

Digital Bytes

Low to no-cost digital marketing best practices to help you grow your business

Generate leads in minutes using Nextdoor.com

What

Nextdoor.com is a social media platform that operates on a hyper-local level. The site allows neighbors in an immediate area to communicate via posts to ask for and receive recommendations, local news and event announcements.

Why

Nextdoor.com is an extremely popular platform and free to use. It offers an easy way to communicate with people in selected zip codes and have conversations with neighbors on an informal basis. Since the majority of small business customers generally come from nearby zip codes, Nextdoor.com is a convenient way to create greater awareness in your local community.

How

Here are 3 free ways to begin using Nextdoor.com to promote your business.

- > **Post about your business** – Create a heartfelt post introducing yourself and your business to your neighbors. Let them know it's locally-owned and how much you appreciate their support through their patronage, by following you on social media or leaving reviews and recommendations. If you like, offer a “neighbors-only” discount.
- > **Have someone else post about your business** – Few things peak a potential customer's interest more than a recommendation or endorsement from someone in their community. Ask a friend or preferred client to post about your business. If you want, reply to that post with a sincere thank you and a “neighbors-only” offer to any new customers who visit after reading the post.
- > **Create an event** – Nextdoor.com allows you to create an event post complete with dates, times, additional information and even photos. An event doesn't have to be a big promotion: it can be a fundraiser (perhaps a food drive for a local charity), a neighbors meet and greet, a sale or any other opportunity to encourage people to visit.

Tips

- > When creating a post or event, you can choose to have the message delivered to your immediate zip code(s) or customize the reach.
- > Use the platform to localize offers, testing one or two zip codes at a time.
- > Match your existing database of customers by zip code and use that as an overlay to select zip codes for your message.
- > Pay attention to the tone of your message on Nextdoor.com. Read through other posts to get an idea of how to create an informal, yet impactful message. This is not the forum for a hard sales pitch.

Resources

For a video recap of how to use Nextdoor.com for your local business, click [here](#).

Nextdoor.com also offers low cost paid advertising opportunities. To learn more, click [here](#).