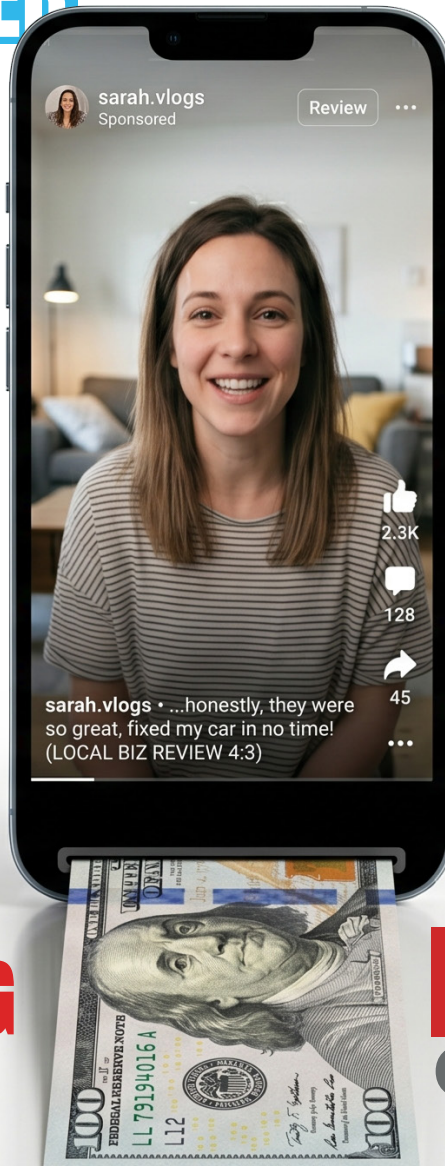


# Clicks

The Online Marketing Guide for Small Business

**TikTok's**  
Local Feed Is a  
**GAME CHANGER**  
for Small Businesses  
**Are You On It?**

Marketing on a  
**TIGHT BUDGET**  
Here's Where to  
Put **Every Dollar**



## The Authenticity Edge

Why Unpolished Content Is

**OUTPERFORMING  
EXPENSIVE ADS**

Right Now

The Blog Strategy That

**DRIVES  
CUSTOMERS**

**Not Just Traffic**

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guide explains how the feature works and how to use it to gain visibility, attract local customers, and stay ahead.

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Polished ads aren't winning attention anymore—authentic content is. This article reveals why simple, unfiltered videos are outperforming expensive campaigns across platforms. Learn

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Learn how smarter content attracts the right visitors, builds trust, and drives calls, bookings, and real business results.

## Welcome To Clicks Magazine

Thanks for checking out our 139<sup>th</sup> issue of Clicks, your online marketing resource guide for small business. Each month we will be covering topics that resonate with local businesses just like yours.

Our goal is simple. We want to enable you to do big things online, and it all starts by breaking down the complexities of marketing your business online.

It doesn't matter if you're just starting out, or an established business owner in your local community, you can always benefit from increasing your brand's visibility online.

To your Success,

Your Name Here

Your Title Here

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(Your Business Name) is the leading small business marketing service in the (insert area) for over (insert years). We help small businesses connect with more customers online.

If you want to build your business, you need to market, it's that simple. But you can lose thousands of dollars if you don't know what you are doing. So we urge you to take action with some of the strategies we recommend.

For a more "hands off" approach, we offer affordable solutions that can deliver results. We hope you enjoy this issue of Clicks and feel free to reach out to us anytime.





# TikTok's Local Feed Is a **GAME CHANGER** or Small Businesses — Are You On It?

Here's something that happened on February 11, 2026 that most local business owners completely missed: TikTok launched its opt-in Local Feed in the United States, surfacing content related to nearby travel, news, events, shopping and dining based on the user's current location. [Monday.com](https://www.monday.com) No big announcement on the evening news. No push notification on your phone. Just a quiet feature rollout that is already changing how local businesses get discovered — and most of your competitors have no idea it exists.

