summer rides and then repost with a winter biking angle later in the year. Each repost allows you to reach different segments of your audience.



## 10. Create Challenges and Tag Users

Encourage user participation by creating challenges or dares that encourage users to post their own content and tag your business. The idea is to inspire creativity among your audience, which boosts your brand's visibility and strengthens community ties.

### *Example:* \_\_\_\_\_

A barber shop could launch a "Fresh Fade Challenge," daring customers to post videos of their new haircuts with a hashtag like #FreshFade[YourCity]. To sweeten the deal, offer a reward—like a free haircut—for the most creative or popular submission. This not only draws attention to your services but also turns your customers into advocates.

## Takeaway: Get Creative, Be Authentic, and Keep Your Audience in Mind

Creating magnetic video content isn't just about being flashy—it's about resonating with your audience on a personal level. Use these advanced strategies to make videos that aren't just entertaining but that also drive engagement, action, and loyalty. Be willing to experiment, stay up-to-date with trends, and remember that people are drawn to authenticity. The more you connect, the more you'll see your engagement soar.

So, grab your camera, start recording, and let your business's personality shine through. With these tips in your arsenal, you're ready to make waves on TikTok, Instagram Reels, YouTube Shorts, and beyond. Your audience is out there—show them what makes your brand magnetic.



# NEED MORE LOCAL CUSTOMERS?

> **WE'RE HERE TO HELP :)**

Running a local business isn't easy, and getting more customers can be a challenge. That's where we come in.

We offer simple, effective marketing solutions tailored to your business. No jargon, no fluff—just strategies that work.

## HERE'S HOW WE CAN HELP:



**Get Found Online:** We'll help you show up where your customers are looking, whether it's on Google, social media, or beyond.



**Build Your Reputation:** Positive reviews and a strong online presence can make all the difference. We'll help you get there.



**Drive Real Results:** Our goal is simple—to get more people through your door and more sales in your pocket.

**Ready to See What We Can Do for You?** Let's chat! We're offering a FREE strategy session to show you three easy ways to start bringing in more customers right away.

**Maximize Digital Media – YOUR PARTNER IN LOCAL SUCCESS**

## GET IN TOUCH:

Visit us: [MaximizeDigital.com](https://MaximizeDigital.com) | Call us: 863-323-8844





# **HYPER-LOCAL**

## **CONTENT MARKETING:**

### **HOW TO BECOME THE GO-TO BUSINESS**

### **IN YOUR NEIGHBORHOOD**

What if I told you that one of the most powerful marketing tools you have is sitting right outside your storefront? That's right—your local community! If you're not leveraging hyper-local content marketing, you're missing out on one of the easiest ways to become the go-to business in your area. Ready to dominate your neighborhood? Let's dive in.

#### **What Is Hyper-Local Content Marketing?**

Hyper-local content marketing is all about creating content that resonates with the people, culture, and events happening in your community. It goes beyond standard marketing tactics; it's about capturing the unique vibe of your neighborhood and reflecting it back to your audience. To stand out, focus on content that speaks directly to your local market and provides genuine value.



A close-up photograph of a barber with a beard and glasses, wearing a black shirt and black gloves, shaving a customer's beard with a straight razor. The customer is lying back in a chair, and a white towel is draped over his neck. The background is dark with some white geometric shapes.

## ALIGN YOUR CONTENT CALENDAR WITH SEASONAL EVENTS

One approach to consider is creating a content calendar that revolves around seasonal events. Every community has those special annual happenings that locals look forward to—be it a summer art fair, a winter farmer’s market, or neighborhood garage sale weekends.

By aligning your content strategy with these events, you show that your business is part of the community, not just another business in it.

A local barber shop could align their content with the town’s summer music festival, offering special *“festival-ready”* groom & style packages for attendees. After the event, they could post a photo gallery on social media featuring their customers’ sharp new looks, tagging them with a fun caption like, *“Our community was looking fresh at the festival!”* They might also include a follow-up blog post with grooming tips for summer. This strategy not only showcases the barber shop’s skills but also reinforces its status as a community hub where locals go to get cuts.





## COLLABORATE WITH NEARBY BUSINESSES

Another effective tactic is to collaborate with nearby businesses for cross-promotions. Not only does this broaden your audience reach, but it also solidifies your business as a community player. Think of a bike repair shop partnering with a local coffee roastery to create a *"Pedal & Perk"* campaign. The bike shop could feature coffee from the roastery in their waiting area, while the coffee shop could showcase a *"Bike to Work Week"* display with free bike repair vouchers. This kind of cross-promotion doesn't just build your brand; it weaves your business into the daily fabric of local life.

## PARTNER WITH COMMUNITY ORGANIZATIONS

Community partnerships are another invaluable avenue for generating hyper-local content. For instance, a commercial cleaning company might partner with a local environmental group to sponsor a neighborhood cleanup day. By sharing content that documents the event—such as live social media updates, photos of volunteers, or a post-event recap blog—you position your business as a supporter of community initiatives. This builds trust and fosters goodwill, which is more valuable than any direct promotion.





