

nextdoor

Local Business Playbook





As the neighborhood hub, Nextdoor is where everyone who powers your local community stays in the know, shares recommendations, and comes together – online and in real life.

But more than that, it also helps local businesses get discovered by the people who need them most: the local customer. We created this playbook to help local businesses and business owners like you instantly connect with and market to your most important customers, your fellow neighbors.

Just how valuable are those connections? 67% of Nextdoor members have shared a recommendation and over 75% have been influenced by a neighbor's suggestion. This guide will take you through all the steps to help you make sure you're one of those top-recommended neighborhood favorite businesses – on Nextdoor *and* in real life.

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1 Get started

With a Nextdoor Business Page, you'll be able to:

- Instantly unlock a community without having to grow followers.
- Build up your local reputation through recommendations from neighbors.
- Access marketing tools so you can focus on your business.

 **[CLICK HERE TO CREATE YOUR FREE PAGE.](#)**

TIPS & TRICKS



If you already have a personal account you want connected to your business account, sign into it before creating your Business Page.



Will the page be managed by multiple people? Set up a separate business account with a dedicated email so employees can sign in.

Which business type best describes you?

→ **Neighbor for Hire**

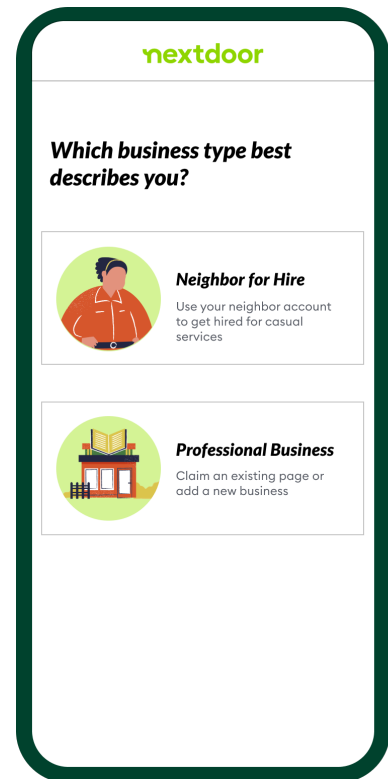
You may be a student, retired, or just all about the side hustle, but to neighbors, you're their go-to babysitter, dogwalker, or the person they keep on speed dial for odd jobs around the house.

→ **Professional Business**

This is the most common business type because it covers all professional services and service providers, storefronts, and even online-only local businesses.



If a page for your business already exists on Nextdoor, it's likely because neighbors have already recommended you (well done!). Follow the steps on screen to claim it.

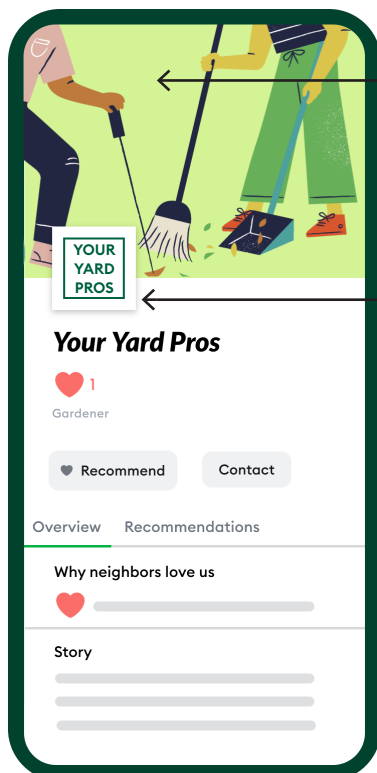




2 Perfect your page

Make a great first impression

Your profile photo and cover photo are the first things neighbors will see.



Cover photo: Give neighbors a glimpse into what you do. Consider adding a photo of the interior or exterior of your business, your product, or of you doing business.

Profile photo: Use your company logo if you have one. If you are a neighbor for hire or service provider, upload a clear photo of yourself to help neighbors put a face to your name.



Upload pictures to your photo gallery

Nextdoor members are **61% more likely to engage** with businesses that have photos on their page. Add eye-catching, high-quality photos that represent what you do or who your employees, clients, or customers are.



Need inspiration? Add a photo of a haircut and style you recently did, the new menu at your restaurant, or your employees volunteering at a community cleanup.



Tell your story

Help neighbors get to know you and your business. Share the story of how you started, what you specialize in and why, in a paragraph or two.



