

How to Use Facebook Advertising to Grow Your Local Business



THERE'S NO BETTER WAY TO PROMOTE YOUR **LOCAL BUSINESS** THAN USING FACEBOOK ADS...

Before you can start selling to your audience, you need to know who your ideal customer is, where they are, and what they will buy. Download our proven [Customer Avatar Worksheet](#) now and get clear on who you're selling to.

August 26, 2016 by
[Molly Pittman](#)

[34](#)

[105](#)

If you want more people to walk through the door of your...

- salon

- restaurant
- clothing store
- dental office
- concert venue
- bar
- or any local establishment...

...then **keep reading!**

There's no better way to promote your local business than using **Facebook ads**.

Not only can you advertise on a small budget, turn the campaign on and off whenever you'd like (much different than a billboard or TV commercial), there's also a social aspect...

Your customers can help promote your business to their family and friends on Facebook, **and we all know how effective word of mouth is**.

Better still — running Facebook ads for a local business is also fairly easy. Much easier than if you were attempting to advertise to an international market.

Why?

Because local businesses know exactly how to target their audience, while the rest of us are left to wonder.... Where are these people hiding!?

Local businesses know something really specific and crucial about their target market: they live or are in close vicinity to their business.

Instead of having to wrack your brain for different interests to target, the targeting is done for you.

You know that they live in or are visiting your city.

It's that easy.

For example, at DigitalMarketer we sell our products in 70+ countries.

So, when I'm creating Facebook campaigns, even if I only select the four top countries that we do business in, I'm faced with the dilemma of having to narrow down the audience size because 262 million is WAY too large.

The screenshot shows the Facebook Audience Definition interface. On the left, under 'Audience', there are options to 'Create New' or 'Use a saved audience'. Below this, there are sections for 'Custom Audiences' and 'Locations'. The 'Locations' section is expanded to show a list of countries: United States, Canada, United Kingdom, and Australia, each with a selection icon. On the right, the 'Audience definition' section features a gauge and the text 'Your audience selection is fairly broad.' Below this, the 'Audience Details' section lists: Location (Australia, Canada, United Kingdom, United States), Age (18-65+), and Placements (News Feed on desktop computers, News Feed on mobile devices or Right column on desktop computers). At the bottom right, it states 'Potential reach: 262,000,000 people'. A red arrow points to the 'Placements' section.

So, I add interests that would appeal to business owners and people interested in marketing.

Audience
Define who you want to see your adverts. [Learn more.](#)

Create New | Use a saved audience ▾

Prefill with options from your last advert set

Custom Audiences **Browse**
[Create New](#) ▾

Locations ▾

- United States
 - United States**
- United Kingdom
 - United Kingdom**
- Canada
 - Canada**
- Australia
 - Australia**

Include ▾ | [Add locations](#)



Drop Pin

[Add Bulk Locations...](#)

Age -

Gender All Men Women

Languages

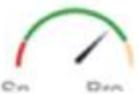
Detailed targeting INCLUDE people who match at least ONE of the following

Social Media Examiner

[Add demographics, interests...](#) | [Suggestions](#) | [Browse](#)

[Exclude people or Narrow audience](#)

Audience definition



Your audience selection is fairly broad.

Audience Details:

- Location:
 - Australia
 - Canada
 - United Kingdom
 - United States
- Age:
 - 18-65+
- Placements:
 - News Feed on desktop computers, News Feed on mobile devices or Right column on desktop computers
- People who match:
 - Interests: Social Media Examiner

Potential reach: 520,000 people

Estimated daily reach

1,700-4,600 people on Facebook

0 of 290,000

This is only an estimate. Numbers shown are based on the average performance of adverts targeted to your selected audience.
Advert set duration: 31 days

520,000 is much more reasonable and will generate an audience of people that are actually interested in what we re selling.

For local businesses, the targeting is done for you!

Take my hometown for example...

