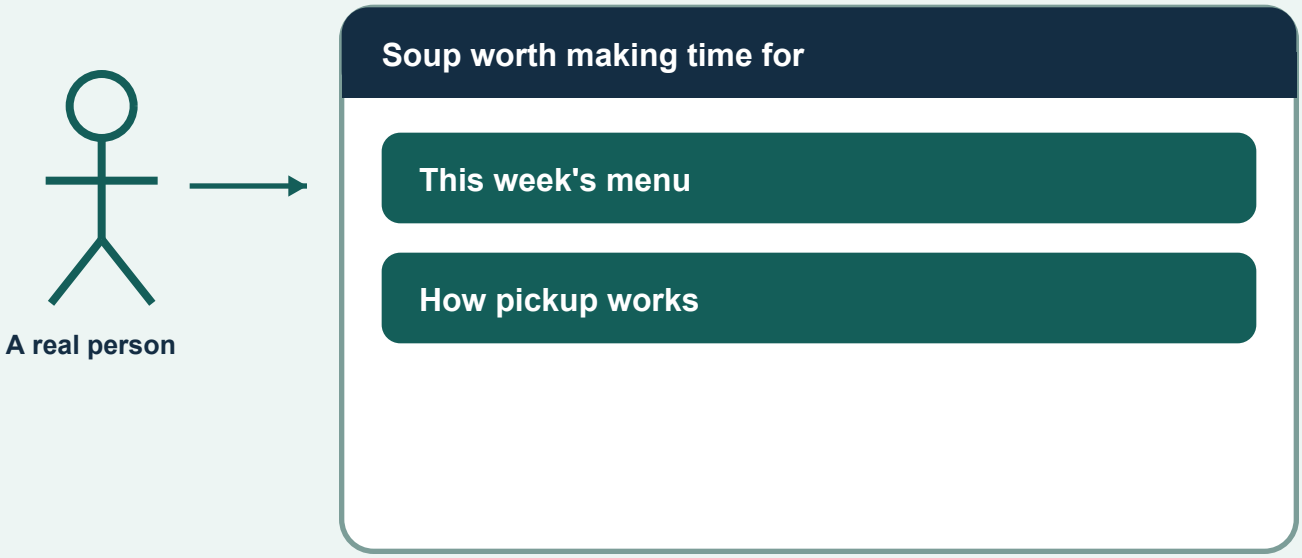
Share a useful local idea

What this means

A local campaign gives people a timely reason to notice your business. Start with something useful and make the details easy to find.

A real-life example

A cafe has a seasonal soup menu and has made pickup clearer. For two weeks, a post and counter sign invite people to see the current menu and pickup details.



Simple teaching picture. Example business; not a live screen.

Your job

Try the route yourself. Use the tools you already have, and ask for help at the first confusing step.

Step by step: start here

1

Choose a real reason to share.

It might be a seasonal menu, a useful service update or an event. You do not need to offer a discount or buy advertising.

2

Write the facts people need.

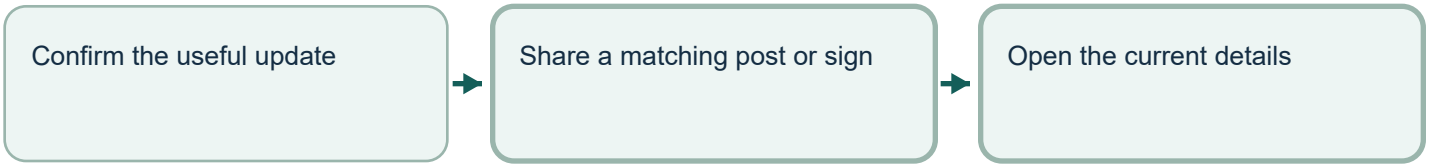
Include the business, what is happening, dates, hours and how to take part. Confirm capacity or stock before making promises.

3

Put the details on one page.

Use your existing menu, event or hub page. The information should be current and easy to read on a phone.

Picture the route



Before you continue

Explain the first three steps in your own words. If a link, account or permission is missing, write that down before moving on.

Finish the task and check it

4

Create a matching post and sign.

Try 'See this week's soup and pickup details: [link]'. Use approved images. Get permission before using a partner's name or customer story.

5

Test and approve before sharing.

Try the post link, QR or tap and the next action. Have the owner approve the exact words, picture and dates. Staff should know what customers will ask.

6

Review and close the campaign.

Count available inquiries, orders or visits using the same method as before. Note other changes, remove expired information and choose one improvement.

How you know it worked

People can find the accurate local details, staff can deliver them and expired messages are removed.

Show someone the result on your phone. If you get stuck, write which step stopped you and ask for help with that step.