3 Get recommended

Around one third of conversations on Nextdoor are between neighbors asking for or sharing recommendations. Now that your Business Page is live and looking good, set yourself apart by gathering recommendations from regulars and clients.

Recommendations on Nextdoor can help:

- **Build trust:** When customers love your business, neighbors take note.
- **Word-of-mouth business:** The majority of Nextdoor members have been influenced by their neighbor's recommendation.
- **You get discovered:** The more recommendations you have, the more often you show up in search results for your business category.



No anonymous reviews or ratings here!
Each recommendation on Nextdoor is made
by a real neighbor at a verified address.

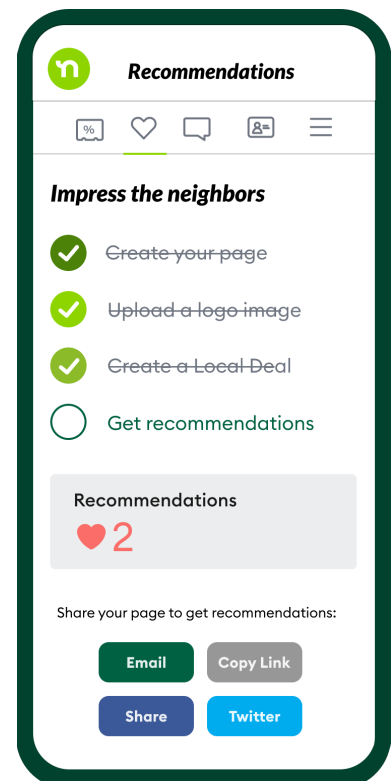
We make it easy to get recommendations from your best customers.

From your **Business Page**, navigate to **Your Reputation**.

Click to copy the link to your Business Page so that you can share anywhere, like in an email or on social media.

That's it!

Once your contacts open the link to your page, they'll be prompted to sign in or create a free Nextdoor account. From there, they can click the Recommend button on your page.



DID YOU KNOW?

Every year, Nextdoor hosts Neighborhood Favorites, the only local business awards voted on by neighbors in dozens of categories. Nextdoor gives you all the tools you need to get the word out with free printable or postable marketing materials.

Winners are celebrated on Nextdoor, where a special "Neighborhood Favorite" badge is displayed on the Business Page and at the top of search results in their category. We send winners a Neighborhood Favorite sticker for your storefront, vehicle, website, or wherever you do business.



4 *Create a Business Post*

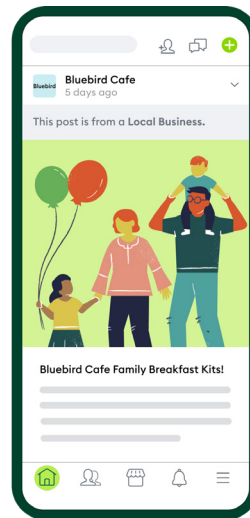
Get the word out to local customers instantly through Business Posts. From your Business Page, share a post with all neighbors within two miles of your business within the news feed, the most visible place on Nextdoor. Strengthen your local network and nurture relationships with customers without having to build up a

Create a post to:

- Share a business update, like new takeout and delivery or online consultation options
- Ask questions to get customer feedback on new menu items, products, or services
- Share advice or articles on your area of expertise
- Share photos, like pictures of new products or menu items
- Get neighbors' help with a new job opening

With local customers, it's about building trust. Posts start the conversation in neighborhoods, and from there you can engage 1:1 to answer questions and keep communication going.

The more neighbors that interact with your post, the more neighbors see it: When people react or reply to it, it's bumped up in the news feed. To get your posts to reach as many neighbors as possible, try these 5 data-backed best practices.



Your Business Post checklist:

☐ **Get (at least) 5 recommendations**

Nextdoor Business Pages with 5 or more recommendations have 30% higher engagement (more views, reactions, and replies).

☐ **Post between the hours of 5-7pm**

Businesses that post between their local hours of 5-7pm, tend to see higher engagement rates than posts made at different times.

☐ **Plan to post on Thursdays and Fridays**

Posts later in the week tend to see higher engagement rates than those made earlier in the week or on the weekend.

☐ **Post every other week**

Post engagement generally declines after about two weeks. To stay top-of-mind with neighbors, aim to share a new post every two weeks.

☐ **Add photos that best represent your business**

Business Pages with a profile photo and photos in their “photos” section are the most visited. More people to your page, means more people on your posts.



