LocalUp
ADVANCED

LOCAL CONTENT + SCALE + CREATIVITY=AWESOME

MIKE RAMSEY

Nifty Marketing

@MikeRamsey

#LocalUp

Zesde baan sl

MALAGA - Spaanse politie...
lijders en...
ringen en...
wegens h...

DEN HAAG - Het...
vier Schip...
onder...
periode...
pakken...
aldus...
aanhi...
luidd...
Een zesde baan in...

Toerist

DOOR ANTON DIJKER

REGIO - Het...
voor de...
plaatsen...
van een...
dat is dit jaar...

„Er wordt zelfs...
speld"...
van de...
Noordwijk...
snik in...
doen...
aan ons...
aan toeristen...
den Haag...
aan...
paasluchen in...
directeur...
van...

VANDAAG MAANDAG

	VANDAAG	MAANDAG
	2/4	-2/5
	W 3	N 5
	4/5	2/3

Zandvoort 6°
Den Helder 6°
IJmuiden 6°
Scheveningen 6°
Hoek van Holland 6°
Rotterdam 5°
Vlissingen 6°

Jurkklap

Hoofdkraft na
Minder justitie

...gaat een softbal-
...samenwerken met een
...heeft...
...was zij
...voor
...wegens...
...incident...
...de competen-
...softbal-
...in...
...in de...
...echter in
...Slot de-
...reageerde
...vonnis. Na de
...kunstmatig

...choenen
...geven

1860 jaar

I like to learn the

Hard Way

Lesson One

Local Content

Doesn't just mean
The written word

@MikeRamsey

Local Content
Video
reviews
Email
Blog
Ads
Design
Products
Website
Events
Tools
Location
User Generated
People
Data
Service
Images
Listings
News
@MikeRamsey

Lesson Two

Scale

Does not mean fast+easy growth

@MikeRamsey

Is it scalable?
@MikeRamsey

Scaling Content

Growth Additional Traffic/Revenue

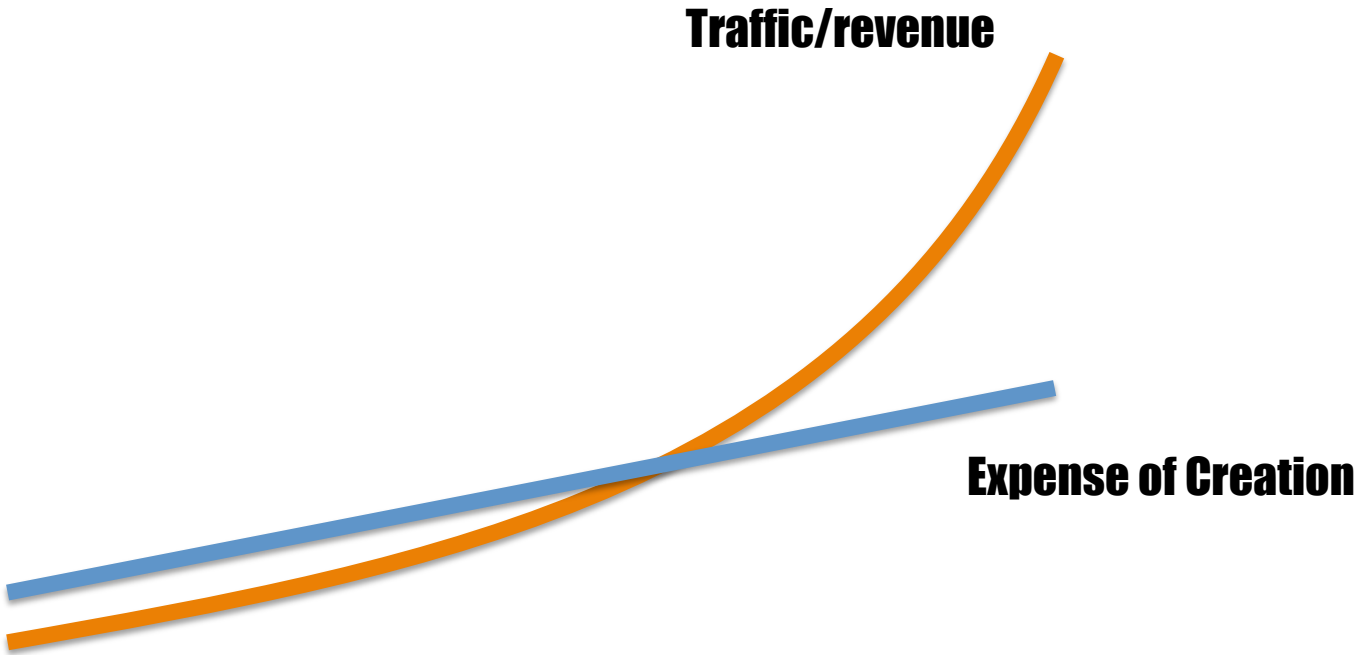
Is Greater Than

Growth of Additional Expense

Time + Money + Tech

@MikeRamsey

Scaling Content



@MikeRamsey

You really need a continuous local content Strategy

Lesson Three

@MikeRamsey

Local Content Strategy
Identify Local Audience
Create Goals & Rules
Audit & Analyze
Develop Tactics
Create Calendar
Launch + Promote
Measure & Report
Refine & Repeat

@MikeRamsey

If I had 8 hours to chop down a tree, I would spend 6 hours sharpening my axe

-Abe Lincoln

@MikeRamsey

Identify Local Audience
Create Goals & Rules
Audit & Analyze
Develop Tactics
Create Calendar
Launch + Promote
Measure & Report
Refine & Repeat
Local Content Strategy

@MikeRamsey

bit.ly/localsegments

nielsen | MyBestSegments

Client Login | Like 1.1k

Home | ZIP Code Look-up | Segment Explorer | Learn More | Contact Us

Home > Nielsen PRIZM > Segment Explorer

Segment Explorer

The Segment Explorer is an interactive tool that lets you examine segment groups based on demographics and behaviors. Once you have identified a segment group, you can click on each segment tile to view more details about the segment's traits. If you are a subscribed user, you will be able to download detailed information about each segment.

For a more comprehensive view of the segments that align with your customer's traits, we recommend you code your customer file using one of our Nielsen Segmentation systems.

