

## ***The Bootstrapper's Guide to the Mobile Web***

by Deltina Hay

### **Location-Based Marketing Plan Worksheet**

This worksheet can help you prepare your location-based marketing plan. Refer to respective sections of the book for clarification of specific questions.

#### **I. Preliminary Steps**

- Check your business listing within every LBS (location-based service) used in your region, even the ones you do not plan to develop. Refer to [TheBootstrappersGuide.com](http://TheBootstrappersGuide.com) for a list of services.
- Update errors and contact the service's support team if you cannot figure out how to fix discrepancies.
- Update the "places" options in the social media platforms where you already have a presence like Facebook and Twitter.
- Link your Facebook Places with your Facebook business page (see the book for details).

#### **II. Research Services**

As discussed in the book, not every LBS is going to be a good fit for your business or region. Research the tools that are most popular in your market region and for your target market.

**Based on this research, list the tools to include in your plan:**

#### **III. Prepare Content**

**Prepare the following content:**

- Edited business descriptions that include your best keywords
- Accurate contact information
- Accurate location information
- Updated hours of operation
- Photos, videos, and QR codes to upload to the services you want to use

#### **IV. Determine Your Resources**

Take a look at the resources you have to put toward location-based marketing, and base your initial plans on that assessment, prioritizing services as you go.

**How many hours a week can you commit to location-based marketing:**

## **V. Outline Your Goals**

### **What do you want to achieve with location-based marketing?**

- To drive traffic to your location in general?
- Drive more traffic during a particular time of day?
- Sell more of a specific product?
- Increase customer loyalty?
- Improve customer relations?
- Target new customers or established patrons?
- Other?

## **VI. Create Your Optimized Presence**

### **For each tool you decide to develop, create an optimized presence as follows:**

- Fill out your business profile or page completely.
- Use edited descriptions that include your best keywords.
- Properly categorize your business, where applicable, so it places well in searches.
- Upload custom logos or banners where applicable.
- Integrate your other social media tools—like blogs, Twitter, and Facebook, where applicable.
- Take advantage of any “extras” a service offers, like uploading or linking to promotional videos and photos, or placing QR codes on your page or profile.

## **VII. Incentives and Promotion**

### **How will you utilize the location-based services in your plan to drive traffic to your business or fulfill other established goals?**

- Offer “digital punch cards”—like “get a free cup of coffee with every tenth check-in”?
- Provide deals, specials, and rewards specific to individual services?
- Offer raffles—where each check in is entered to win a prize?
- Provide “mayorships” to the customer who checks in most often, and giving them special privileges?
- Create rewards for regular customers, and discounts for newcomers?
- Offer challenges and treks in specialty services like SVNGR?
- Other?

### **How will you promote your deals or other incentives?**

- Provide table tents or other promotional material in your store or venue?

- Place QR codes on your website and at your venue?
- Promote on your other social media accounts?
- Other?

## **VIII. Engage**

Engagement is a key factor to success in any type of social media marketing campaign.

### **Engage your customers by:**

- Responding to customer reviews (positive or negative)
- Acknowledging concerns
- Letting your customers know you are listening