5 Create a Local Deal

88% of Nextdoor members shop at a local business at least once a week. Make sure you're one of them with Local Deals, the only advertising tool that lets you target at the neighborhood level. Best yet, you can post one in under five minutes.

Your Local Deal checklist:

Neighbors want unique local experiences, discounts, and to try new spots. Is there a special you can offer as a two-for-one? What holidays or seasonal events can you tap into? Can you offer something exclusive to Nextdoor members or first-time customers?

2. Sign in to your Nextdoor Business Page and
navigate to the Local Deals tab. →

nextdoor

Step 1: Fill in the details

Title

Description

Duration

30 days 14 days 7 days Custom

Deal Type

☒ In-person ☐ Online

Next

3. Create your Local Deal

☐ **Add a catchy title**

Make your title compelling, but short and actionable. Save details for the main description. Don't write in all CAPS or use excessive punctuation – an amazing deal will speak for itself.

☐ **Describe your deal**

Add the important details about your Local Deal: what it is and how to redeem. Keep it brief and share what customers need to know about your offer and your business.

☐ **Set your timing**

Promote your deal for seven to 30 days.

☐ **Bring customers in store or online**

Decide how you want people to redeem your Local Deal. When using the “Online” option, include a URL that directs neighbors to where they can score your deal. If neighbors need to call or visit your business to use the deal, select “In-store.”

☐ **Choose a unique redemption code**

This is something that neighbors will present in-store, use online, or both to redeem your deal.

☐ **Any fine print?**

Add additional terms and conditions, like “limit one per customer.”

☐ **Upload a photo**

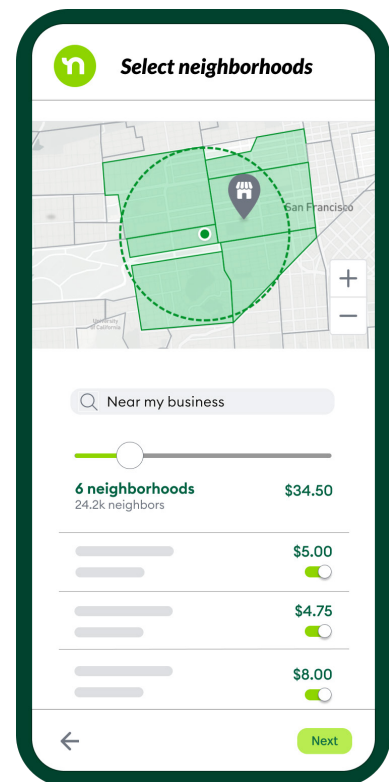
Upload your own or select one from our library that represents your product or service. Avoid logos or writing on images; the minimum resolution for photos is 578 x 300.

Preview your Local Deal to see how it will appear to neighbors.

4. Select your audience

This screen will pre-populate with all neighborhoods within a two-mile radius of your business address. Use the search bar to find different ZIP codes you want to target.

The drop-down menu will display a list of all neighborhoods located within your selected radius and shows how many Nextdoor members are active in each, plus the corresponding price to advertise your deal there. Select or remove neighborhoods, up to a 10-mile radius. The number of ZIP codes and neighborhoods you include will affect the price of your Local Deal, with pricing starting at just \$1.00 in



5. Launch your Local Deal!

Add and review your payment details and submit your order. Your Local Deal will be available to your selected neighborhoods immediately. Insights on the performance of all your deals are available after 24 hours in your Dashboard tab when you log in to your business account on Nextdoor.

After it's live, you'll be able to edit all sections of your Local Deal except for the start/end dates and audience. We'll save expired deals so that when you're launching your next one, you can reference and even recreate your best-performing deals with a click of a button.

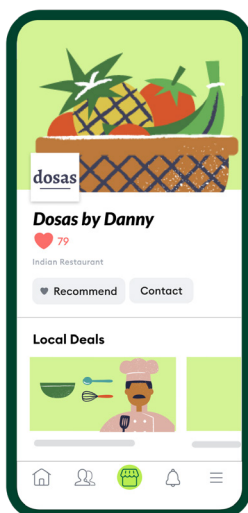


6 *Where neighbors see Local Deals*

Once your Local Deal is live, Nextdoor handles marketing for you so that you can focus on running your business. Just check your private messages regularly for any inquiries from neighbors.

Neighbors will see your deal...