PRIZM | P$YCLE | ConneXions

Theming based on Lifestage Groups: Younger Years | Family Life | Mature Years

You are Viewing

All Segments

Lifestage Group

Social Group

Income Producing Assets

Above Avg

Below Avg

Display All Segments | Sort | Download Segment Details | Download Core Demo Sheet

01 Upper Crust
Wealthy Older w/o Kids

02 Blue Blood Estates
Wealthy Older w/ Kids

03 Movers & Shakers
Wealthy Older w/o Kids

04 Young Digerati
Wealthy Younger Family Mix

05 Country Squires
Upscale Middle Age w/ Kids

06 Winner's Circle
Wealthy Middle Age w/ Kids

07 Money & Brains
Wealthy Older Family Mix

08 Executive Suites
Upper Mid Middle Age w/o Kids

09 Big Fish, Small Pond
Upscale Older w/o Kids

10 Second City Elite
Upscale Older w/o Kids

11 God's Country
Upscale Older w/o Kids

12 Brite Lites, Li'l City
Upscale Middle Age w/o Kids

bit.ly/localsegments

Snapshot | Neighborhood Demographics | Household Demographics | Lifestyles | Media | Premium

2014Statistics

- **US Households:** 1,265,292 (1.05%)
- **Median HH Income:** $107,484

Lifestyle & Media Traits

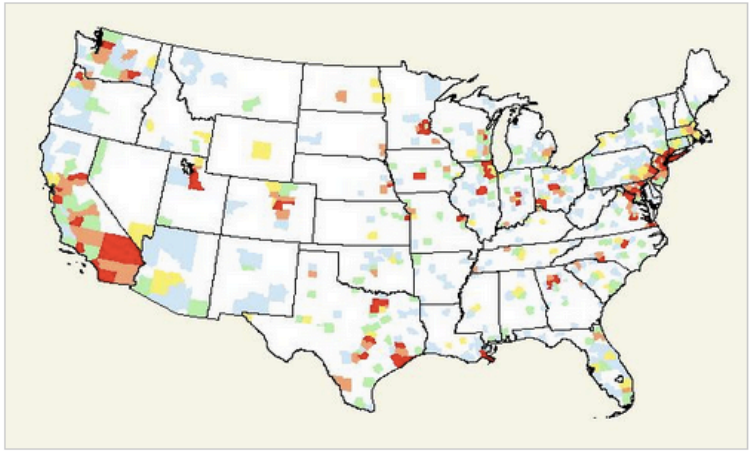
- Shop at Ann Taylor
- Visit theme parks
- Read Inc.
- Watch American Idol
- Mercedes-Benz SUV

Demographics Traits

- **Urbanicity:** Suburban
- **Income:** Wealthy
- **Income Producing Assets:** Elite
- **Age Ranges:** 35-54
- **Presence of Kids:** HH w/ Kids
- **Homeownership:** Mostly Owners
- **Employment Levels:** Management
- **Education Levels:** Graduate Plus
- **Ethnic Diversity:** White, Asian, Mix

US by County

This map highlights each County where Winner's Circle households are found.



Top 5 Counties

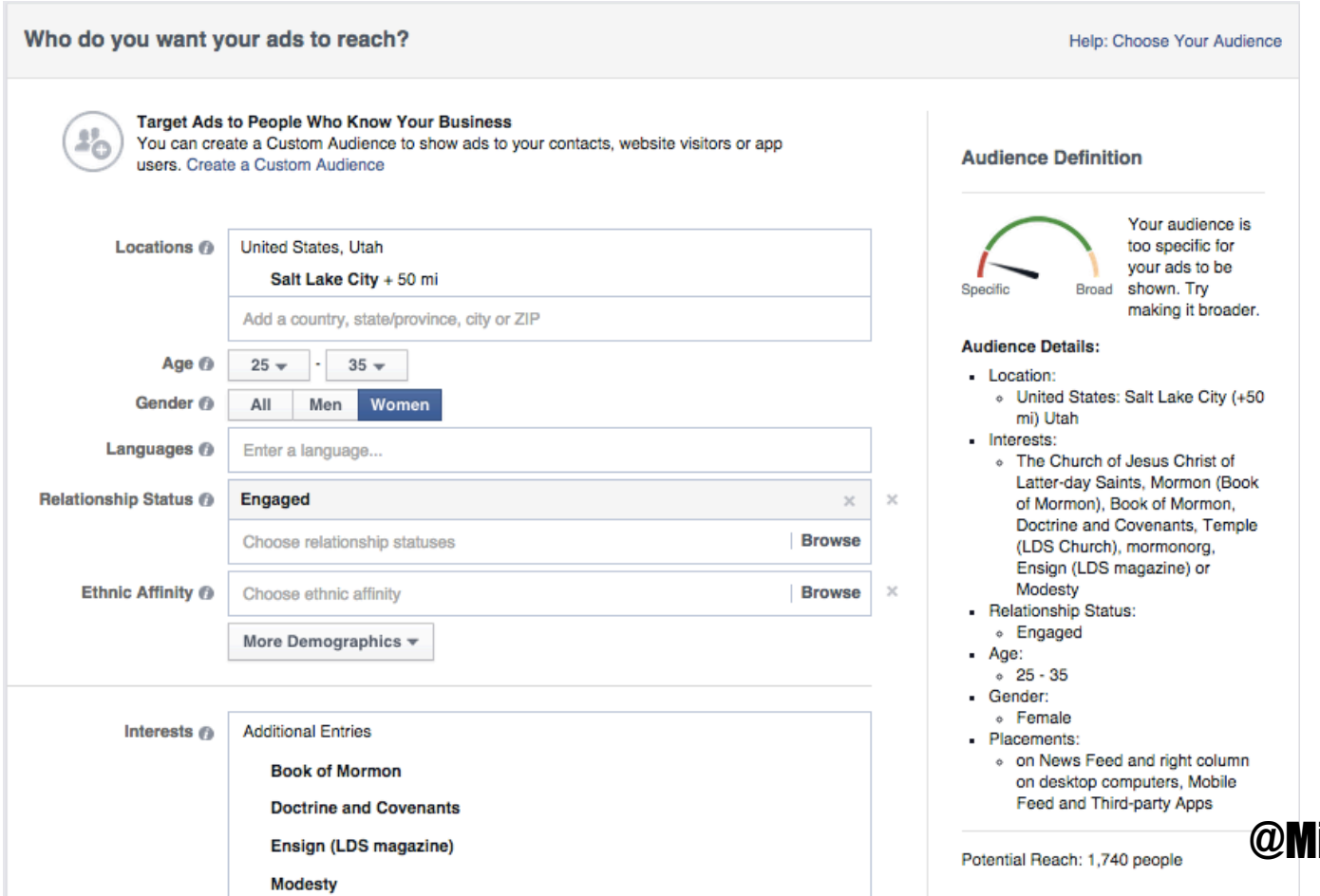
Name	Index
Loudoun County, VA	1,169
Delaware County, OH	1,057
Manassas Park city, VA	908
Hamilton County, IN	709
Fort Bend County, TX	705

Legend

	% Comp	% Pen	Index
Quintile: 1	56.15	3.88	281
Quintile: 2	25.50	1.79	130
Quintile: 3	11.69	0.82	59
Quintile: 4	5.90	0.41	29
Quintile: 5	0.77	0.05	4

