



Week 2: Advanced Nextdoor Strategies & Results Review

Welcome Back!

Two weeks ago we covered the fundamentals of using Nextdoor for business promotion and referrals. This week, we're diving deeper into advanced strategies, reviewing your experiences from last week's action steps, and troubleshooting common challenges together.

Quick Recap: What We Covered

We discussed claiming your Business Page, engaging authentically as a neighbor first, building referral networks through recommendations, and posting valuable non-promotional content. Hopefully, you've started implementing these strategies!

Advanced Strategies to Scale Your Success

Strategic Category Positioning: Ensure your business is listed in all relevant categories—not just the obvious ones. A contractor might appear under "Home Improvement," "Handyman," and "Emergency Services." Each category increases your visibility when neighbors search.

The Power of Local Deals: Nextdoor Local Deals can dramatically boost visibility. Consider rotating monthly offers exclusively for neighbors—it creates urgency and shows community appreciation. Track which deals generate the most engagement and leads.

Leveraging Recommendations Strategically: Don't just collect recommendations—respond to each one publicly with genuine gratitude and specifics about the project. This shows prospective customers how you treat clients and reinforces the positive experience.

Content Calendar Planning: Create a 30-day content calendar mixing educational posts (60%), community engagement (30%), and soft promotional content (10%). This ratio keeps you helpful while maintaining visibility.

Crisis as Opportunity: When neighborhood issues arise (power outages, weather events, local concerns), thoughtfully offer expertise or resources. This positions you as a community leader and builds tremendous goodwill.

Cross-Promotion Partnerships: Partner with complementary non-competing businesses on Nextdoor. A landscaper and outdoor lighting specialist can recommend each other, doubling your referral network.

Discussion Questions

Question 1: Let's do a round-robin: Did anyone complete last week's action step? What content did you post, and what kind of response did you get?

Question 2: For those already active on Nextdoor, what's working well? What specific posts or interactions have generated actual leads or business?

Question 3: What challenges or resistance have you encountered? Has anyone experienced negative feedback or struggled with what content to post?

Question 4: How are you currently tracking which Nextdoor activities lead to actual business? What metrics matter most to you—recommendations, messages, profile views, or conversions?

Question 5: What's your biggest hesitation about being more active on Nextdoor? Is it time, knowing what to say, fear of negative reviews, or something else?

Question 6: How can we as a network hold each other accountable and support consistent Nextdoor engagement over the next 30 days?

This Week's Challenge

Level 1 (Beginners): If you haven't yet, claim your page and get three recommendations from past clients this week.

Level 2 (Active Users): Create a 30-day content calendar and post twice this week using your plan. Also, recommend two other network members' businesses on Nextdoor.

Level 3 (Advanced): Launch your first Nextdoor Local Deal or neighborhood-exclusive offer and track the results to share next time.

Accountability Partners

Pair up with someone in the group today. Exchange contact information and commit to checking in mid-week about your Nextdoor progress!