If you've been writing off TikTok as a platform for teenagers doing dance challenges, it's time to reconsider. This isn't about going viral. This is about showing up in front of people in your city who are actively looking for exactly what you offer — for free.





# What the Local Feed Actually Is

The Local Feed is a new tab appearing on the TikTok home screen — alongside “Following” and “For You” — specifically curated to help people stay connected to their immediate communities. The CMO Think of it as TikTok’s answer to Google Maps and Yelp, except instead of static listings it serves real video content from real local businesses directly to people nearby.

Posts in the Local Feed are shown based on three factors: location, topic, and recency. Not follower count. Not advertising spend. Location, topic, and recency. Pipedrive

Read that again. A business with 200 followers that posts a video about their service and tags their city can appear in the Local Feed of people in that city searching for exactly that service. You don’t need a big following. You don’t need a paid campaign. You just need to post the right content in the right place at the right time.





# The Search Engine Nobody Is Talking About

Here's what makes this even more significant: 48% of Americans now use TikTok as a search engine — up nearly 20% in just two years. Pipedrive People are typing “best [service] near me” into TikTok’s search bar and watching video results instead of reading Google listings.

On Google, a competitive local service keyword represents years of SEO investment, expensive pay-per-click ads, and well-funded companies fighting for position. On TikTok, searching for that same service in your city might return a handful of videos — or none at all. Pipedrive

That gap is your opportunity. The businesses that start posting consistently on TikTok right now are staking out territory that their competitors will spend years trying to catch up to. This is what early Google SEO looked like in 2005. The businesses that showed up when nobody else did built customer pipelines that outlasted every trend that came after.





# What This Means for Your Business Specifically

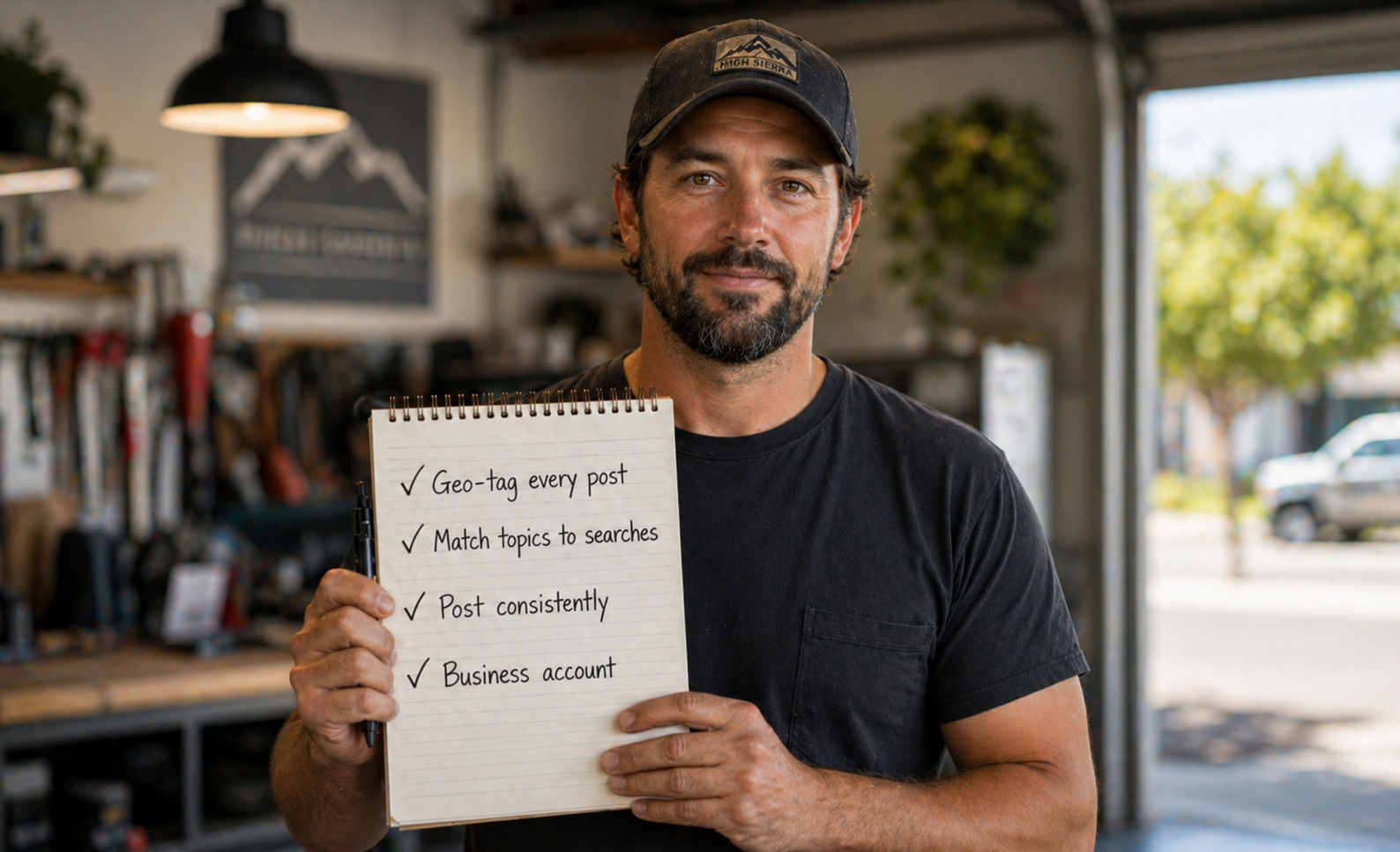
According to the Small Business & Entrepreneurship Council, 84% of TikTok small business users say the platform helped grow their business, and 74% say TikTok helps them connect with their local community. [Omnisend](#)