## HARNESS THE POWER OF USER-GENERATED CONTENT

User-generated content (UGC) is a goldmine that many local businesses overlook. Encouraging customers to share their experiences can be one of the most authentic ways to connect with the community. For a paint-and-sip studio, a *"Sip & Show Off"* campaign could be just the ticket. Customers could be encouraged to snap a photo of their finished masterpieces during or after a session, tagging the studio with a fun hashtag like **#SippingArtists**. The studio could then feature these creations on its social media, adding a caption like, *"Our artists had a blast creating these stunning pieces last night!"* As an added incentive, participants might be entered into a monthly drawing for a free class. This not only highlights the enjoyable, social aspect of the studio but also creates an ongoing buzz that brings in new patrons curious about the experience.

## LOCALIZE YOUR EMAIL MARKETING EFFORTS

Don't underestimate the power of localizing your email marketing efforts. Including references to neighborhood events, offering exclusive promotions for local subscribers, or sharing community news can turn a simple email into a local resource. A residential landscaping business could dedicate a section of its monthly newsletter to *"This Month's Local Gardening Tips,"* tailored to the region's unique climate. Adding a bit of local flair makes the content feel personalized and keeps subscribers engaged.





## SPOTLIGHT LOCAL HEROES

Sometimes, becoming the go-to business in your area is about highlighting the local heroes that make your community special. A hardware store might start a blog series called *"Neighbor Spotlight,"* featuring interviews with local craftsmen and DIY enthusiasts. By showcasing the talents of the community, the hardware store positions itself not just as a place to buy tools, but as a hub for all things craftsmanship in the area.

## BUILDING A LEGACY IN YOUR COMMUNITY

Hyper-local content marketing is about more than just creating posts or running promotions—it's about fostering relationships. By focusing on creating value for your community and speaking to what makes your area unique, you naturally position your business as the local expert. When you make an effort to engage with the neighborhood authentically, you're not just marketing; you're building a legacy.

## TAKE ACTION AND BECOME THE GO-TO BUSINESS

Start by choosing one of these strategies to weave into your content plan this month. Whether it's collaborating with another local business, highlighting neighborhood events, or sharing customer experiences, hyper-local content marketing is your ticket to becoming more than just another business—you become the go-to name in your community.



# 7 SECRET STRATEGIES TO LOCAL TIKTOK MARKETING

 (BOTH FREE & PAID)!



When you think of TikTok, you might picture viral dance crazes or lip-sync videos, but it's far more than just a platform for fun and entertainment. For local businesses, TikTok is an untapped goldmine, offering a unique way to connect with your community, showcase what makes your business special, and attract new customers.

What makes TikTok stand out is its ability to provide authenticity and realness—things that local customers crave when choosing where to shop, eat, or get services. However, simply setting up an account and posting random content isn't enough. To truly leverage TikTok, you need strategies tailored to your local market.

We're not talking about the usual "just create great content" advice. We're diving into actionable, lesser-known tactics that can put your business on the local map—both free and paid. These methods are perfect for those who want to break free from traditional marketing approaches and try something fresh that resonates with the local crowd. Ready to explore the possibilities? Let's jump in!



## 1. Create Location-Specific Hashtag Challenges

FREE

TikTok thrives on hashtag challenges. Creating a local hashtag challenge is an easy way to get people in your area talking about your business. The beauty of this approach is that it turns your customers into your marketing team. When people participate and tag your business, they're helping spread the word in a way that feels genuine and community-focused.

**EXAMPLE:** A yoga studio could launch a “#YogaFlow[YourCity]” challenge, encouraging users to post short clips of their favorite yoga poses at home or in a park. Incentivize the challenge with a giveaway, like a free class or a branded yoga mat for the best video. As people join in, the hashtag becomes a local trend, driving awareness and interest in your studio.

## 2. Leverage Local Business Features in TikTok Ads

PAID

TikTok's ad platform offers advanced targeting options that can be a goldmine for local businesses. One of the best-kept secrets is its ability to hone in on specific locations, making sure your ads are seen by people in your area who are most likely to become customers. This level of precision means you're not wasting ad dollars reaching people outside your target market.

**EXAMPLE:** A local escape room business could run a “Weekend Escape Challenge” ad campaign, targeting users within a 10-mile radius. The ad can showcase short, exciting clips of groups attempting to solve puzzles in the escape room. By using TikTok's geo-targeting, you're ensuring that only the right audience—those close enough to actually visit—sees your ad. Throw in a limited-time offer, like a discount on group bookings for the upcoming weekend, to give viewers an extra push to take action and book their experience.







### 3. Host a “Behind-the-Scenes” Series

FREE

Customers love seeing what goes on behind the scenes. TikTok is perfect for quick, casual videos that give your audience a peek into the daily operations of your business. This not only humanizes your brand but also builds a sense of trust and authenticity. People want to support businesses they feel a connection with, and showing the effort that goes into your products or services is a great way to create that bond.