➔ On your Business Page

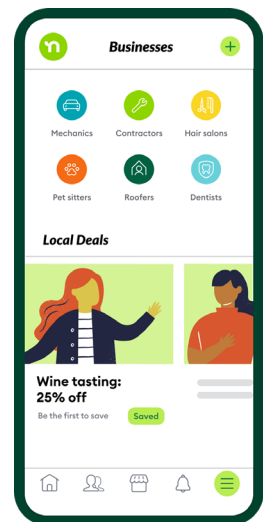
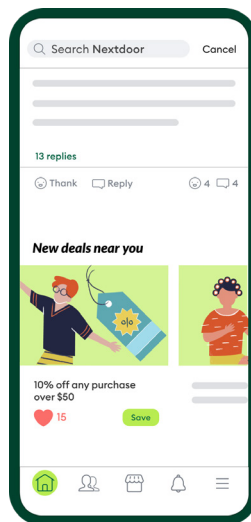
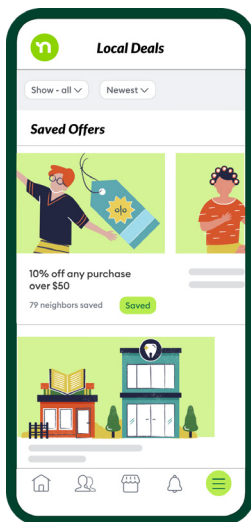


→ Throughout the app

Neighbors in your selected neighborhoods will see (and can save) your deal from the special Local Deals section that shows up in the newsfeed and in the main business section.

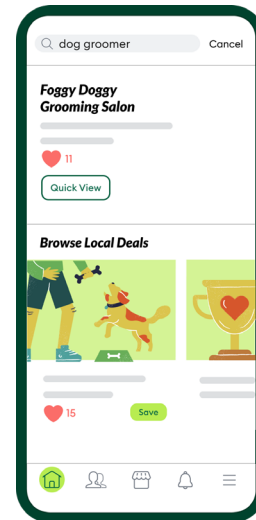


We'll send helpful reminder emails to members who have saved your deal but haven't redeemed it yet.



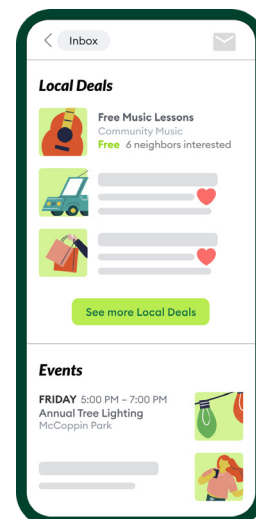
→ In search results

When neighbors search for your business or your business/service category, your Local Deal will show up on the search results page.



→ In emails

Local Deals are featured in digest emails that members receive throughout the week.



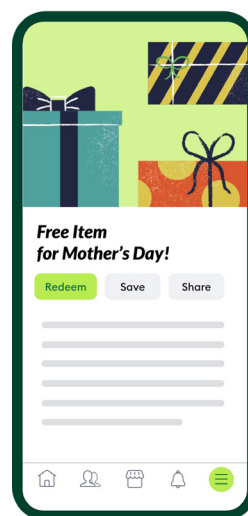


7 Local Deal tips ‘n’ tricks

We want to make sure your Local Deal resonates with your community and brings you business. Here are quick tips to creating a successful deal!

Try a seasonal theme

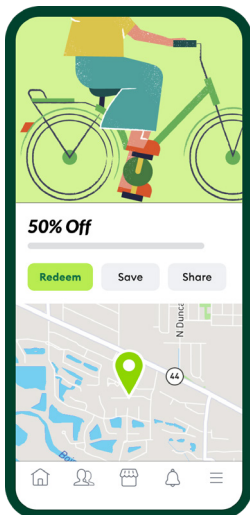
Is Mother’s Day right around the corner? What about the start of summer? Or back to school? Tap into a local or seasonal theme.



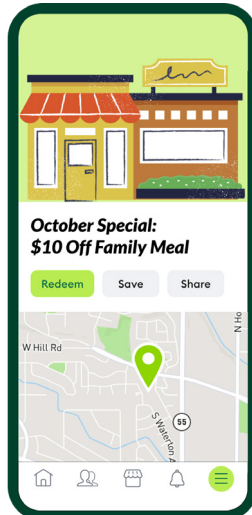
Give a (really) good deal

This may not come as a surprise; neighbors love a good discount.