And those numbers were before the Local Feed existed.

In the UK alone — where the feature launched in December 2025 — 46% of TikTok users have already visited a local shop, restaurant, or attraction after discovering it on the platform. [Monday.com](#) Not clicked a link. Not saved a post. Actually got in their car and showed up. That is the kind of conversion rate paid advertising dreams about.

For a local service business — a landscaper, a detailing shop, a flooring company, a fitness studio — the Local Feed is essentially a free ad that runs to people in your neighborhood every time you post something relevant. The algorithm does the targeting for you.





# How to Actually Show Up in the Local Feed

This is where most articles stop at “post more content” and call it done. Here’s what actually gets you into the Local Feed:

**Geo-tag every single post.** This is non-negotiable. TikTok recommends location tags based on proximity, popularity, and content signals in the post — but you need to add the location for it to surface in local discovery. [Beehiiv](#) Every video you post should have your city tagged. No exceptions.

**Post about topics that match what people are searching.** The Local Feed algorithm matches content to users based on topic relevance. A window tinting shop that posts “how to know if your tint is legal in [state]” is targeting a search query people are actually typing. A landscaper posting “spring lawn recovery tips for Minnesota homeowners” is owning a topic in their exact market.

**Post consistently and recently.** Recency is one of the three ranking factors. An old video — no matter how good — gets buried. A fresh video posted this week showing your latest job gets surfaced. The businesses winning on the Local Feed aren’t posting viral content. They’re posting real, recent, local content on a consistent schedule.

**Register as a TikTok Business Account.** Connecting your TikTok profile to a verified business entity unlocks organic features including link in bio, lead generation forms, and geo-targeting. Takes five minutes and gives you tools a personal account simply doesn’t have.





# What to Actually Film

You don't need a ring light, a script, or a videographer. You need a phone and something worth showing. Here's what's working right now for local businesses on TikTok:

A before-and-after of any job — pressure wash, paint, landscaping, detailing, flooring, anything visual. A 30-second walkthrough of a finished project with zero narration. A quick "myth vs. reality" about your industry — the things customers get wrong that cost them money. A day-in-the-life showing the real work behind what you do. A response to a question a customer asked you this week.

