



LOCAL MARKETING TOOLKIT

Tools to Support Every Area of Your Strategy

This toolkit includes our go-to resources for building a scalable local marketing engine. These are the same tools we use for our clients to track visibility, build trust, capture leads, and generate sales.

As with any tool, be sure to do your research!

Many of these change frequently.

There's no way we could include every single tool here, but many of these should make your marketing tasks easier.

Local Advertising Tools

Google's LSA Eligibility Tool – Check your eligibility and get started with Local Services Ads. [Click Here to Use the Tool.](#)

Facebook Ad Library – See exactly how your competitors are marketing locally on Meta. [Click Here to Use the Tool.](#)

Google Ads Transparency Center – View real examples of live local ads. [Click Here to Use the Tool.](#)

SpyFu – Analyze competitor keyword strategy and ad copy. [Click Here to Use the Tool.](#)

Ubersuggest – Free keyword research and competitor tracking tool with paid and organic insights. [Click Here to Use the Tool.](#)

Meta Business Suite – Create and manage hyperlocal ad campaigns on Facebook and Instagram. [Click Here to Use the Tool.](#)

Analytics, Heatmaps & Reporting

Google Looker Studio – Turn your Google Ads, GBP, and GA4 data into live dashboards. [Click Here to Use the Tool.](#)

CallRail – Call tracking and attribution software that connects to your ad platforms. [Click Here to Use the Tool.](#)

CallTrackingMetrics – Call tracking and attribution software that connects to your ad platforms, but at a lower cost than Adrail. [Click Here to Use the Tool.](#)

Microsoft Clarity – Free heatmapping and session recording tool that shows how visitors interact with your site. [Click Here to Use the Tool.](#)

WhatConverts – All-in-one lead tracking platform (calls, forms, chats). [Click Here to Use the Tool.](#)

Google Business Profile

Business.Google.com – Official place to set up and manage your Google Business Profile. [Click Here to Use the Tool.](#)

Brightlocal – Offers audit tools, listing management, and reputation tracking. [Click Here to Use the Tool.](#)

Semrush Local – Manage local listings, monitor competitors, and track keyword rankings. [Click Here to Use the Tool.](#)

Pleper – Discover GBP categories, generate structured data, and check listing accuracy. Great free tool to spy on competitor listings as well. [Click Here to Use the Tool.](#)

SEO, Local Listings & Directory Management

Apple Business Connect – Manage your presence across Apple Maps and Siri. [Click Here to Use the Tool.](#)

Bing Places for Business – Claim and manage your listing on Bing search/maps. [Click Here to Use the Tool.](#)

Nextdoor Business Page – Hyperlocal listing and engagement platform for neighborhood outreach. Most people remember Google, Facebook, and Yelp, but overlook this important local platform. [Click Here to Use the Tool.](#)

Moz Local – Distribute and monitor listings across directories from one dashboard. [Click Here to Use the Tool.](#)

Yext – Enterprise-grade listing and review management platform. [Click Here to Use the Tool.](#)

PageSpeed Insights – Measure your website's load speed and performance. [Click Here to Use the Tool.](#)

Whitespark – Use for citation building, rank tracking, and identifying niche directories. [Click Here to Use the Tool.](#)

Review & Reputation Management

Birdeye – Review generation and messaging platform with great automation features. [Click Here to Use the Tool.](#)

NiceJob – Easy-to-use review collection platform that integrates with CRMs and websites. [Click Here to Use the Tool.](#)

Grade.us – Flexible tool for gathering and showcasing customer reviews across platforms. [Click Here to Use the Tool.](#)

Brightlocal's Reputation Manager – Monitor, respond, and report on reviews from one dashboard. [Click Here to Use the Tool.](#)

CRM & Lead Nurturing Tools

Apollo.io – Lead gen platform with excellent sales tools and LinkedIn automation. [Click Here to Use the Tool.](#)

HubSpot CRM – Free CRM with contact management, email automation, and reporting. [Click Here to Use the Tool.](#)

Brevo (formerly Sendinblue) – Affordable email/SMS platform with simple CRM tools. [Click Here to Use the Tool.](#)

Nutshell – User-friendly CRM that's great for service teams. [Click Here to Use the Tool.](#)

Aomni – User-friendly CRM that's great for service teams. [Click Here to Use the Tool.](#)

Zoho CRM – Flexible platform with sales automation and client management. [Click Here to Use the Tool.](#)

GoHighLevel – Combines CRM, texting, pipelines, and automation in one local-focused tool. [Click Here to Use the Tool.](#)

ActiveCampaign – Email marketing and CRM with deep automation features. [Click Here to Use the Tool.](#)

Automation & Funnels

Zapier – Connects multiple platforms together in a very easy to use interface. [Click Here to Use the Tool.](#)

N8N – Advanced automation tool gaining a lot of momentum because of ability to connect with your AI systems. [Click Here to Use the Tool.](#)

Keap – All-in-one tool for client follow-up, forms, automations, and quotes. [Click Here to Use the Tool.](#)

ClickFunnels – Lead funnel builder with strong conversion optimization features. [Click Here to Use the Tool.](#)

Landing Page Builders

Unbounce – Build fast, mobile-ready pages with A/B testing built in. [Click Here to Use the Tool.](#)

Leadpages – Easy landing page builder with integrations to most CRMs and email tools. [Click Here to Use the Tool.](#)

Instapage – Premium tool with heatmaps, personalization, and advanced testing. [Click Here to Use the Tool.](#)

Landingi – Drag-and-drop landing page builder that includes heatmaps and lead capture tools. [Click Here to Use the Tool.](#)

Social Media Management

Buffer – Schedule posts, reply to comments, and monitor engagement. [Click Here to Use the Tool.](#)

Later – Best for visual planners and Instagram-heavy content. [Click Here to Use the Tool.](#)

Hootsuite – Cross-platform scheduler with powerful reporting and team features. [Click Here to Use the Tool.](#)

Canva – Drag-and-drop graphics editor with templates for all social formats. [Click Here to Use the Tool.](#)

Eclinchr – A social tool that also has reporting and local listing functionality built in. [Click Here to Use the Tool.](#)