



# 10 Content Ideas for Your Hyperlocal Prospecting Strategy





As a real estate agent, insurance agent,  
or home services professional,

**YOUR SUCCESS DEPENDS ON HAVING AN  
EFFECTIVE PROSPECTING STRATEGY.**

Good lead generation is vital to staying ahead of the competition. Sales opportunities come from new relationships with potential clients, but not all leads are created equal. A targeted approach helps you find the right leads.

Hyperlocal prospecting, or hyperlocal marketing as it is commonly called, is a marketing technique that targets a highly focused area or region, think of a specific street or neighborhood.






01.

The goal of hyperlocal prospecting is to maximize engagement in target areas in the community.

It's a cost-effective way to build awareness because your efforts are targeted to just a few city blocks, where your content is especially relevant, rather than targeting a larger area where your content may not be applicable.

02.

Hyperlocal prospecting establishes you as an authority in the area.





By delivering valuable resources or information homeowners need, you are the go-to expert on that particular area, placing you top-of-mind. Through consistently delivering valuable resources and information, you gain their awareness, and trust and start to build a relationship, oftentimes without having met in person.

03.

Hyperlocal content also helps improve your SEO ranking in local search results by appearing in "near me" search query results.

That's why we're showing you the steps to do hyperlocal prospecting. We've also compiled our top 10 content ideas for creating hyperlocal awareness. This will help you make lasting connections with those who need your product or service most and help you build a robust pipeline.






## Why is hyperlocal content important to your marketing campaign?

Hyperlocal content creates awareness, builds relationships, and improves your SEO ranking in local searches.

The first thing to consider when building your hyperlocal strategy is how to segment your target audience.



Cole's customizable lead lists give you all the data you need to curate a powerful lead list for each of your market segments, so you can reach the right audience with the right content.

Market segmentation can include many different variables but some common ones include:



**01. DEMOGRAPHIC**

**02. PSYCHOGRAPHIC**

**03. GEOGRAPHIC**

**04. BEHAVIORAL**





## 01. DEMOGRAPHIC SEGMENTATION

This is the most common form of market segmentation.

Common variables may include:

- Age
- Gender
- Marital status/ Family status
- Educational background
- Household income
- Occupation



## 02. PSYCHOGRAPHIC SEGMENTATION

Psychographic segmentation refers to the lifestyle, attitude, and interests of a market segment.

Some common types of psychographic traits include:

- Personality
- Interests
- Values
- Attitudes
- Lifestyle





### 03. GEOGRAPHIC SEGMENTATION

Geographic segmentation is determined by the physical location and can be broken down by:

- Country
- Region
- State
- County
- City
- Neighborhood

### 04. BEHAVIORAL SEGMENTATION

Behavioral segmentation refers to the habits, influences, and behaviors that determine how prospects interact with your product or service. Common contributing factors include;

- Engagement with the brand or product
- Acquisition: how and when they become a customer
- Usage: how they use the product or service
- Loyalty: how important brand loyalty is to the customer
- Retention: the length of time they will continue to use the product





# Steps for creating a hyperlocal campaign



## 01. Segment your lead list by one or more factors.



If you're using Cole's custom lead lists, run a custom search for your segment. We recommended a custom search using geographic and demographic targeting. Use demographic targeting to get the decision-maker on the phone (head of household, policyholder, e.g.). Use geographic targeting to select an area you'd like to prospect.

## 02. Select your communication channel(s).

Do you want to do a telemarketing campaign? Email? Door knocking? Flyers? Social media? Using more than one channel can be helpful!







## 03. Determine your goal.

Are you doing a campaign to raise awareness and get your name out there? Are you trying to present an offer? Are you looking to set up appointments? Not all campaigns need to take you from first contact to sale.

## 04. Tailor your message.

Once you've determined your goal, get your messaging dialed in. Are you positioning yourself as the expert? Demonstrate your knowledge while you provide as much value as you can. Are you running a special discount? Write a compelling offer. Do you want to set up an appointment? Show how working with you will help the prospect get what they want. Remember: no one wants to do business with you, but everyone would love for you to help them get what they want. campaigns need to take you from first contact to sale.



## 05. Run your campaign.

Depending on the strategy you're deploying; building awareness, promoting a special offer, or nurturing cooled-down leads, it's time to launch your campaign via the channels you've chosen.

## 06. Measure your results.

You won't know the efficacy of your efforts unless you measure the results. You can use a CRM, like Hubspot to track engagement across your campaigns. Hubspot and other CRMs give insight into how many people are taking action on your website and digital lead generators. You can use analytics tools like Google Analytics to measure website traffic during a campaign and gauge the efforts of your print campaign's call to action.

## 07. Repeat!

Once you've measured your results, take what works and do it again! Adjust your next campaign to better align with the goals of your target audience, remember, your goal is to create awareness, not convert every lead to a sale right away. It can take up to 11 touches to convert a lead into a sale. It's an investment of time and effort but with consistency and patience, you could sell the whole neighborhood.

Now that you have a better understanding of some best practices for segmenting your list, here are some ideas to get you started with creating local content. You should treat these ideas as a starting point and tailor your content to be appropriate for your audience and your market segments. We hope these ideas will get the ball rolling for you to start generating great content of your own!