None of these require creativity. They require showing up with your phone and pressing record.





## The Bottom Line

TikTok is closing the loop on the discovery-to-purchase journey for local businesses. Geo-tagging and local content are no longer optional — they are essential. [The CMO](#)

Most of your competitors are not on TikTok. The ones who are aren't using it strategically. Which means right now — today — you have the chance to own your market on a platform that is actively serving local content to local buyers.

The Local Feed launched two months ago. The businesses that start now will be the ones that look back on 2026 as the year everything changed. The ones that wait will be paying to catch up.





# **The Authenticity Edge**

## ***Why Unpolished Content Is Outperforming***

# **EXPENSIVE ADS**

**Right Now**

There's a video out there of a pressure washing guy in a beat-up t-shirt, filming himself cleaning a driveway on a Tuesday afternoon. No script. No ring light. No editor. He just propped his phone against a bucket and hit record. That video got 340,000 views. The polished \$3,000 ad his competitor ran the same week got 1,200.

That's not an accident. That's a pattern — and it's happening across every platform, every industry, and every market right now. Low-quality content bypasses the brain's automatic "this is an ad" filter. Rough visuals signal authenticity, which lowers viewer defenses and increases trust. Abstrakt And for local business owners, that is the best possible news you've heard in years.



A close-up, high-resolution photograph of a woman's face, focusing on her eyes. Her eyes are light-colored and contain clear reflections of a computer screen displaying a website with a person's face. The lighting is soft and natural, highlighting the texture of her skin and the intensity of her gaze.

## **YOUR BRAIN HAS BEEN TRAINED TO IGNORE POLISHED ADS**

Here's the science behind why this is happening. After two decades of exposure to professional advertising, most viewers have developed what researchers call "persuasion knowledge" — the automatic recognition that someone is trying to sell them something. The moment your brain detects high-production cues — orchestral music, color grading, a spokesperson in a blazer against a white background — your guard goes up. You're no longer watching. You're evaluating. Abstrakt

Lo-fi content bypasses that response entirely. The rough edges send a signal: this is not an ad. And the moment a viewer stops treating something like an ad, they're far more open to whatever comes next.

UGC-style ads that look like they were filmed by a real customer on their phone often generate higher engagement and conversion rates than professional productions. The authenticity resonates more than production value. Facebook This isn't a trend that's coming — it's already here, it's already costing businesses that haven't figured it out, and it's already rewarding the ones who have.





## THE ALGORITHM IS RIGGED IN YOUR FAVOR – IF YOU KNOW IT

Here's something the big brands with six-figure production budgets don't want you to know: the algorithm doesn't care how much your video cost to make. It cares how people respond to it.

Platforms like TikTok, Instagram, and YouTube Shorts algorithmically favor content with high watch-through rates and strong comment velocity. Lo-fi content tends to drive comments — because it invites reaction, disagreement, or follow-up questions. Polished ads tend to generate passive views because there's nothing to respond to. Abstrakt

When viewers comment, share, or save your content, the algorithm reads it as a signal of quality and pushes it to more people. The result is that a \$200 phone video can end up with 10x the organic reach of a \$20,000 ad film. Abstrakt

A local fence installer posting a 45-second time-lapse of a cedar privacy fence going up in a backyard — filmed on an iPhone, no music, no voiceover — is generating exactly this kind of engagement. People tag their spouse. They save it for their own backyard project. They comment asking for a quote. That's not luck. That's authenticity doing what a polished ad never could.





