

**Peak Beak**

WEBSITES · SEO · LEADS

FREE PLAYBOOK FOR LOCAL BUSINESSES

# The Local Business Social Media Playbook

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12 simple moves to get found, get followed, and win more local customers — in about 30 minutes a week.

[Start here](#)

## Read this first

You don't need to be everywhere, post every day, or dance on camera. Local businesses win on social media by being **easy to find**, **obviously trustworthy**, and **simple to contact** — nothing more. This playbook is 12 plays you can run in about 30 minutes a week. Do the first three this week and you'll already be ahead of most of your competition.

Each play has a quick why and a **DO THIS** step you can act on today. Skip nothing — but start small.

### 1 Pick two platforms and own them

Trying to be everywhere is why most local pages go quiet. Pick the one or two places your customers actually are and do them well.

For nearly every local business that's **Facebook + Instagram**, plus your Google Business Profile (next play). Skip the rest until those are humming.

**DO THIS:** Choose your two platforms today and drop the pressure to post anywhere else.

### 2 Claim your Google Business Profile

This is the real MVP of local marketing — it's what shows up when someone Googles you or searches '[your service] near me,' with your map pin, hours, photos, and reviews.

It's free, and a complete profile beats a fancy post every time.

**DO THIS:** Search your business name on Google, click 'Claim this business,' and fill in every field — hours, services, photos, and your website link.

### 3 Make your profiles do their job

A visitor should know who you are, what you do, where you are, and how to reach you in five seconds. Most local pages bury this.

**DO THIS:** Set a clear name, a logo profile photo, a one-line description, your town, hours, and a single button — Call, Message, or your website.

## 4 Use the 3-2-1 content mix

You don't need fresh ideas every day — you need a simple recipe. Over any 6 posts, aim for:

- **3 helpful** — a tip, FAQ, or 'how we do it' that shows you know your stuff
- **2 behind-the-scenes** — your team, your work in progress, your town
- **1 ask** — a clear offer, booking link, or 'call us today'

**DO THIS:** Plan your next 6 posts using 3-2-1 so you're never staring at a blank screen.

## 5 Post photos that actually work

People scroll past stock images and logos. They stop for real, local, human photos.

- Faces of you and your team
- Before / after of your work
- Real jobs and happy customers (with permission)
- Your storefront and your town

**DO THIS:** This week, snap and post one of these: a finished job, a before/after, or a smiling team member.

## 6 Write captions that get action

A good caption follows a simple shape: **Hook** → **Value** → **one clear CTA**. Open with a line that stops the scroll, give one useful nugget, then tell them exactly what to do next.

**DO THIS:** End every post with ONE action: 'Call us,' 'Tap the link,' or 'DM us QUOTE.' Never leave them guessing.

## 7 Show up with short video (Reels)

Short vertical video gets shown to far more local people than photos right now. You don't need to be polished — just real. Three easy formats anyone can film on a phone:

- A quick tip in your own words
- A satisfying before-and-after of your work
- A 10-second 'meet the owner' hello

**DO THIS:** Film one 15–30 second clip this week. Done beats perfect.

## 8 Tag your town and your area

Local tags and hashtags help nearby people — the only ones who can actually hire you — find your posts.

**DO THIS:** Add your location to every post plus 3–5 local hashtags like #StClairsville #OhioValley #ShopLocal.

## 9 Reply fast — every time

Speed wins. Replying quickly to comments and DMs signals you're open, builds trust, and the platforms reward active pages with more reach. A missed DM is a missed customer.

**DO THIS:** Turn on notifications and answer every comment and message within a few hours. Treat DMs like a ringing phone.

## 10 Build a review engine

Reviews are the most powerful social proof a local business has — they sway buyers and lift your Google ranking. Most owners simply forget to ask.

**DO THIS:** Ask every happy customer for a Google review (text them the link), and reply to every review you get — good or bad.

## 11 Boost one good post for \$5–10/day

The simplest local ad there is: take a post that's already doing well, hit 'Boost,' and target just your town and nearby areas. A few dollars a day can put you in front of thousands of local people.

**DO THIS:** Pick your best-performing post and boost it to a 10–15 mile radius for one week. Watch what happens.

## 12 Track what actually matters

Likes feel good but don't pay the bills. The numbers that matter are the ones tied to customers.

- Calls and texts from your profile
- DMs and quote requests
- Direction requests and profile visits
- Clicks through to your website

**DO THIS:** Each month, jot down calls, DMs, direction requests, and website clicks — then do more of whatever drives them.

### Put it together

## Your 30-minute weekly routine

Consistency beats intensity. Here's a light weekly rhythm that keeps you visible without taking over your life.

When	What to do	Time
Monday	Post 1 helpful tip or FAQ (photo or short video)	10 min
Wednesday	Post 1 behind-the-scenes or before / after	10 min
Friday	Post 1 offer / ask with a clear call-to-action	5 min
Daily	Reply to comments & DMs; thank any new reviewer	2 min
Monthly	Boost your best post; jot down calls / DMs / clicks	15 min

### Steal these

## 10 posts you can publish this week

- “Did you know...” — one surprising tip about your service
- Before & after of a recent job
- Meet the owner / team member spotlight
- Answer your most-asked customer question
- A 5-star review screenshot (say thank you!)
- “Now booking for [season / month]” with a clear CTA
- A quick how-to or pro tip video
- Your storefront / a local landmark + a shout-out to your town
- A limited-time offer or this week's special
- “Tag someone who needs this” engagement post

Rather have it handled?

## Your website is where social media sends people.

Social posts get people curious — then they check out your website before they call. If that website is slow, dated, or hard to use on a phone, all that effort leaks away. That's exactly what we fix.

Peak Beak builds custom, SEO-ready websites for local businesses — designed to rank on Google, build trust in seconds, and turn visitors into real leads. Monthly plans start at **\$99/mo with nothing down**, and you work directly with the person building your site.

**Start with a free 15-minute discovery call.**

No pressure, no jargon — just honest advice and a clear price.

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Built for local businesses across St. Clairsville, Barnesville, Cambridge, Zanesville, Wheeling & the Ohio Valley.