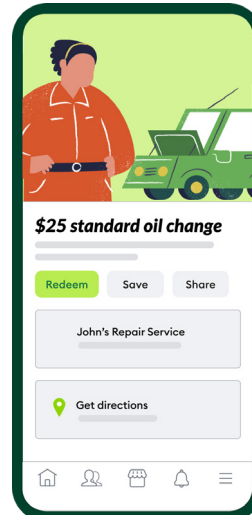
50% off your first visit



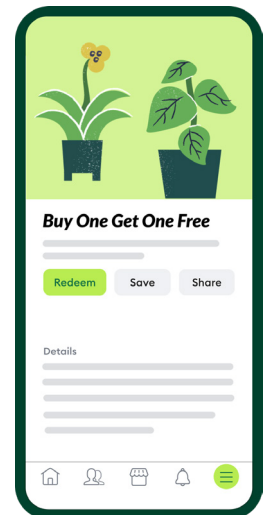
A price reduction



A fixed price special



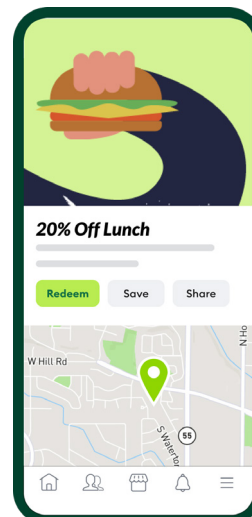
Buy one, get one



Use original photography

Include a vibrant, high-quality image that depicts what the customer can get if they take advantage of your deal. Avoid using a logo or image with text.

Themed deals that run over a specific time period (think: Wellness Week or 14 Days of Sweet Treats) encourage neighbors to check in daily for unique discounts and



Still stumped?

Try deals that offer free shipping, free gift with a minimum purchase, purchase 10 drinks/pastries/manicures and get your 11th free.



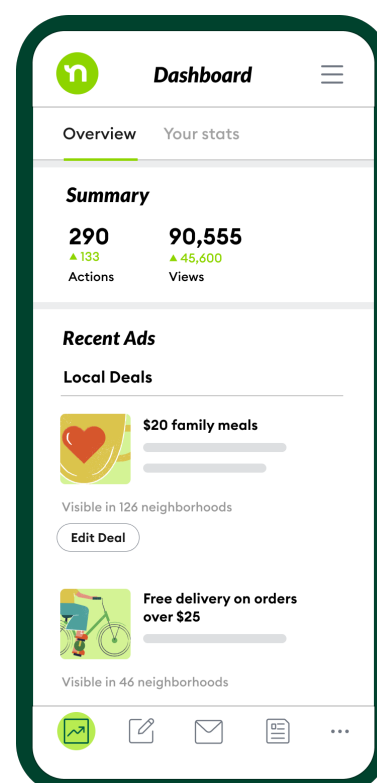
8 Track your performance

We build tools to help busy business owners like you manage your business. With the Dashboard, you can track the number of total views and actions that neighbors have taken on your Business Posts and Local Deals. Evaluate your performance on Nextdoor so you know what's most effective for different

How to Use Dashboard

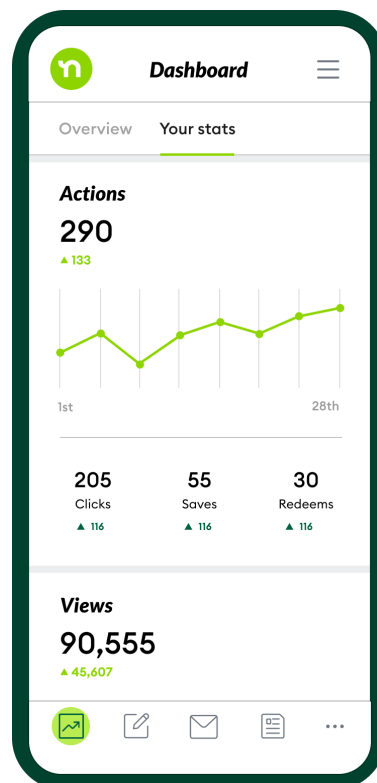
Navigate to the **Dashboard tab**, where your **Overview** provides a snapshot of your recent **Business Posts** and **Local Deals**.

See how many views and actions (clicks, replies, redeems) your content is driving. You'll even be able to re-run a past Local Deal with



Toggle to **“Your Stats”** to get a more detailed performance view. Here you’ll be able to see how your content has performed over time, as well as which neighborhoods engaged most with it.

Check out a current snapshot, or evaluate **7 and 28-day periods** of Business Posts and Local Deals.