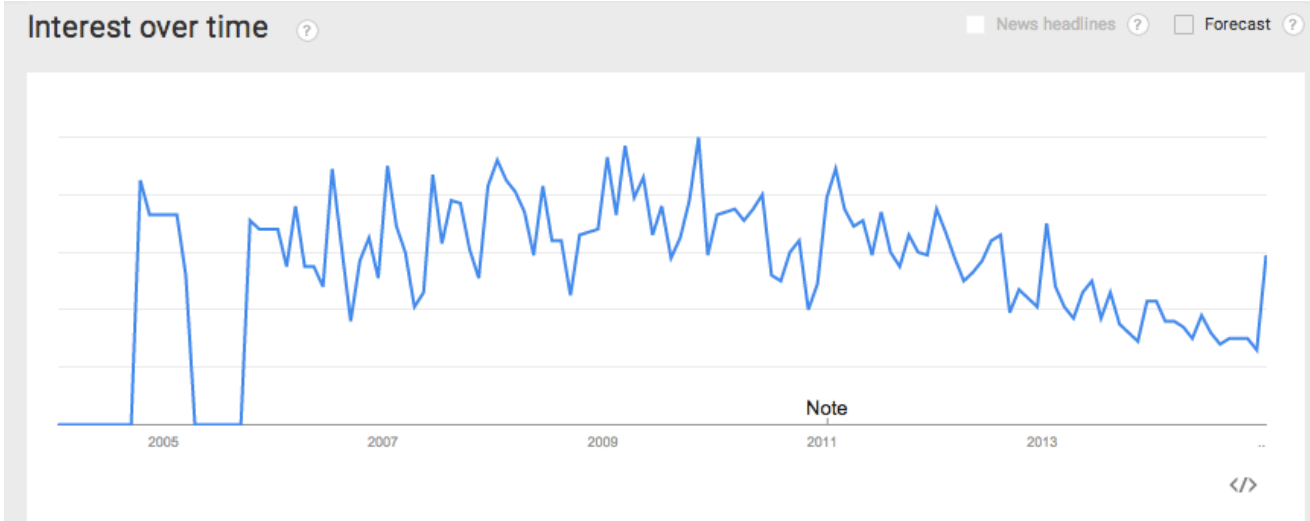
@MikeRamsey

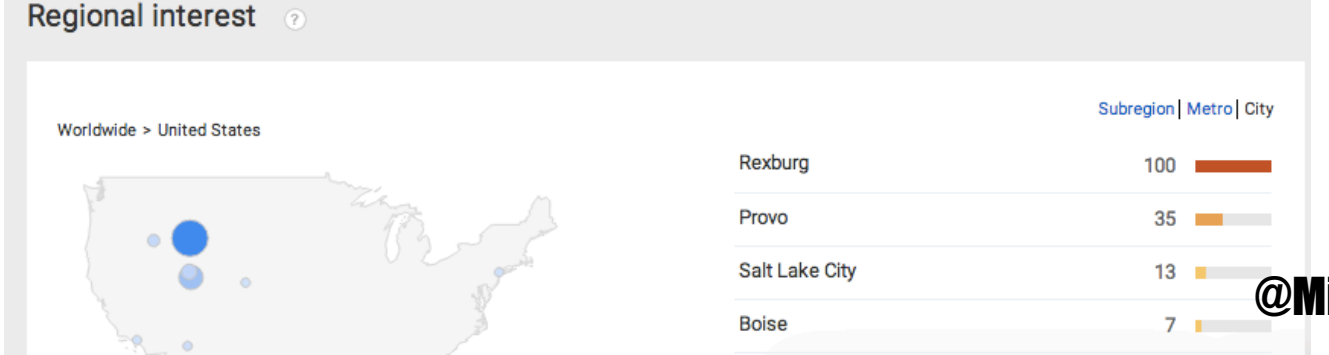
Facebook Ad tool



@MikeRamsey

Google Trends





@MikeRamsey

Google Keyword Tool

Keyword Planner

Add ideas to your plan

Your product or service

modest dresses, wedding dresses

Get ideas | Modify search

Targeting

- Salt Lake County, Utah County
- All languages
- Google
- Negative keywords

Date range

- Show avg. monthly searches for: Last 12 months

Customize your search

- **Keyword filters**
- **Keyword options**
  - Show broadly related ideas
  - Hide keywords in my account
  - Hide keywords in my plan
- **Keywords to include**

Search volume trends

Average monthly searches

Ad group ideas | Keyword ideas | Download | Add all (45)

Ad group (by relevance)	Keywords	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
Modest Dresses…	modest wedding…	2,760	High	$0.99	–	»
Dresses Cheap …	cheap wedding …	1,420	High	$1.16	–	»
Dress Designs (21)	wedding dress d…	300	Medium	$1.47	–	»
Plus Wedding (24)	plus size weddin…	400	High	$1.05	–	»

@MikeRamsey

Local Content Strategy
Identify Local Audience
Create Goals & Rules
Audit & Analyze
Develop Tactics
Create Calendar
Launch + Promote
Measure & Report
Refine & Repeat

@MikeRamsey

“It’s critical for each person to know what their role is and how it fits into the larger content process.

-Content Strategy For The Web

@MikeRamsey

Local Content Strategy
Identify Local Audience
Create Goals & Rules
Audit & Analyze
Develop Tactics
Create Calendar
Launch + Promote
Measure & Report
Refine & Repeat

@MikeRamsey

Siteliner.com

Siteliner

Products Help About Sign up Log in

www.photopiebackdrops.com

MAIN MENU
Summary
Your Pages (238)
Duplicate Content (5%)
Broken Links
Skipped Pages (223)
Related Domains

To see complete results for a specific page, click on a row in the table below:

Your Pages

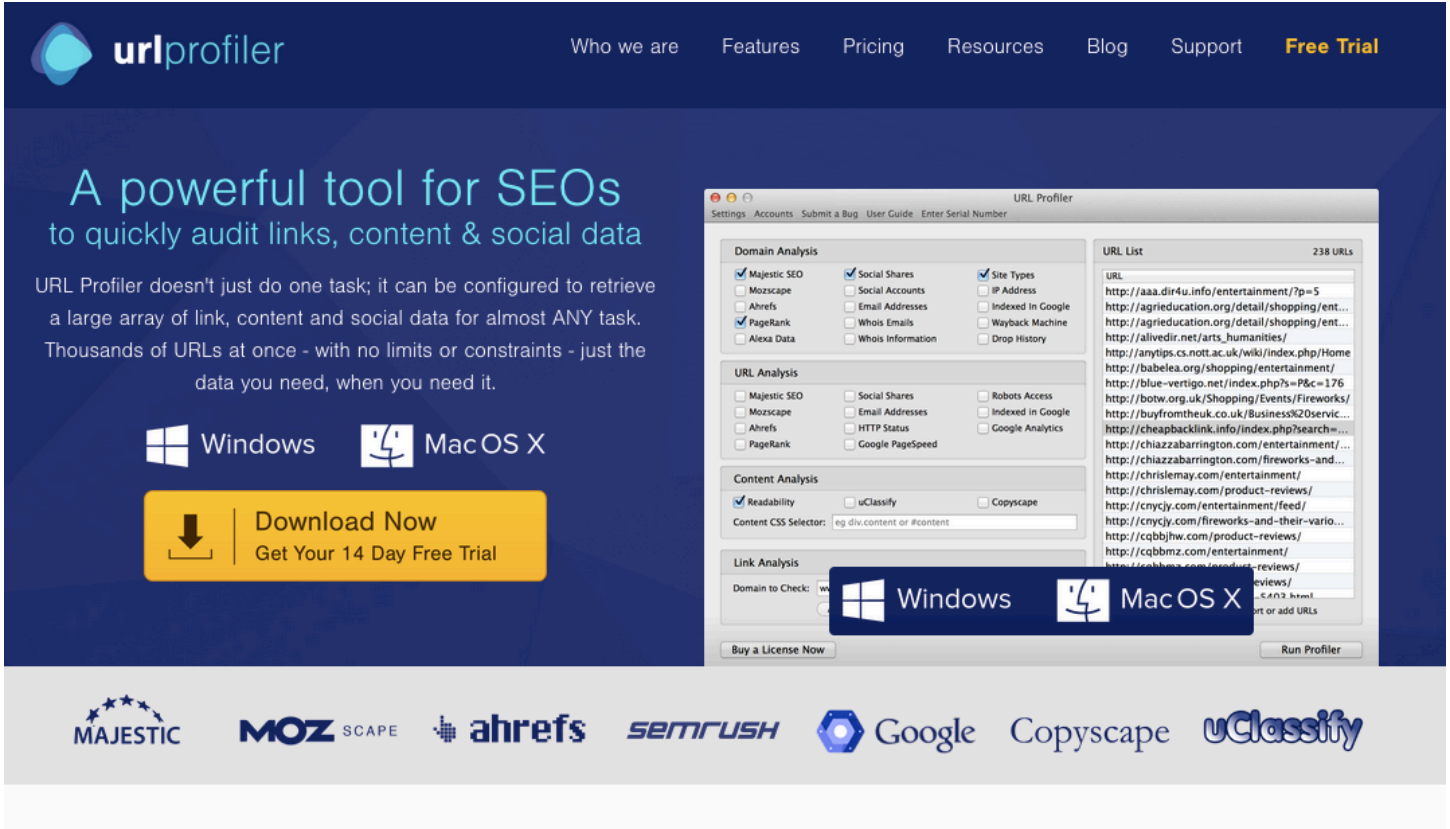
Search title or URL Go x

URL	Title	Page Power	Size	Words	Modified
photography-backdrops-and-supplies/...	Photo Pie | Interior Backdrops	100	105 Kb	1,186	01:29, 29 Jan, 2015
photography-backdrops-and-supplies/...	Photo Pie | Supplies	100	104 Kb	1,100	01:29, 29 Jan, 2015
photography-backdrops-and-supplies/...	Photo Pie | Exterior Backdrops	100	104 Kb	1,135	01:29, 29 Jan, 2015
solid-color-backdrops/	Photo Pie | Muslin Solids	100	104 Kb	1,200	01:29, 29 Jan, 2015
Pricing.html	Photo Pie | Pricing&Shipping	100	70 Kb	1,504	01:29, 29 Jan, 2015
Photography-Backdrops/	Photographic Backgrounds | Backdrops for ...	68	105 Kb	1,320	01:29, 29 Jan, 2015
returns-and-exchange-policy/	Photo Pie | Returns&Exchanges	56	63 Kb	1,235	01:29, 29 Jan, 2015
tips-for-better-backdrop-shots/	Backdrop Basics	56	65 Kb	1,209	01:29, 29 Jan, 2015
seasonal/	Seasonal - Photo Pie Backdrops	50	104 Kb	1,118	01:29, 29 Jan, 2015
thematic-backdrops/	More Themes - Photo Pie Backdrops	50	105 Kb	1,179	01:29, 29 Jan, 2015
Autumn-Backdrops/	Photo Pie | Autumn Backdrops	50	102 Kb	1,119	01:29, 29 Jan, 2015
floral/	Photo Pie | Floral Backdrops	50	102 Kb	1,068	01:29, 29 Jan, 2015
Scenic-Backdrops/	Scenic Backdrops– Landscape Backdrops |...	50	103 Kb	1,160	01:29, 29 Jan, 2015
christmas-backdrops/	Photo Pie | Christmas Backdrops	50	103 Kb	1,122	01:29, 29 Jan, 2015
boudoir-backdrops/	Photo Pie | Boudoir Backdrops	50	103 Kb	1,076	01:29, 29 Jan, 2015
spring-backdrops/	Photo Pie | Spring Backdrops	50	102 Kb	1,113	01:29, 29 Jan, 2015
black-and-white-ball/	Photo Pie | Black and White Ball ...	50	102 Kb	1,069	01:29, 29 Jan, 2015
famous-places/	More Themes - Famous Places - Photo Pie ...	50	102 Kb	1,088	01:29, 29 Jan, 2015
grunge-backdrops/	Photo Pie | Grunge Backdrops	50	102 Kb	1,072	01:29, 29 Jan, 2015

Download Site Report
Download Site Report PDF
Download Current Table
Download Current Table PDF
Download XML Sitemap

@MikeRamsey

urlProfiler.com



@MikeRamsey

Local Content Strategy
Identify Local Audience
Create Goals & Rules
Audit & Analyze
Develop Tactics
Create Calendar
Launch + Promote
Measure & Report
Refine & Repeat

@MikeRamsey

Oh yeah.

@MikeRamsey

Prepare To Die.

@MikeRamsey

Local Landing Page Content

Marriott HOTELS & RESORTS

Suites Burley

ns Deals Dining Fitness Groups, Events & Meetings Local Area Maps & Transportation

Welcome to our award-winning hotel

Welcome to our award-winning hotel located next to Highway 84 and near the Snake river, popular for boating, water skiing, the Regatta, and the Spudman and Viking Man triathlons. We are also near Pomerelle ski resort in Albion, ID, and the Cassia County Fair & Rodeo. A short drive will take you to the City of Rocks National Reserve and the adjacent Castle Rock State Park (popular for rock climbing, hiking, and camping), and Craters of the Moon National Monument. We are also located next to several large local businesses: Gossner Foods, Dot Foods, McCain Foods, Brewster Cheese, and Pacific Ethanol. Whether you are just passing through or can stay and enjoy Burley and its' surrounding attractions, you're always welcome at the Fairfield Inn & Suites Burley

– Close

2014 Winner Certificate of Excellence

greenleaders GREENPARTNER 2014

tripadvisor

Real Stays. Real Reviews.

4.7 out of 5.0

based on 43 guest reviews

Cleanliness 4.8

Service 4.8

100% of guests recommend this hotel

This hotel is recommended by guests for:

- Families
- Business Travel
- Couples
- Leisure

Read all 43 confirmed guest reviews

Key Amenities

✓ Free high speed Internet ✓ Free breakfast

✓ Fitness center ✓ Pool

All Hotel Details · Accessibility

Map & Local Area

Map · Directions · Parking · Visitors Guide

Marriott Rewards

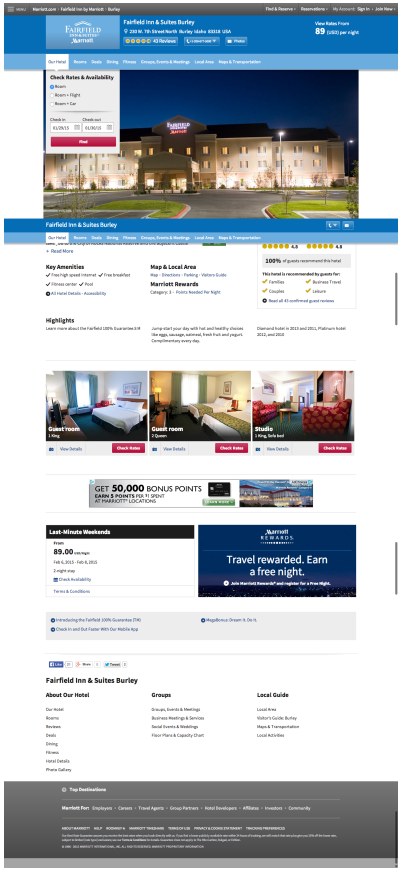
Category: 3 · Points Needed Per Night

Highlights

Learn more about the Fairfield 100% Guarantee.S M

Jump-start your day with hot and healthy choices like eggs, sausage, oatmeal, fresh fruit and yogurt. Complimentary every day.