The screenshot shows the Facebook Audience targeting interface. On the left, under the 'Audience' section, there are options to 'Create New' or 'Use a saved audience'. Below this, there are checkboxes for 'Prefill with options from your last advert set', 'Custom Audiences', and 'Locations'. The 'Locations' section is expanded to show 'United States' and 'Danville, Kentucky' selected. A map of Danville, Kentucky, is displayed with a blue pin and the text 'Drop Pin'. Below the map, there are filters for 'Age' (18 - 65+), 'Gender' (All, Men, Women), and 'Languages' (Enter a language...). On the right side, the 'Audience definition' section shows a progress indicator and the text 'Your audience is defined.'. Below this, the 'Audience Details' section lists: Location: United States: Danville Kentucky; Age: 18-65+; Placements: News Feed on desktop computers, News Feed on mobile devices or Right column on desktop computers. At the bottom right, it shows 'Potential reach: 20,000 people' and 'Estimated daily reach: 930-2,400 people on Facebook' with a progress bar and the text 'This is only an estimate. Numbers shown are based on the average performance of adverts targeted to your selected audience. Advert set duration: 31 days'.

The audience is nice and defined, no targeting needed other than the location.

Facebook even recently created an entire objective for local businesses:

Auction ⓘ
Run adverts on auction and pay based on demand

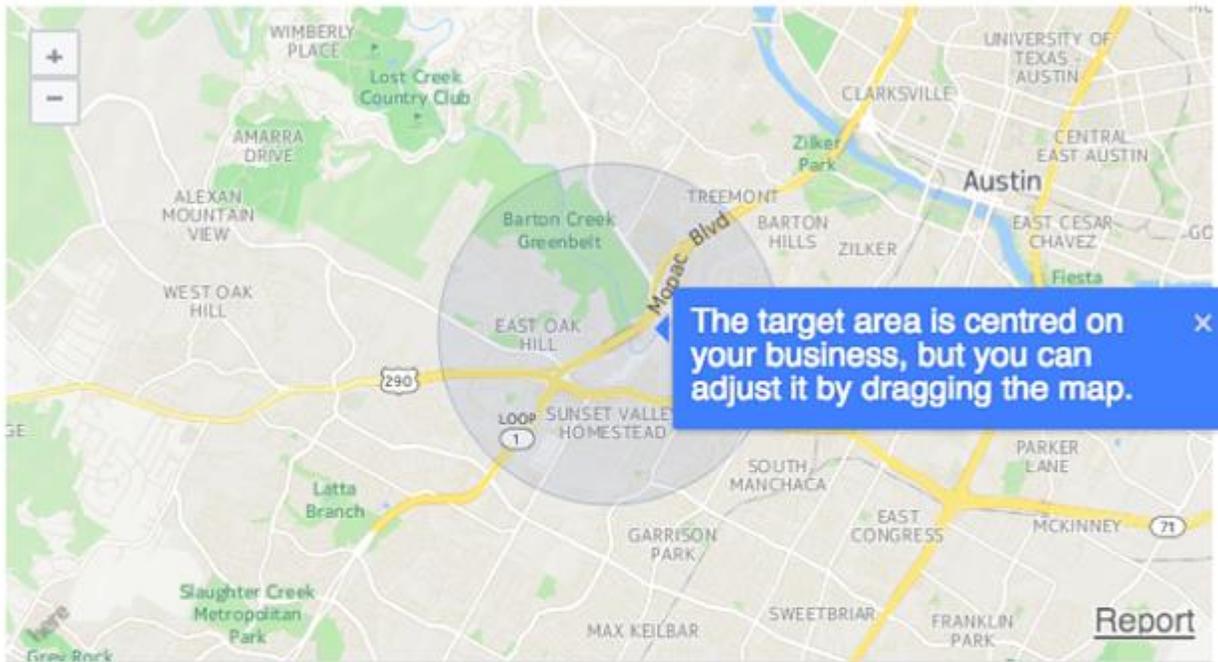
Reach and Frequency ⓘ
Book audience in advance and reserve price

