Max Quality Leads

FREE CHEAT SHEET 06 / 07

THE UNIQUE LOCAL MARKETING PLAYBOOK

Google Business Profile, Nextdoor, local partnerships, community groups and street-level tactics that put your name on every doorstep you want to work on.

INSIDE

- Google Business Profile set-up and weekly habits
- Nextdoor and local Facebook groups
- Partnerships with agents, trades and merchants
- Street-level tactics and a weekly routine

Big national brands can outspend you online. They can't out-local you. These strategies put your name in front of homeowners in the exact streets you want to work, often for very little money.

01 GOOGLE BUSINESS PROFILE: YOUR FREE SHOP WINDOW

Set-up essentials

- Choose the most accurate primary category, then add relevant secondary ones
- Set your service areas to the towns you actually want work in
- List every service with a short description and, where possible, a starting price
- Add opening hours, phone, website and booking link
- Upload a logo, cover photo, team photos and real job photos

Weekly habits

- Add 3-5 new job photos, named sensibly (e.g. composite-decking-**[town]**.jpg)
- Publish one update post: a recent job, a tip or a seasonal offer
- Reply to every review within a couple of days
- Answer questions in the Q&A section, and seed common ones yourself
- Check that no one has suggested incorrect edits to your listing

MQL NOTE

Reviews that mention the service and the town help both trust and local visibility. When you ask, suggest: 'It would really help if you mentioned what we did and where.'

02 NEXTDOOR

1. Claim a free business page, add your logo, photos, service area and a short description.
2. Ask happy customers in your area to recommend you on Nextdoor. Recommendations are what neighbours see first.
3. Answer home improvement questions helpfully, without a hard sell. Be the trusted local expert.
4. Post occasional useful updates: seasonal maintenance tips, a job in the area (with permission).
5. Test Nextdoor's local ads on a small budget in the neighbourhoods with the best-fit homes.

03 LOCAL PARTNERSHIPS

Partner	Why they're useful	How to start
Estate and letting agents	Vendors and landlords need work done quickly	Offer a 'ready to sell' or 'ready to let' package and a referral fee
Architects and designers	Clients need someone to build the plans	Invite them to see a finished job; share your timelines and specs
Complementary trades	Electricians, plumbers, plasterers, decorators all see projects first	Swap referrals both ways; agree a simple thank-you fee

Partner	Why they're useful	How to start
Builders' merchants and showrooms	Homeowners ask staff 'who do you recommend?'	Get on their recommended installer list; leave cards and a sample board
Mortgage brokers	Remortgage clients often release money for home projects	Offer a short guide on project costs for their clients

04 FACEBOOK COMMUNITY GROUPS

- Join the local groups for every town you serve and **read the rules first**. Many allow business posts only on certain days.
- Be genuinely helpful in the comments when people ask for advice or recommendations.
- Share finished local jobs on promo days with a short story, not a sales pitch.
- Ask customers who are group members to tag you when someone asks for a recommendation.

05 ON THE STREET

Site boards and van

A clean board outside every job (with permission) and a sign-written van with a short web address and QR code. Your work becomes your advert.

Neighbour letters

Drop a polite note to the ten to twenty houses around each job: who you are, what you're doing, how long, and a neighbour-only offer.

Leaflets that target

Only drop leaflets in streets with homes that suit your service and price point. Use a QR code linking to a local landing page.

Finished-job open house

With the homeowner's agreement, invite neighbours to see a completed project for an hour on a Saturday. Offer refreshments and free quotes.

06 COMMUNITY VISIBILITY

Sponsor something local

Junior football kits, a school fair, a village show. Inexpensive, visible and remembered.

Free advice clinic

Partner with a local DIY shop or garden centre for a Saturday 'ask the expert' session.

Local press and radio

Pitch a genuinely interesting story: an unusual project, a charity job, an apprentice starting out.

07 HYPER-LOCAL ADS

- Run Meta ads with tight postcode or radius targeting around your best areas and your current jobs.
- Name the town in the first line of the ad and in the headline. Local beats generic.
- Create a landing page per main town with local job photos and local reviews.

- Use Google Local Services Ads or search campaigns for '**[service]** near me' and '**[service]** **[town]**' searches.

08 YOUR WEEKLY LOCAL MARKETING ROUTINE

- [ ] Monday: post a job update on Google Business Profile
- [ ] Tuesday: answer questions in local Facebook groups
- [ ] Wednesday: neighbour letters around this week's jobs
- [ ] Thursday: check in with one partner (agent, trade, merchant)
- [ ] Friday: request reviews from completed jobs
- [ ] Friday: reply to every review and comment

09 PARTNER PITCH AND TRACKING

PARTNER INTRODUCTION MESSAGE

Hi **[name]**, I'm **[your name]** from **[Business Name]**. We **[service]** around **[area]** and often meet clients who also need **[their service]**. I'd like to recommend you when that happens. If you come across homeowners who need **[your service]**, we'd be glad to help them too, and we'll **[thank-you, e.g. pay £100 per completed job / return the favour]**. Fancy a quick coffee or a look at one of our finished jobs next week?

KNOW WHICH TACTIC IS WORKING

- Add a **'How did you hear about us?'** question to every form and call, with options for each tactic you run.
- Use a separate QR code or short link for leaflets, site boards, vans and neighbour letters.
- Tag each lead's source in GoHighLevel so you can see booked jobs by channel, not just enquiries.
- Every quarter, drop the weakest tactic and double down on the best two.

Local landing page checklist

- Town name in the main heading
- Photos of jobs in that town
- Reviews from local customers
- Areas and postcodes you cover
- One clear form or booking button

Neighbour letter must-haves

- Apology for noise and vans
- How long you'll be on the street
- Neighbour-only offer with a date
- Phone, WhatsApp and QR code
- Your name and a friendly sign-off

Max Quality Leads

WE SPEAK LESS. WE WORK MORE.

WANT EXCLUSIVE LEADS?

We manage Google Business Profiles and run hyper-local Meta and Google ads for home improvement businesses, with exclusive leads that are qualified before you call.

EXCLUSIVE

Your leads are yours. Never shared, never resold.

QUALIFIED

Screened before you pick up the phone.

CUSTOM OFFER

Built around your trade, area and margins.

Book a free strategy call

cal.com/utsav-daga/30-minute-strategy-call

Message us on WhatsApp

wa.me/919510371305

HOW WE WORK

- **Free consultation** to map your offer, area and targets.
- **Pay per lead: £3–£4** plus ad spend.
- **Meta ads setup: £400/month.**
- Meta ads, Google ads, GoHighLevel follow-up, WhatsApp/SMS/email and Google Business Profile management.