Diamond hotel in 2013 and 2011, Platinum hotel 2012, and 2010



Local Landing Page Content

January 20, 2015

“stay”

It was OK....a bit overpriced for the size of the room. Have stayed in better hotels for less

Posted by Hotel Staff on January 22, 2015

I'm sorry that we didn't provide the value that you were looking for in Burley. I apologize that our floorplans are smaller and the price tag larger than you're used to. The price is dependent upon demand, which fortunately for us has been really high as of late. As for the floorplan, we're limited to the Marriott specs, perhaps if you give us another chance, I could upgrade you at no additional cost to a suite, our largest layout to see if it would be sufficient for your needs.
Thank you for your feedback!

Was this reply helpful? Yes 0 No 0

@MikeRamsey

Local Landing Page Content

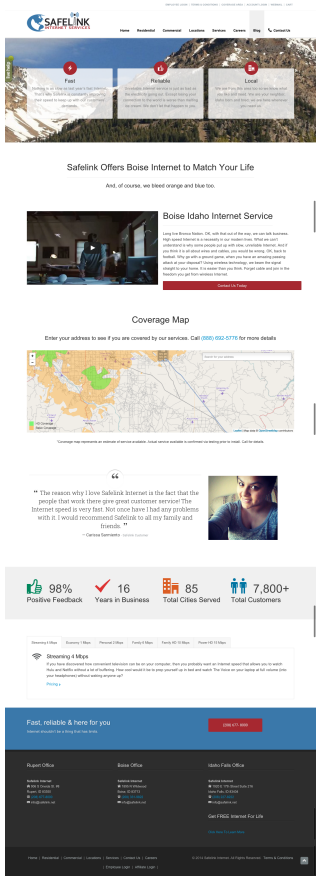
SAFELINK INTERNET SERVICES

Burley Idaho Internet Service

Let's be honest with each other. You want fast Internet. You want be to able to watch the video of your grandson performing in the latest Mt. Harrison play posted by his mother on Facebook. Or maybe you want to browse Burley Buy Sell and Trade. Who doesn't?

Safelink gives you fast, reliable Internet anywhere in the Magic Valley. Do you live out past 500 South? We can reach you. Or do you live off 16th, smack dab in the middle of town? We can get you fast Internet without any hassle. Yep, no matter where you call home, our Wireless Internet will get you online faster.

Contact Us Today



@MikeRamsey

Local Landing Page Content

SAFELINK INTERNET SERVICES

DR. AND MRS. JACK ZARYBNISKY

“ I could not do two of my present volunteer jobs without the Internet. First, I am director of Special Olympics, Lions Club International, and Opening Eyes Idaho. I use the Internet to recruit optometrists to volunteer at the events like the one we just had in Sun Valley Idaho. We did a free eye examination on 102 special Olympians and we provided 82 pair of free sport goggles for these athletes. Second, my wife Mary and I do the logistics for a free Thanksgiving Day dinner at Charlie's cafe in Burley, Idaho. This last year we provided 1,252 free meals on Thanksgiving Day. We also gave away 3000 lbs of clothing, 3500 lbs of fresh potatoes and 33 cases of canned soup and vegetables. We could not have done any on this without the Internet as this is how we ask for donations and gather the 200 volunteers it takes to make this day happen. ”

— Dr. and Mrs. Jack Zarybnisky - Safelink Customer

@MikeRamsey

Local Landing Page Content

GROUPON

Groupon Guide

Salt Lake City Guide

Residents of Salt Lake City revel in the many different sides to this beautifully situated and laid-back city. Rather than the staid town many perceive SLC to be, it's one of the best kept secrets around, with enough activities, entertainment, and quirks to fill anyone's social calendar.

The proximity to the Rocky Mountains makes skiing one of the most popular of Salt Lake City things to do. The Brighton, Alta, Solitude, and Snowbird resorts all serve as the launching pad for some of the greatest skiing adventures possible. Off-season, hiking, biking, and rock climbing in the Red Butte Garden and City Creek Canyon keeps SLC residents moving forward. Down from the mountains, Salt Lake City is a hip, urban environment that has a funky undercurrent. The city has a flourishing arts community, including more than 20 galleries downtown. Meanwhile, the annual Living Traditions Festival brings the art of the city's diverse ethnic community front and center.

A great mix of Salt Lake City eateries, such as the "new Mexican" cuisine at Café Madrid, are turning ordinary diners into "foodies". Other restaurants that are drawing raves in SLC include the Stella Grill, Ruby River Steakhouse, and the vegan Vertical Diner on West Temple. For a night on the town, keep things simple with the casually funky ambiance of Tony's Bar, which features a game room and a dance floor. For live music, the Urban Lounge leads the way with funk, rock, and country.

Some of the best Salt Lake City deals are at seldom-seen quirky events like the Utah Undie Run, the Utah Art Center pARTy Bus, and the off-the-wall art/fashion at Blonde Grizzly. This guide to Salt Lake City ventures beneath the city's calm exterior to find the hip, off-beat things to do in Salt Lake City that many never get a chance to see.

"Some of the best Salt Lake City deals are at seldom-seen quirky events like the Utah Undie Run, the Utah Art Center pARTy Bus, and the off-the-wall art/fashion at Blonde Grizzly."

@MikeRamsey

Local content is not about being unique...

It's about BEING local and useful.

@MikeRamsey

Things that are local.

Sports Teams

Well Known People

Groups + Events

Things that are useful

Directions

Favorite spots

Details

Focus on one location at a time until you find a winner.

Then go crazy.

@MikeRamsey

airbnb
Neighborhoods
Austin
Bangkok
Barcelona
Berlin
Boston
Buenos Aires
Lake Tahoe
London
Los Angeles
Mexico City
Miami
New York
Paris
Rio de Janeiro
Rome
San Francisco
Seoul
NEW
Sydney
Tokyo
Venice
Washington DC
@MikeRamsey

Hell's Kitchen's local haunts are fiercely independent.

airbnb

Photography

Airbnb works with local photographers to capture the spirit of neighborhoods all around the world. The photography on this page includes work by:

Julia Robbs

View website

Born and raised in France, Julia Robbs now calls Brooklyn, NY home. She attended college in Chicago, then moved to Atlanta to study photography before recently settling in what she thinks is the world's best city, New York. She loves capturing quiet details and small moments through her photography, and enjoyed discovering the little nuances that make up each unique neighborhood in NYC while shooting for Airbnb.