- Boost your posts
- Promote your Page
- Send people to your website
- Increase conversions on your website
- Get installs of your app
- Increase engagement in your app
- Reach people near your business** ⓘ
Use the Local Awareness objective to reach people near your business.
- Raise attendance at your event
- Get people to claim your offer
- Get video views
- Promote a product catalogue
- Collect leads for your business
- Increase Brand Awareness **NEW**

And, when it comes to targeting... you can enter specific street addresses and then adjust the radius:

Audience

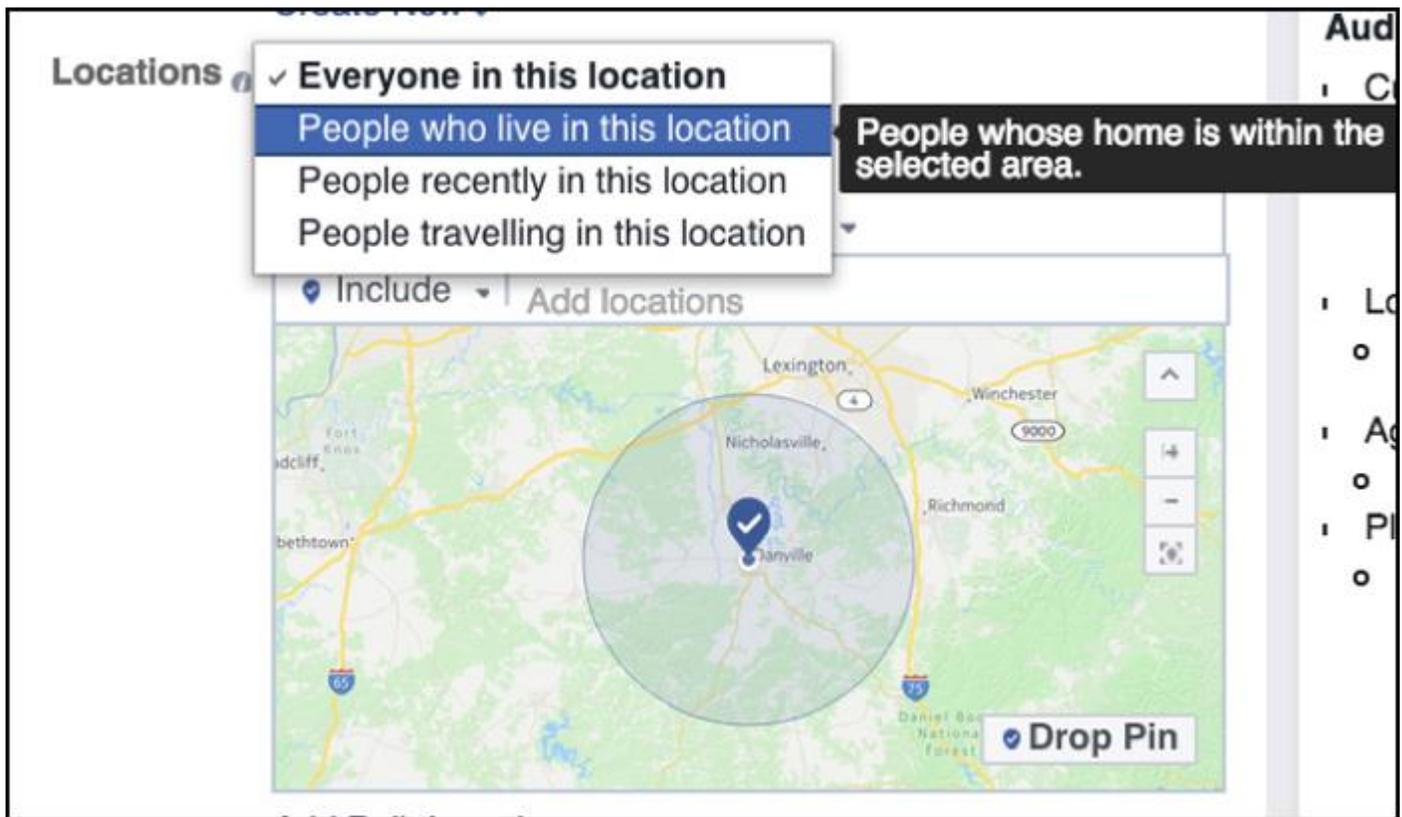
Define who you want to see your adverts. [Learn more.](#)



You can also specify whether you want to reach everyone that is in this location, people who actually LIVE in this location (based off of what they specified on their FB profile), people recently in this location, and people traveling in this location.