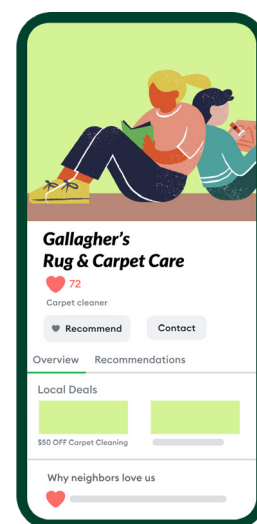


9 Success stories from local businesses

Meet the Portland rug cleaning company who found its highest quality leads with Local Deals:

“ We’ve received a lot of business from having a presence on Nextdoor, and from people recommending us, so we thought Local Deals would be a really good place to dip our feet in. ”

- Natalie, Social Media Manager, Gallagher’s Rug & Carpet Care, Portland, OR



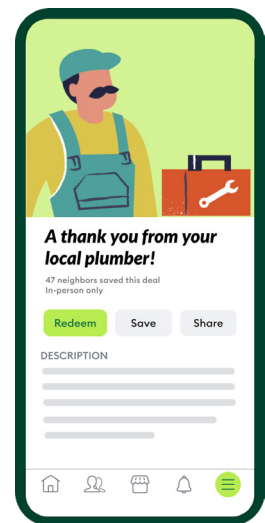
Natalie was able to hyperlocally target a deal for 20% off rug cleaning across several neighborhoods and, as a result, gained nearly a dozen new customers – as well as new recommendations.

“ We’ve had a really good experience with [Local Deals]. It’s been helpful to get the word out into those neighborhoods. The quality of the leads that come from Nextdoor are better, too, than from other platforms. We’ve found that these leads have already made their purchasing decision. ”

Meet the North Carolina plumber who had to hire new employees to keep up with the business he got from Nextdoor:

“ My business is booming because of Nextdoor. My family and I are so grateful. I tell everyone I can to get their business on Nextdoor. ”

- John, Plumber, Hillsborough, NC



John discovered that his neighbors were recommending his business on Nextdoor. He claimed his Business Page, where there were nearly 50 recommendations waiting for him. Countless customers said he was their go-to plumber. Surprise: he had even been voted a Neighborhood Favorite as part of Nextdoor's annual celebration of local businesses, voted on by neighbors.

He set up his first Local Deal: 15% off service calls over \$100, 5% off service calls under \$100. The response was overwhelming. On each call, John made sure to ask customers where they learned about him. All of them said Nextdoor.

He couldn't keep up with the amount of work he was receiving and hired an additional employee, and then another. Over a six-month period, John had to hire three additional employees to keep up with the demand for his services.

[Read about other local businesses and success stories in our Customer Stories hub.](#) 



To find more helpful business resources, stay in-the-know on product updates and more, subscribe to [Nextdoor's Local Business Blog](#).

10 FAQs

How do you put an ad on Nextdoor?

The first step to advertising on Nextdoor is to create a free Nextdoor Business Page. From there, local businesses can engage with the customers in the community using Business Posts or advertise on Nextdoor with Local Deals.

Local Deals are available for businesses that are truly local, including those in the food and drink, home services, pet services, retail, professional services, health and fitness, and beauty categories, and neighbors for hire, like babysitters or handy people.

Real estate agents, real estate brokers, insurance agents, mortgage brokers, home builders, general contractors, rental agents, property managers, vacation rental managers, and roofers can participate in Nextdoor advertising as a [Neighborhood Sponsor](#).

How much does it cost to advertise on Nextdoor?

Nextdoor advertising costs vary based on a few factors, including your selected ad products, the size of your audience, and the duration of your deal or sponsorship. Prices for Local Deals start as low as \$1 in some neighborhoods. Businesses receive two free Business Posts per month.

Help! I accidentally created multiple Business Pages for the same business.

If you have created duplicate Business Pages, [contact our support team](#) for assistance in combining them.

My business has multiple locations. Do I need multiple Business Pages?

Businesses with multiple locations should create a Business Page for each location. Make sure to include the address for each so that customers can tell them apart. You can set up multiple pages with separate accounts if different employees will be managing different pages, or you can manage all under the same Nextdoor account. When using the same login, you'll see all of your Pages on the bottom left-side menu of your business account.

My business has been impacted by the coronavirus. Do you have any resources that can help?

We've developed a dedicated [coronavirus resource center](#) for local businesses that contains timely updates and resources to help you navigate this crisis.

nextdoor

*Business Pages
are accessible via the
Nextdoor App*



*For news, follow us on
Nextdoor Business on Facebook*