

LOCAL BUSINESS INTERACTIVE CONTENT STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

KNOWLEDGE & OCCASION QUIZZES

- Can you become a local entrepreneur?
- What type of a dumpling are you?
- Which local business could you ace?
- How much do you know about the local businesses in your area?



INCREASE **SOCIAL** ENGAGEMENT

LINKS TO LIVE INDUSTRY EXAMPLES

- [HubSpot's advertising ROI calculator.](#)
- [What workout should you be doing?](#)
- [Would you make a good entrepreneur?](#)
- [Test your small-business know-how](#)
- [A/B testing calculator](#)
- [What type of yoga should you practice?](#)



GROW **AWARENESS**



SPARK **CONVERSATIONS**

MIDDLE OF THE FUNNEL

PRODUCT RECOMMENDATIONS

- Which international shoe brand is available in your local area?
- Which cafe in Ottawa should you try today?
- Here is what you should buy from ABC.
- Which local business should you explore this week?



STAY **TOP OF MIND**

COST CALCULATORS

- Can you afford starting a local business?
- What is the cost of opening a dentist clinic in _____?
- How much does it cost to rent a shop in New York?



BRAND **AUTHORITY**



CLIENT **EDUCATION**

BOTTOM OF THE FUNNEL

SAVINGS & ROI CALCULATORS

- How much can you save by shopping at local stores rather than malls?
- Local garments store vs. online garments store cost savings calculator.
- What is the ROI of opening a cafe in Maldives?
- How much can you save by traveling while shopping local.



CREATING **LOYALTY**



INFLUENCE DECISIONS

COMPETITOR FOCUSED

- Should you buy fresh groceries from ABC or order online? Find Out!
- Which investor should you approach for your next big idea - XYZ or ABC?



GROWING **MQL**