These will come in handy based off of the type of local business you own. If you own a **restaurant**, you would want to target everyone, but maybe create specific campaigns that give visitors or residents specific discounts.

If you own a **dental clinic**, you'd want to go after people who actually have roots in the city.



Now that you understand how to reach your local market through targeting, let's cover methods for enticing them to actually visit your business...

Call Out Your Audience

If you're scrolling through your newsfeed, you're most likely to stop and read something that's written specifically for you.

You're much more likely to notice an ad that has the name of the city where you live within the copy. The ad seems more relevant to you.

When you're running ads to a local market, use the name of the city in your ad!



Galvanize - Austin

Sponsored · 

 Like Page



In 6 months, you'll learn the tools and skills you need to make an impact as a programmer.



Learn to Code in Austin

97% of Galvanize graduates are employed within 6 months and have an average starting salary of \$77,000!

WWW.GALVANIZE.COM

[Learn More](#)

In the ad above, Galvanize says “Learn to Code in **Austin**”. Not just “Learn to Code”. They’re specifically talking to people that live in Austin.

Search



Status

Photo

Check In

Maggie Hobson Misner and Stephanie West like Shipt.



Shipt

Sponsored ·



Shipt grocery delivery is expanding to Austin and we are recruiting shoppers now!



Earn Money On Your Own Time!
Join the community and make good m...
www.shipt.com

Learn More

88

22 Comments 17 Shares

Like

Comment

Share

Above, Shipt says that they are expanding to **Austin**, not just that they are expanding.

 **Verlocal**
Sponsored · 

 Like Page 

From Terrarium and Cocktail Making, to Hand-Lettering and Jewelry Making, and so much more! Take a DIY adventure with style in your city, all offered by local artisans!



Spark Your Creativity with DIY Classes in Austin

Enjoy classes led by local experts in Austin. All materials included. Learn new skills, start a new hobby, and rediscover your city today!

WWW.VERLOCAL.COM 

Verlocal says to “Spark Your Creativity with DIY Classes in **Austin**”. Similar to the Galvenize example, they’re doing an awesome job of catching people’s attention because the classes are actually IN Austin, this isn’t a random ad that should be ignored....

Imagine how much more effective the below ad would be if it said “**Austinites** — stop waiting in line for salad!”.



Snap Kitchen

Sponsored · 🌐

Stop waiting in line for salad.



Just lunch already.

Only at Snap Kitchen.

APP.SNAPKITCHEN.COM

[Get Directions](#)

Morale of the story: use the name of your city in your ad. It adds specificity and will catch your target market's attention.

Do you post status updates to a Facebook page for your business?

Use the Boost Post Button

...below the post to show the post to more people.



Allison Blacketer Buchanan for Mercer Circuit Clerk

Published by Marti Gum Nesbitt [?] · 1 August at 17:59 · 🌐

Thanks for all the support from everyone at the Mercer County Fair! It was an enjoyable week! I am eager to continue serving as your Mercer Circuit Clerk!



1,008 people reached

Boost post

You can boost a post for as little as \$3. Specify that you want choose people through targeting and enter the name of your city.

AUDIENCE

- People who like your Page [?]
- People who like your Page and their friends [?]
- People you choose through targeting [?]

Default Audience ▼

[Edit audience](#) | [Create new audience](#)

Location – Living in:

United States: Harrodsburg Kentucky

Age:

18-65+

BUDGET AND DURATION

Total budget ⓘ

\$3.00 ▼

Boost anything that would be interesting to your audience!!

