

# NEXTDOOR: MY BEST KEPT MARKETING SECRET

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## DESCRIPTION

Looking for clients, but have a limited marketing budget? Feeling limited or confused by the posting rules on Nextdoor? Not quite sure how Nextdoor works? You're not alone! I'll share why Nextdoor.com is my best kept marketing secret.

After paying for print ads that led nowhere, and succumbing to a marketing scam, I vowed to invest my time, and not my money, into building my brand and reaching new clientele.

Armed with knowledge of how online forums work (thanks to my time on the POINT Committee and as POINT Chair), I've made Nextdoor.com work for me by focusing on 4 main strategies. I'll share how my posts on my personal Nextdoor profile generate interest, direct messages or emails, and clicks back to my website. The presentation will include case studies and visual examples of real posts. You'll leave understanding why these marketing techniques work, and how they compare to paid ads.

## ATTENDEES WILL LEARN

- Why Nextdoor is a platform you want to invest your time in
- 4 types of posts and interactions that will build your brand, reach clients, and still abide by the rules
- How to drive neighbors to your website, without breaking the rules or paying for ads
- Good housekeeping and etiquette tips

## OTHER TOPICS

Boundaries

Getting Littles Organized

Demystifying Self-Care

Holistic Organizing

Kitchen Organization

