

# CHECKLIST

## 10-Step Local Marketing Evaluation

If you are like most marketers, you are constantly evaluating your campaigns and budgets to make the most of every opportunity. You have obligations to track performance, ensure message consistency, allocate resources and make informed decisions based on data and performance.

With those objectives in mind, our team at PowerChord created the Local Marketing Evaluation Checklist to provide brand marketers with a tool to streamline workflows, reduce inefficiencies, and maximize productivity.

- Are your metrics clearly defined?** Start by defining specific, measurable, and achievable goals for your local marketing efforts. Whether it's increasing foot traffic, driving online sales, or boosting brand awareness, having clear objectives will provide a benchmark for success.
- Is your audience targeting established?** Evaluate your customer base and understand their demographics, behaviors, and preferences. Effective local marketing requires a deep understanding of your audience to tailor campaigns to their specific needs.  
***PowerChord Tip: Consider integrating a CDP into your marketing stack for enhanced customer profile development***
- Do your selected channels match your campaign goals?** Assess the performance of various marketing channels such as social media, email, search, and local events. Identify which channels are yielding the best results and driving engagement with your local audience.  
***PowerChord Tip: After your campaign goals are established, ensure that your channel budgets align with those business objectives***
- Are your online and offline plans integrated?** Analyze how well your online and offline marketing efforts integrate with each other. Determine if your online campaigns are successfully driving foot traffic to physical locations and vice versa.



- Is your messaging consistent across channels?** Consistent messaging not only strengthens brand recognition but also promotes brand loyalty and engagement. By aligning your messaging with the unique needs and values of your audience segments, you can establish a strong connection with local customers and differentiate your brand in a competitive market. ***PowerChord Tip: Build trust and confidence with your audience by ensuring that promotional, product and service details are standardized throughout your messaging.***
- Have you conducted a competitive analysis?** Conduct a thorough analysis of your local competitors. Compare their marketing strategies, presence, and performance to identify areas where you can gain a competitive advantage.
- Can you attribute your conversion sources?** Evaluate the return on investment (ROI) of your local marketing initiatives. Determine which campaigns are generating the most revenue and how each marketing effort contributes to the overall sales pipeline.
- Have you automated your lead follow-up?** When shoppers reach out to your locations for more information, time is of the essence. Leads that receive a response within 5 minutes are 21x more likely to respond than those who get a response after 30 minutes\*. Take advantage of the speed available through automation. ***PowerChord Tip: Incentivize your locations to respond to leads quickly. Incentives could include additional co-op funds, year-end rebates or access to special promotional offers.***
- Do you have a method to collect customer feedback and reviews?** Collect and examine customer feedback and reviews across different platforms. Pay close attention to sentiments, common themes, and areas of improvement to gauge customer satisfaction and brand perception.
- Are you set-up to adapt and innovate to changing technology?** Assess your brand's ability to adapt to changing local market dynamics and embrace innovative approaches. Identify opportunities for improvement and areas where cutting-edge solutions can revolutionize your local marketing efforts.

By consistently applying these ten principles, you can better understand how your local marketing strategies are performing and refine them for maximum impact. This checklist is a valuable tool to ensure your local marketing is not just operational but working efficiently and effectively to grow your business.

\*<https://www.troyharrison.com/the-navigator-news-blog/6-reasons-why-you-should-respond-to-leads-in-five-minutes/>