(**RELATED:** [Episode 49: Boosted Posts: Microtargeting and Other Advanced Uses of Facebook's "Easy Button"](#))

Greyhound Tavern, a restaurant in Ft. Mitchell, KY, wanted to let people in the area know that they had added a Bloody Mary bar! Look at the engagement and how many people shared the post...



Greyhound Tavern

23 July at 08:33 · 🌐

Today starts our brand new "Build your own" Bloody Mary Bar! House pickled vegetables, cheese board, applewood smoked bacon, and more! Oh, we also have mimosas by the pitcher! Every Saturday, 9 AM.

#greyhoundtavern #brunch #saturdaybreakfast #bloodymarybar #mimosa



👍 Like 💬 Comment ➦ Share



👍❤️😱 330

Chronological ▾

67 shares

Justine's Brasserie, a restaurant in Austin, TX, wanted to let the community know that they had a new, very special desert...



Justine's Brasserie

15 July at 16:30 · 🌐

Frozen Apricot Mousse * Peach * Blood Orange * Rose Syrup



On the [#justinesblackboard!!!](#)



👍 Like

💬 Comment

➦ Share



👍❤️😱 683

Top comments ▾

16 shares

Justine's is one of my favorite restaurants and as soon as I saw this ad it immediately made me want to visit, so I invited one of my friends and made a reservation. **THIS STUFF WORKS!**

You could even boost a post for a local political campaign...



Allison Blacketer Buchanan for Mercer Circuit Clerk
shared Mercer County Democratic Party's photo.

Published by Molly Pittman [?] · 26 July at 15:01 · 🌐

THANK YOU, [Mercer County Democratic Party](#) for your support!



Mercer County Democratic Party

18 July at 15:00 · 🌐

👍 Like Page

The Mercer County Democratic Party has officially nominated Allison Buchanan as our candidate for Circuit Clerk this November!

MEET YOUR DEMOCRATIC OFFICIAL: CI...

[See more](#)

3,860 people reached

🔄 View Results

If you're a restaurant, post your daily menu. If you're a salon, post before and after photos of your clients. Post a testimonial from a customer...

The possibilities are endless.

Post something interesting on your Facebook page and give it a boost to see how the community reacts.

(**NOTE:** Want the Ultimate Facebook Ad Template Library? Copy & paste these 7 proven Facebook ad campaigns to create low-cost, high-converting ads on demand. Get them [here.](#))



Create An Event

Creating and running ads to a Facebook event is a great way to get people to visit your establishment.