## WHAT AUTHENTIC CONTENT ACTUALLY LOOKS LIKE

This is where most people get it wrong. Authentic doesn't mean lazy. It doesn't mean blurry, pointless, or poorly thought out. You still need a clear message, a reason for the viewer to care, and a structure that holds attention. The difference is that in 2026, you can deliver all of that without a lighting rig. Abstrakt

Here's what's actually working for local businesses right now:

**The unfiltered job walkthrough.** You show up to a job, film a quick 30-second walk around before you start, then film the finished result. No narration required. The before-and-after does all the work.

**The honest opinion.** Pick something in your industry that people get wrong — a myth, a misconception, a common mistake — and talk straight to camera about it for 60 seconds. No script. Just talk like you're explaining it to a

friend on a job site. This kind of content builds more authority than any credentials page on your website.

**The day-in-the-life moment.** Film one real moment from your workday — not a highlight reel, not your best job. A real moment. Loading the truck. Calling a supplier. The look on a customer's face when they see the finished work. Real people sharing honest experiences build trust and foster a genuine connection around your business. LocaliQ That's what keeps people coming back to your content — and eventually, coming back to your business.

**The customer reaction.** Ask your next happy customer if you can film a 30-second video of them seeing the finished job for the first time. You don't need a professional testimonial setup. Just point your phone at a real person having a real reaction. That footage is worth more than any scripted ad you'll ever produce.





## **THE UNFAIR ADVANTAGE YOU ALREADY HAVE**

Here's what the big brands spending millions on polished content can't replicate: you. Your face, your truck, your team, your neighborhood, your specific way of talking about your work.

Authenticity beats polish in most cases for small businesses. Don't try to look like a Fortune 500 brand if you're a local service business. Embrace authenticity, show real results, feature real people, and communicate genuinely. Facebook

A national chain running a polished ad about their "commitment to quality" will never out-authentic a local business owner who gets on camera and says "I've been doing this in this neighborhood for 11 years and I stand behind every job I do." One of those statements is marketing. The other is a promise from a real person. And people know the difference.

Your phone is all you need. Your work is the content. Your customers are the proof. The businesses figuring this out right now are building audiences and pipelines that their polished-ad competitors are going to spend years trying to catch up to.





## THE BOTTOM LINE

The playing field just tilted in your favor. The most effective content on every major platform right now is the kind that any local business owner can create on their lunch break with a phone they already own.

You don't need a production company. You don't need a content agency. You don't need a script. You need to show up, show the work, and let the authenticity do what a \$20,000 ad campaign never could.

Press record. Post it. Do it again next week.

That's the whole strategy.





# MARKETING *on a* TIGHT BUDGET

HERE'S WHERE TO PUT EVERY DOLLAR

Most marketing advice is written by people who've never had to choose between running a Facebook ad and making payroll. This article isn't that. This is for the local business owner who has a real budget — maybe \$300 a month, maybe \$1,000 — and needs to know exactly where it goes to get the most back.

Here's the honest truth before we dive in: marketers estimate they waste approximately 26% of their budgets on ineffective channels and strategies. Abstrakt For a small business that's not a rounding error — that's real money going nowhere. The fix isn't spending more. It's spending smarter. Here's how.





## First, The Free Stuff — Because You're Leaving Money on the Table

Before a single dollar goes anywhere, there are things that cost nothing and generate real returns that most local businesses still haven't done.

Your Google Business Profile is the most valuable free marketing asset you have. For local businesses, Google Business Profile is often one of the highest-ROI channels in your entire marketing budget Facebook — and it costs nothing to optimize. Fill out every field. Post weekly. Respond to every review. Add fresh photos monthly. This alone will move the needle on your local search visibility before you spend a cent on anything else.

Your email list is the second free asset most businesses ignore. Email marketing delivers an average ROI of \$42 for every \$1 spent. The frank Agency That's not a typo. Forty-two dollars back for every dollar in. Tools like MailerLite are free up to 1,000 subscribers. If you're not building a list and sending at least one email a month — you're leaving your highest-ROI channel completely unused.

Short-form video on Facebook Reels, