



## The Worksheet: Interactive Steps to Plan and Execute Your Local Marketing

The worksheet is a companion to the Quick-Start Guide, designed to help spa owners organize their thoughts, evaluate their current marketing strategies, and plan actionable next steps.

### 1. Business Information Checklist

#### - Current Status:

- Is your Google Business Profile verified? [Yes/No]
- Are your hours of operation updated? [Yes/No]
- Do you have professional, updated photos uploaded? [Yes/No]

#### - Next Steps:

- Verify or update your business profile.
- Schedule a professional photo session if needed.

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### 2. Online Presence Assessment

#### - Questions to Answer:

- Does your website load in less than 3 seconds? [Yes/No]
- Is your website optimized for mobile users? [Yes/No]
- Do you have a clear call-to-action (e.g., “Book Now”)? [Yes/No]

- Actionable Notes:

- List any technical issues on your website.
- Write down ideas for improving your site's user experience.

### 3. Social Media Strategy

- Current Habits:

- How often do you post on social media? (e.g., daily, weekly, rarely)
- Are your posts visually appealing and engaging? [Yes/No]

- Next Steps:

- Create a monthly content calendar with planned posts.
- Brainstorm five post ideas related to spa services, client tips, or promotions.

### 4. Local Advertising Goals

- Questions:

- Are you currently running local ads? [Yes/No]
- What is your monthly ad spend? \$\_\_\_\_\_

- Next Steps:

- Define your target audience for local ads.
- List the platforms you'll use (e.g., Facebook, Google).

## 5. Review & Reputation Management

### - Checklist:

- Do you respond to all client reviews? [Yes/No]
- Are you encouraging satisfied clients to leave reviews? [Yes/No]

### - Next Steps:

- Set up a system to request reviews after appointments.
- Draft a thank-you response template for positive reviews.

## 6. Goal-Setting Section

### - Prompt:

- Write three specific marketing goals for the next month.
- Example: Increase website visits by 15%, gain 10 new reviews, launch a Facebook campaign targeting local clients.

## How to Use the Worksheet

- Fill out each section to identify what's working and what needs improvement.
- Use the completed steps to plan your marketing activities.
- Send questions about the worksheet to us for guidance and collaboration.