



Discover 7 Ways To Get New Local Leads Online Right Now Without Breaking The Bank 🙌

Thanks for downloading this 2021 copy of the A1 Local cheatsheet that will show you where to find online leads for your business for free. We try to keep this document up to date - but if you find that one of these methods is not working anymore - please email me at hey@a1local.com.au so we can update it.

If you'd like to find out more about our [local SEO services](#), [Google Ads Management](#) or just want to find out more about our [Digital Agency](#) - just click the links above and visit our website!

1. **Forum Posting** - This is a tried and proven way to get people to take notice of you. The trick is to find forum posts that are highly relevant to your service through special Google searches and add your say as an expert to the post you found.
 - a. A Google search example would be: ("leaking tap" inurl:forum) which will only show you websites that are forums which have posts in them where people talk about leaking taps.
 - b. An example link that might come up is <https://forum.homeone.com.au/viewtopic.php?f=18&t=2097> and this is a perfect opportunity to register for a user account, write out a helpful, substantial reply and make sure you don't try to sell anything. Instead - have your website link as part of your user profile signature so people can click if they're interested. Also keep in mind that people might reach out in a private message.
2. **Facebook Groups** - There is no shortage of people on Facebook who are looking for recommendations from people they know or in local groups. The key is to find relevant local groups in your area by searching in the Facebook search bar (e.g



<https://www.facebook.com/search/groups/?q=west%20perth>) and go through the list of groups that you want to join.

- a. Make sure you turn the group notification settings on, so you get notified every time there's a new post.
- b. Join the page with your personal profile AND as your business page.

3. **Google My Business listing** - Even a free listing will help you get some more visibility on Google and you should make use of this. We can help you optimise your profile and provide content to keep it updated - but I strongly recommend that you claim your business listing, get it verified with the postcard and make sure it has all relevant information such as your location, opening hours and services.

- a. Once you have your listing sorted - you can start asking your clients and customers for Google reviews if they're happy with your work. (We're actually working on something cool that makes this super easy, so email me if you want to know more about it)

4. **Influencer Marketing** - This one's a little different. You'll need to do some research and be willing to do some work upfront. Essentially you're going to be looking for someone that has a large local following, for example someone with a popular local news blog (<https://perthisok.com/>) and reach out to them with a barter proposal. Make an agreement with them to offer them your service in exchange for shoutouts and mentions about your company and offer to their local audience.

- a. Example: A few years ago I got solar panels installed on my house for free by a company who wanted to get more SEO traffic. I got them on the first page of Google relatively quickly and they made back their initial investment within a short few months. All the following sales were pure profit as they didn't have to pay for any ongoing work.



5. **Instore Advertising** - Everyone always seems to forget about the old traditional ways of getting in front of people. Most local stores will have a free advertising pinboard available and you should make full use of that! Get an A4 flyer designed and printed with an irresistible offer for new clients. E.g first time clients get free call-out for example. Have the little tear strips at the bottom so people can easily grab your number, use a QR code on the flyer to send people directly to your website or a phone number.
 - a. Take some time to map out all the stores in the area that have this available and get someone to get your flyers out to all of them. Checkup regularly to see if people are taking your number and if the flyer is still on the board.
6. **Referral Program** - Reach out to old and existing clients and offer them a referral commission for every new client they send your way. There are tools available that can automate this for you, or a good old fashioned spreadsheet can also do the trick.
 - a. Decide on what a new client is worth to you, create the offer messaging and design and shoot it through to the people you think might be able to help you.
 - b. You can also add this in your email signature: e.g “Earn \$\$\$ for every referral you send our way”
7. **Have an Event** - Engage with your local community and start a monthly event - such as a BBQ or luncheon. Tell people to invite their friends and make sure to give people something like a fridge magnet to take home, so they'll remember you the next time they need your help.

There you go, **7 ways to get new local leads without breaking the bank!**



While these are all free or low-cost, they can be quite time and labour intensive, so you should consider other ways that are easier to scale and faster to activate, like Google Ads, Local SEO, and Social Media Marketing. These are the main ways that many of your competitors are using to grow their business and market share at the moment.

Book a free > [30 Minute Marketing Meetup](#) < with Bob to find out how A1 can help you grow your local business with smart Digital Marketing!

Thanks for reading!

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