**EXAMPLE:** If you own a bakery, create short daily clips of the baking process—kneading dough, decorating cakes, or pulling fresh loaves out of the oven. Narrate the clips with a voiceover sharing what makes your baked goods special, like using organic ingredients or traditional methods. These small glimpses into your routine make viewers feel like they’re part of the experience, and the more connected they feel, the more likely they are to stop by.

### 4. Use TikTok’s “Promote” Feature

PAID

If you’ve posted a TikTok video that’s getting a lot of attention, the “Promote” feature can help you amplify its reach to a broader audience in your local area. It’s similar to boosting a post on other social platforms but tailored to TikTok’s engaging format. It’s a simple way to get more eyes on your best content without having to create a new ad from scratch.

**EXAMPLE:** A local pizza place posts a fun video showcasing their new wood-fired pizza oven in action. The video gets positive engagement, so they use the “Promote” feature to push the post to TikTok users within a 5-mile radius. They include a call-to-action in the caption, like, “Stop by this weekend for a slice!” Promoting a post like this turns an already engaging video into a mini-ad that directly targets nearby customers.



## 5. Collaborate with Local Creators



TikTok is full of local influencers who have strong followings in your area. Collaborating with these creators can significantly expand your reach within the local community. When you partner with someone your audience already trusts, it makes your business seem more approachable and trustworthy.

**EXAMPLE:** Reach out to local TikTok creators whose content aligns with your brand. If you run a trendy coffee shop, look for lifestyle or foodie influencers in your city. Offer them a free drink or snack in exchange for a shoutout or a fun video made in your shop. A collaboration like this feels authentic and lets you tap into the influencer's established audience. A helpful tip: provide a unique discount code for them to share with their followers, which not only drives traffic to your business but also allows you to track the success of the partnership.

## 6. Engage with Local Content



TikTok's "Nearby" and "Search" features are fantastic tools for discovering local content. Engaging with posts tagged in your area or using relevant hashtags is a subtle but effective way to build a network within the local community. When users see your business engaging with them, it creates a sense of familiarity and goodwill.

**EXAMPLE:** A florist shop searches for hashtags like #YourCityEvents or #YourCityWeddings to find and interact with content creators in the local area. They comment on a bride's wedding planning video, complimenting her bouquet choice, and offer a subtle mention of their floral services. This interaction feels genuine, helps build relationships, and softly promotes the business in the process.





## 7. Run a Local Contest or Giveaway



Running a contest or giveaway is one of the quickest ways to boost engagement and attract new followers. The key is to keep it simple and tie the prize directly to your business to attract people who are genuinely interested in what you offer. It's also an excellent opportunity to increase foot traffic to your physical location.

**EXAMPLE:** A local car detailing service could host a "Clean Car Giveaway" where they offer a free premium detailing package to one lucky winner. To enter, participants must follow the detailing service's TikTok account, like the video, and tag a friend in the comments. To keep it local, require participants to use a city-specific hashtag, such as #ShineWith[YourCity]. For extra reach, the detailing service can promote the contest video using TikTok's "Promote" feature to ensure it's seen by more people in the area. This way, you're drawing attention to your services and building a local following that could turn into loyal customers.

## The Takeaway: Turn TikTok into Your Local Marketing Superpower

TikTok isn't just for kids anymore, it's a dynamic platform where your local business can thrive. Whether you start with a simple behind-the-scenes video or jump into collaborations with local creators, the goal is to be authentic, relatable, and engaging. Your customers want to know who you are, what you stand for, and why they should choose your business over others. TikTok gives you the chance to show all of that in a fun, digestible format.

**So, what's your move?** Pick one or two of these strategies to try this month and watch how TikTok can transform your local marketing efforts. It's time to step into the spotlight and let your business shine!



# STRUGGLING TO GET THE RIGHT CUSTOMERS TO FIND YOU?



You've invested time, money, and effort into building your website and creating your social media presence... and yet, the customers just aren't coming. :(

It can be so frustrating!

## **BUT.. IT DOESN'T HAVE TO BE THIS WAY.**

Imagine a steady stream of potential customers visiting your website, eager to learn more about what you offer, ready to make a purchase or book your services.

### **Here's How We Make It Happen:**

- We'll take the guesswork out of marketing and create a custom plan tailored to your business goals.
- Our proven strategies will connect you with your target audience, driving the RIGHT traffic to your site.
- We handle everything for you—zero pressure, zero hassle—just a friendly conversation about your needs and goals.

**Follow our plan, and watch your sales grow.** That's our promise.

Stop Waiting for Customers to Show Up...

...and start reaching them directly with strategies that WORK. With our help, you can get the visibility and sales you deserve, without the stress or confusion.

### **Ready to Finally See Results?**

Contact us today for a FREE, no-pressure consultation. We'll chat about where you're at, where you want to be, and how we can help you get there.

Call us now at 863-323-8844 or Visit us online at [MaximizeDigital.com](https://www.MaximizeDigital.com)

It's Time to Grow Your Business – We're Here to Help!