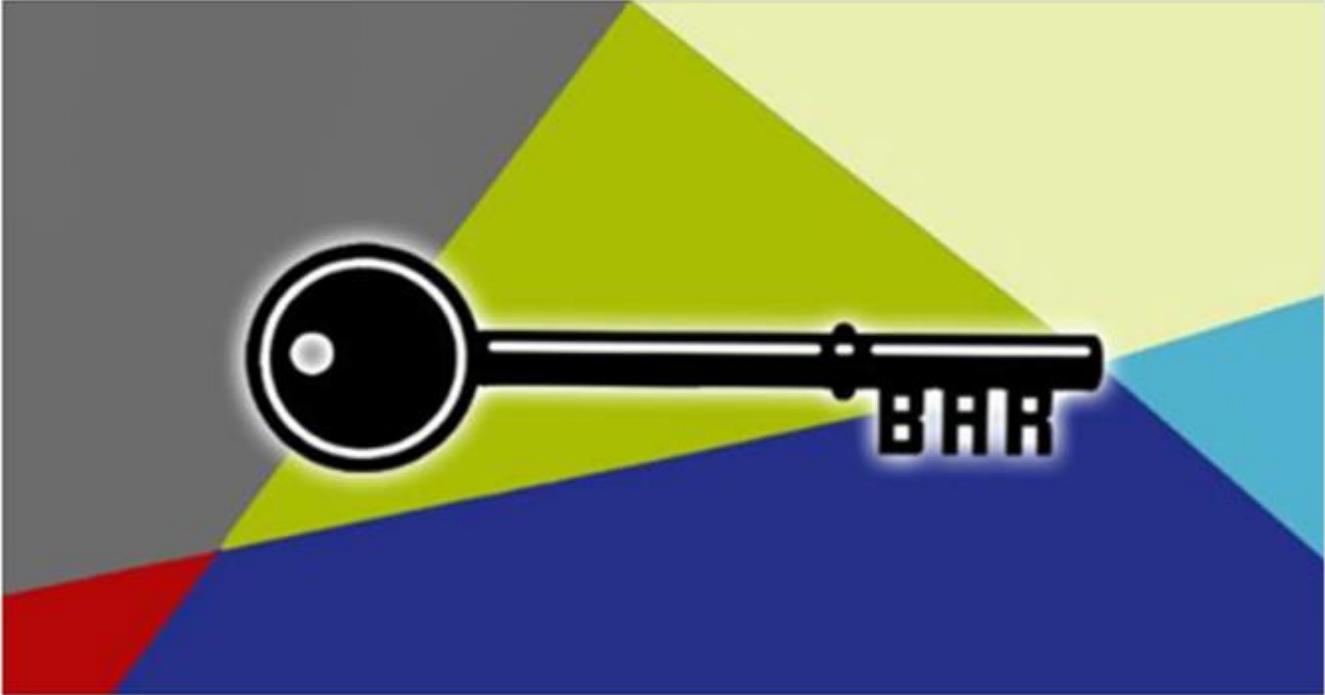
If you're a car dealership, have a Sunday family festival on your lot. Offer free food and face painting. This will get people in the door and the next time they go to buy a car, I bet they come to your lot.

If you're a salon, hold special events to teach people hairstyles.

If you're a bar, celebrate holidays or the anniversary of your establishment:

 **Key Bar** shared their event.
Sponsored · 

Time sure does fly when you're having fun! It's hard to believe it, but we've been around



26
AUG

Key Bar's 10 Year Anniversary!
26 August–28 August · Austin
98 people interested · 22 people going

★ Interested

The best part about events is that once people start to mark that they are interested or going, it will show in their friends' newsfeeds.

"Sally is attending Key Bar's 10 Year Anniversary"

... events are GREAT for word of mouth.

When holding an event, give people a reason to attend! Offer discounts or free food and giveaways, create a theme, make it a party!

Offer A Discount

A great way to catch a local market's attention is to run a free promotion or discount.

If you're a bar or restaurant, promote your happy hour discounts.

If you're a service provider, offer a "Super Dental Special" like the one below:



Search

**Jester Village Dental and Orthodontics**

Sponsored ·

Overdue to see the dentist? Sign up for our \$99 Super Dental Special, You'll <3 it!

Here's what you get:

- ✓ Professional Dental Cleaning
- ✓ X-rays
- ✓ Full Dental Exam

Sign up takes less than 1 min.

**\$99 Austin Dentist Coupon**

Sign up takes less than 1 min.

<http://www.jestervillagedental.co>

[Sign Up](#)

Write a comment...



Post

People who are in the need for a dentist will absolutely respond to the above ad because it's positioned as a promotion.

Even if you break even to get them in the chair, there is a chance that they will become a lifetime customer.

What are you willing to give away for free or at a discount in order to acquire a customer?

Create Content That Educates Your Local Market

Creating pieces of content that appeal to your local market is ALWAYS a great way to catch their attention.

Content can be written, on a blog, or even in the form of video as a Facebook video ad.

(RELATED: [The Ultimate Guide to Facebook Video Ads](#))

Running ads to content is great for markets like real estate where building rapport is important.

