

Hook/Headline

- 3 Tips to grow your local business online.

3 Points

1. Must post High quality photos. With all the time we spend on our phones these days, if it isn't a vibrant and clear photo, potential customers will just scroll past it. Take your time, make sure the lighting is good, and if you're showcasing items do it in the same location every time with a simple background.

2. Consistency and post timing. Research shows businesses should post 3 times a day, everyday. The time of day matters as well, ideally after breakfast (Around 9,) after lunch (Around 1-2,) and after dinner (6-7.) This is when most people happen to check their phones.

I know this can be hard as a business owner. Social media companies realize this and allow you to schedule your post. Most business owners I've seen usually dedicate one day each week to schedule the post for the whole week, or an hour each morning to schedule the day's post. Alternatively you could train a staff member to do it, or hire an agency.

3. Last but certainly not least, Meta ads. For the first time in all of history we can choose who we show our ads to. This is very powerful and it is much more cost effective.

We don't have to pay thousands of dollars for a billboard hoping our ideal customers happen to see it. We can now show our ad to specific people, in the ____ area, and triple our chances of them actually buying from us.

CTA:

With these simple tactics you can apply to your business today, you will improve your bottom line almost immediately. Take the time to post high quality photos consistently, and consider the power of Meta ads.

Feel free to reach out if you have any questions