

The seven principles of local marketing



For more advice & support with local marketing, contact the Locality team:
communications@locality.org.uk
20 minutes free advice for Locality members!

You can reach Nick, Co-Founder & CEO of Semble on: nick@semble.com

1. Goals: what do you want to achieve?

Set a goal – what exactly do you want people to do?

- What is the ultimate problem you're trying to resolve – ask 'why' 5 times

2. Audience: who is your audience & what do they want?

Understand and involve your audience – get out and meet them and ask them questions.

- What are their needs?
- What are their motivations?
- What are their interests?
- Where can you find them eg websites they visit, social media channels, newspapers they like to read, events they attend?

3. Competitors/partners: who else is offering something similar to you?

Find out who is doing something similar to you. Who could you partner with, and when should you differentiate your offer?

- Are there competitors meeting the same need as you?
- Are there others doing something related that might partner with you?

4. Offer: what makes your offer compelling?

Capture what makes your product or service unique, and how it meets audience needs.

- What is it about what you do that meet the needs and wants of your audience?
- What parts of your offer are your audience most interested in?

5. Messages: what should you say?

Start with 'why', not 'how' or 'what' (Google Simon Sinek – Golden Circle TED talk). Limit your messages to three – repetition and consistency is key.

- Why should people care about what you're offering?
- What great stories can you tell about your work?

6. Activities: what tactics should you use to reach people?

Only at this point should you think about your tactics and activities. Check your budget and available resources, so you can be realistic about what you can achieve.

- What have you done in the past that's worked (or hasn't)?
- What are the best ways to reach your audience? What will they respond to most?
- What are the times and places where your audience will be most receptive?
- Where are the places the local community comes together?
- What makes your activities exciting / different?
- What else is happening in your community that you could tie into or should avoid?
- Who else could you work with and partner with?
- Which media channels could you use (social, traditional)?

7. Evaluation: how will you measure success?

Always capture learning from the process to adapt future marketing activities. Think about what you need to measure, and set a baseline, before you implement anything.

- What kinds of things should you measure to know if you achieved your goal?
- What can you ask people who got involved (and those who didn't)?

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