Here's a great example from Pauly Presley Realty:

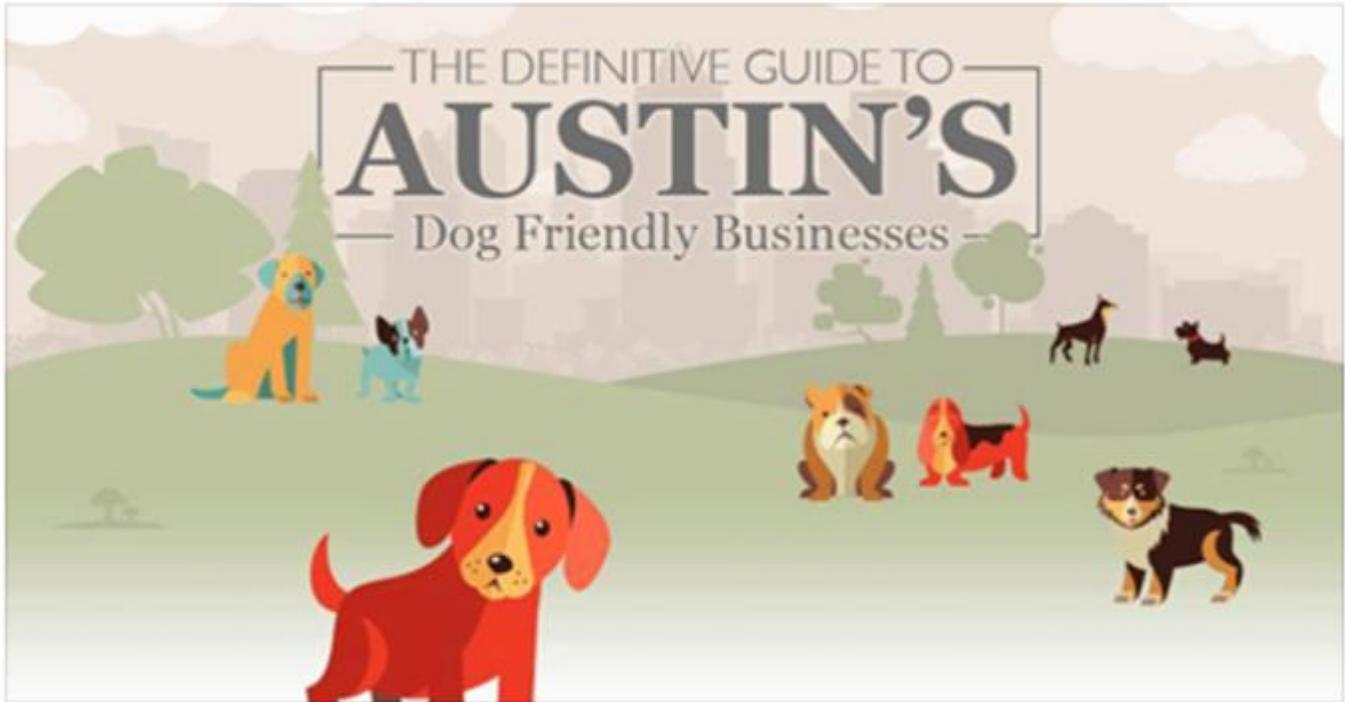


Pauly Presley Realty

Sponsored · 🌐



We know how much Austinites love their dogs, so we created "The Definitive Guide to Austin's Dog Friendly Businesses" so you know exactly where you can take your furry friend!



The Definitive Guide to Austin's Dog Friendly Businesses

Sick of leaving your dog at home while you explore Austin? The Definitive Guide to Austin's Dog Friendly Businesses is here to help you enjoy more time with your...

PAULYPRESLEYREALTY.COM

Instead of ads that ask people if they're ready to buy or sell a house (most people don't have that specific need at this time), they're simply giving content.

"The Definitive Guide to Austin's Dog Friendly Businesses".

If you own a gym or are a personal trainer, you could promote a piece of content that educates people on the best outdoor places to exercise in the city.

If you're a restaurant you could make a list of the best happy hour's in town (and happy to include your own) :).

As you can see, the possibilities are endless for local businesses to leverage Facebook advertising.

When going to create your first campaign, or to boost your first post, focus on how you will stand out in the newsfeed.

- Are you using the name of the city in the post?
- Are you giving them a reason to take action now (a discount)?
- Are you giving value first with content?

Excited to see your success!