## TOP 10 LOCAL CONTENT IDEAS FOR REAL ESTATE, INSURANCE, AND HOME SERVICES.

### 01. Promote your city's local Restaurant Week by creating a free guide on your website.


For SEO purposes, a lot of locals will be looking for information about the restaurants featured in the event and you'll get lots of hits from your expert's guide! A digital version would draw people to your website and help your SEO ranking.





### 02. Sponsor a food drive at your local food bank.

Create awareness and get involved with your community by giving back. A toy drive during the holiday season is another great way to get involved. Promoting on social media is easily sharable and can increase engagement metrics with likes and comments.

### 03. Create a guide to local farmer's markets in the area.



Talk to the vendors and get insider info about what to expect during the season, exciting vendors to look forward to, the best time of the week or day to come when the freshest peaches are available and any info people would find useful to know beforehand like parking, fees, policies, times and a vendor list. Make this a bullet-pointed list you can share on your website, optimize the title for SEO with a title like: "The U-Street Farmer's Market Insider's Guide" and use headings within the article highlighting keywords like U-Street Farmer's Market Parking.





#### 04. Make a concert series guide.

If your city hosts a summer concert series, write an online guide to the concert series. FAQs, policies, lineup, vendors, and parking info. A downloadable PDF or calendar is an easy way to get contact info like email for an email marketing campaign. If your target area is mostly young families with small children, make a concert series guide for families and optimize keywords in the title and headings for searchability: "The Parent's Guide to the Twilight Summer Concert Series."



#### 05. Create blog content your audience will find useful.

"Activities for Kids When It's Too Hot to be Outside" or other seasonally appropriate posts optimized for SEO with keywords for your target audience in the title and headings.



#### 06. Create a Factoid or Infographic direct mailer about home values and history in your target areas.

"Home values in Rosewood Greens" or "The Average Cost to Remodel a Rambler in Your Neighborhood" can bring awareness to your business and to the idea of selling or remodeling your home.



#### 07. How-to guides are great lead generators.

For home services, there is an abundance of possibilities when it comes to writing a how-to guide: "How to increase the value of your home without breaking the bank" - anything a homeowner might search for that will result in them finding your website online. Alternately, a how-to guide direct mailer about converting your home to solar energy in a neighborhood with older homes and younger, new homeowners or gardening tips for organic gardening in an area focused on clean eating and community gardening. Keeping it simple, and bullet-pointed will help with SEO as most people (65%) get the information they're looking for right on the search engine results page.





## 08. Create an events calendar that would appeal to each market segment.

Exercise and Wellness Events for Seniors, Cooking Classes, Storytime, and Activities for Kids, just to name a few. A digital version is great for generating website traffic and creating awareness. A physical fridge magnet keeps your business' name top of everyone's mind because they will see your name every time they go to the fridge or check their calendar.

## 09. Host a seminar or webinar about topics your target area would find relevant.

Tips for selling your home in a tough economy, tips for planning for the future, tips for increasing the value of your home by investing in solar energy, etc. The free seminar or webinar would require an email to sign up, allowing you to start a nurture email campaign and follow up with your prospect.

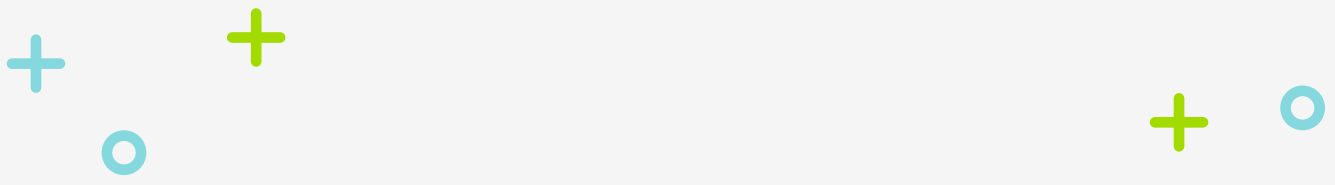
## 10. Offer a quarterly market report with stats from the area as a direct mailer or postcard.

Use this as an opportunity to educate your target customers about industry trends.



We hope these tips and content ideas will help you build a successful pipeline. We encourage you to take these ideas and make them your own in a way that benefits your audience the most.



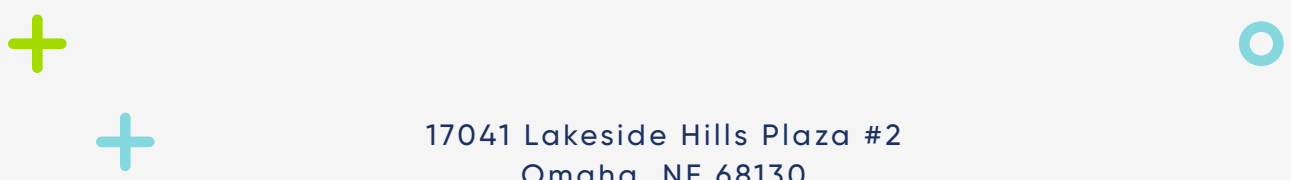


# **COLE INFORMATION**

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Every great hyperlocal prospecting strategy starts with a great lead list. If you're ready to take your prospecting to the next level, Cole Information is here to help. Contact us today to get started connecting with the right people.

[COLEINFORMATION.COM](https://COLEINFORMATION.COM)



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