@MikeRamsey

Christmas and Holiday Events and Activities Guide

Skip to a Date by Clicking on the Links Below

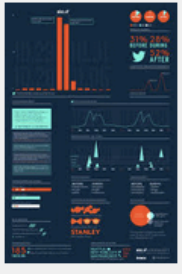
Share 1650 Pinterest 37 Google + 14 Tweet 26

Mon. 1 | Tue. 2 | Wed. 3 | Thu. 4 | Fri. 5 | Sat. 6 | Sun. 7

@MikeRamsey

Google seattle infographics +Mike

Web Images News Videos Shopping More Search tools SafeSearch



MOVOTO
Real Estate Made Easy.

10 Boise Stereotypes That Are Completely Accurate

Friendly, quirky, and outdoorsy. What's not to love about Boiseans?

OPINIONS

Brian Arthur
9 articles, 0 comments

60,405
views

1. Boiseans Like To Keep Things Weird

MOVOTO
Real Estate Made Easy.

25 Reasons To Move To Salt Lake City

This is your insider's guide to everything that makes Salt Lake City wonderful.

OPINIONS

David Cross
Content Editor
233 articles, 24 comments

65,412
views

Share T

1. Free Concerts at Pioneer Park

@MikeRamsey

MOVOTO
Real Estate Made Easy.

Pronounce This: Hawaii Place Names
by Movoto Originals
30,490 views

Ten Germans try to say the word "squirrel"
by rupert93r
3,830,809 views

Irish People Taste American Snacks
by Facts.
2,302,428 views

Pronounce This: Louisiana
by Movoto Originals
80,000 views

Pennsylvania Food Taste Test
by Movoto Originals
114,433 views

@MikeRamsey

REI Outdoor School

Sandy REI — Hands on Ski/Snowboard Tune and Wax Workshop

Date: 2/10/2015
Event Location: Sandy REI
Member: $65.00
Non Member: $85.00

Time: 4:00 - 8:00 PM MST
Instructor: REI Specialist
Group Size: 4

Description: Spend four hours with an REI shop tech learning the basics of tuning, while working on your own gear. We'll have all the tools, just bring one pair of alpine skis or one snowboard. We ask that you have basic knowledge of the gear and tools, or attend one of our Basics classes in store. Space is limited to 4 students. Minimum age 18 years or older to register and participate in this class. $65 REI members/ and $85 non-members. Pre-registration required.

More Partner Information:
REI Expert Advice

Register

3 spots left

Stay Updated on Store Events!
REI Gearmail® updates you on store events, hot products and more.

Email Address | Sign up

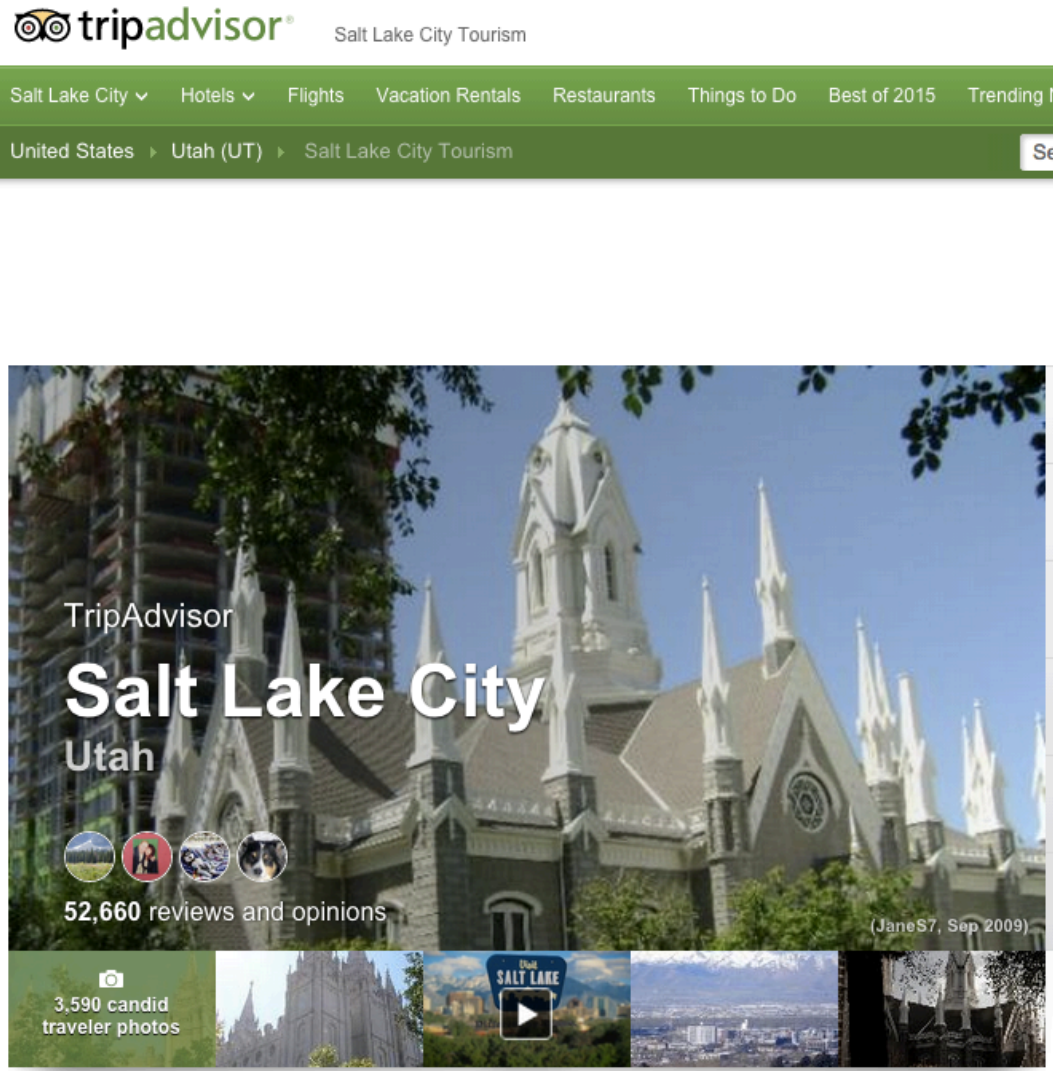
Store Sponsor: Sandy REI

REI Store Event Cancellation Policy

@MikeRamsey

You need to think like a local directory.

@MikeRamsey



Things To Do

@MikeRamsey

Recent Activity

Local Activity

Mimi S. wrote a review for Kabob Stop

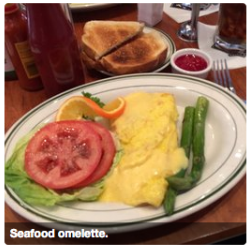
1/29/2015

Very VERY good food. Clean and welcoming atmosphe

Was this review ...?

Useful | Funny | Cool

Robby P. added a photo for Market Street Grill — 54 minutes ago



Scott P. wrote a review for Spitz SLC — 54 minutes ago

1/29/2015

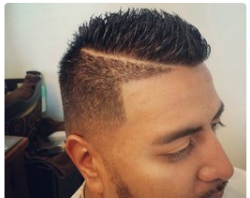
I'm kind of a fan of Spitz. I like the late night ambiance, and even though the hummus and falafel are not nearly as good as what I've experienced in Israel, they're still pretty good. There's also a cool bohemian hippy that works there that is always so nice and helpful! The Döner Basket is my favorite...usually share it with a date.

I can only do 4 out of 5 stars since this place always reminds me how much better the hummus is in Jerusalem!

Was this review ...?

Useful 1 | Funny | Cool

Wes D. added a photo for Taylor D'shaw Salon — One hour ago



START A FREE 30-DAY TRIAL

Popular Events

Local Events

Salt Lake Comic Con FanXperience 2015
Today, Jan 29, 4:00 pm
5 are interested

Slamdance Film Festival
Friday, Jan 23, 12:00 pm – Today, Jan 29, 10:00 pm
4 are interested

Bigfoot Snowshoe Festival
Saturday, Jan 31, 8:00 am
4 are interested

More Events

Fresh Lists

Local Lists

I've Got the Shakes!
Weakness, thy name is shake. These are the places I've been in pursuit…

Burger Rain
Perhaps no other food is so quintessentially American or as flexible…

The Yelp 100 Challenge, 2015
Let's try this again... with gusto!

More Lists

Today in Talk

Local Questions

Haircuts/Barber
Other
One hour ago

New to Utah!
Local Questions & Answers
12 hours ago

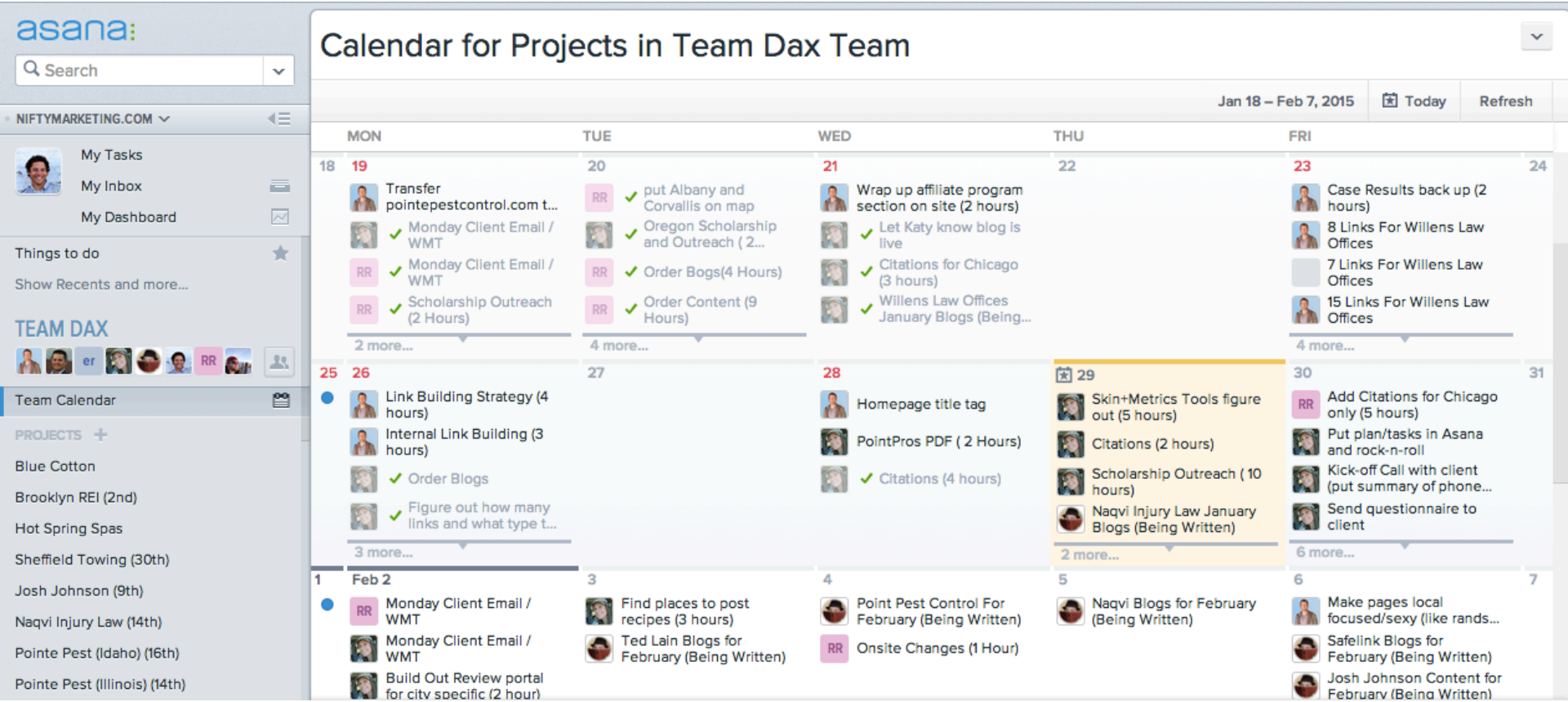
We street race every Friday & Saturday ni & were getting tired of fast food, any recommendations...
Food
18 hours ago

More Talk

@MikeRamsey

Local Content Strategy
Identify Local Audience
Create Goals & Rules
Audit & Analyze
Develop Tactics
Create Calendar
Launch + Promote
Measure & Report
Refine & Repeat

@MikeRamsey

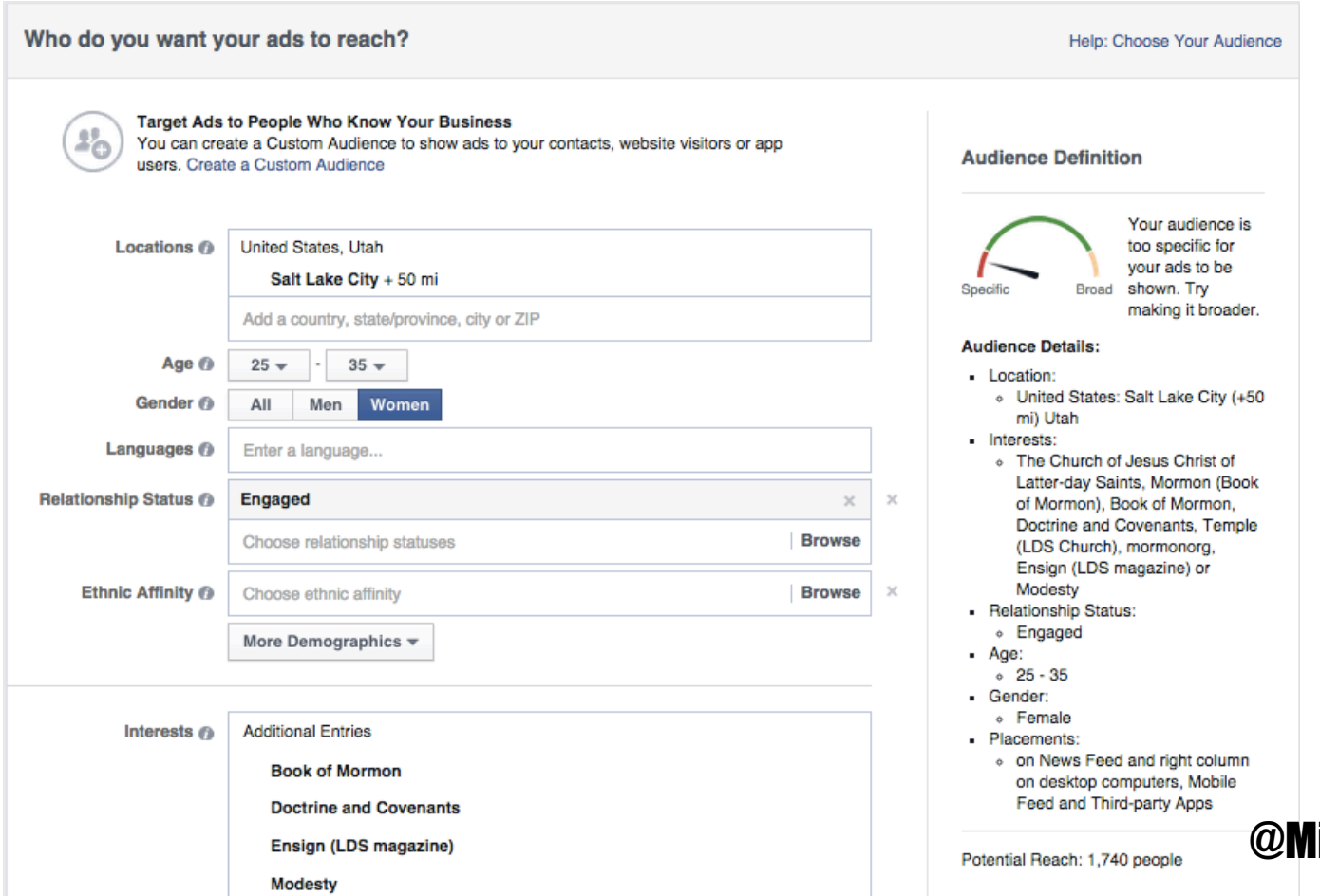

asana:
Search
NIFTYMARKETING.COM
My Tasks
My Inbox
My Dashboard
Things to do
Show Recents and more...
TEAM DAX
Team Calendar
PROJECTS
Blue Cotton
Brooklyn REI (2nd)
Hot Spring Spas
Sheffield Towing (30th)
Josh Johnson (9th)
Naqvi Injury Law (14th)
Pointe Pest (Idaho) (16th)
Pointe Pest (Illinois) (14th)
Calendar for Projects in Team Dax Team
Jan 18 – Feb 7, 2015
Today
Refresh
MON
TUE
WED
THU
FRI
18
19
Transfer pointepestcontrol.com t...
Monday Client Email / WMT
Monday Client Email / WMT
Scholarship Outreach (2 Hours)
2 more...
20
put Albany and Corvallis on map
Oregon Scholarship and Outreach (2...
Order Bogs(4 Hours)
Order Content (9 Hours)
4 more...
21
Wrap up affiliate program section on site (2 hours)
Let Katy know blog is live
Citations for Chicago (3 hours)
Willens Law Offices January Blogs (Being...
22
23
Case Results back up (2 hours)
8 Links For Willens Law Offices
7 Links For Willens Law Offices
15 Links For Willens Law Offices
4 more...
24
25
26
Link Building Strategy (4 hours)
Internal Link Building (3 hours)
Order Blogs
Figure out how many links and what type t...
3 more...
27
28
Homepage title tag
PointPros PDF (2 Hours)
Citations (4 hours)
29
Skin+Metrics Tools figure out (5 hours)
Citations (2 hours)
Scholarship Outreach (10 hours)
Naqvi Injury Law January Blogs (Being Written)
2 more...
30
Add Citations for Chicago only (5 hours)
Put plan/tasks in Asana and rock-n-roll
Kick-off Call with client (put summary of phone...
Send questionnaire to client
6 more...
31
1
Feb 2
Monday Client Email / WMT
Monday Client Email / WMT
Build Out Review portal for city specific (2 hour)
3
Find places to post recipes (3 hours)
Ted Lain Blogs for February (Being Written)
4
Point Pest Control For February (Being Written)
Onsite Changes (1 Hour)
5
Naqvi Blogs for February (Being Written)
6
Make pages local focused/sexy (like rands...
Safelink Blogs for February (Being Written)
Josh Johnson Content for February (Being Written)
7

@MikeRamsey

Local Content Strategy
Identify Local Audience
Create Goals & Rules
Audit & Analyze
Develop Tactics
Create Calendar
Launch + Promote
Measure & Report
Refine & Repeat

@MikeRamsey

Facebook Ad tool



@MikeRamsey

FollowerWonk

Who are you looking for? Whether it's new talent, customers, or just friends, we help find whom you're after.

Fashion | search Twitter profiles | Do it

Examples: vampires?, startups, oldest accounts, google, comedians, geniuses?, authors, social media

fewer options

Location: Salt lake city See example

Name: See example

URL: See example

Min following: Max following:

Min followers: Max followers:

Min tweets: Max tweets:

Twitter users with "Fashion" in their profiles

Showing 1 - 50 of 222 results (order by relevance)

No filters

		tweets	following	followers	days old	Social Authority
follow	**Sandy** @sandyalamode Salt Lake City, UT Sandy a la mode is all about the little scoops of life that are fashionable, delicious, homemade, crafty, inspirational, and fun!	46,126	2,711	6,188	1,841	33
follow	**Red Rock Brewing Co.** @RedRockBrewing Salt Lake City, UT Opening their doors in 1994, Red Rock Brewery has now expanded to three locations, including Park **City**'s Kimball Junction and the **Fashion** Place Mall in Murray.	1,250	1,296	3,643	2,128	5
follow	**YPDealsSaltLake** @YPDealsSaltLake Salt Lake City, UT Follow us for great deal alerts from the best that **Salt Lake City** has to offer - restaurants, sports, entertainment, **fashion**, and more. EAT, PLAY & LIVE more!	4,062	3,042	2,466	1,892	1

@MikeRamsey

Local Content Strategy
Identify Local Audience
Create Goals & Rules
Audit & Analyze
Develop Tactics
Create Calendar
Launch + Promote
Measure & Report
Refine & Repeat

@MikeRamsey

Things to track

Revenue/leads by Location

Traffic by location

Social shares by individual page

@MikeRamsey

Identify Local Audience
Create Goals & Rules
Audit & Analyze
Develop Tactics
Create Calendar
Launch + Promote
Measure & Report
Refine & Repeat
Local Content Strategy

@MikeRamsey

You can't fake being local.

@MikeRamsey

THANK YOU!

LocalUp
ADVANCED

MIKE RAMSEY
Nifty Marketing
@MikeRamsey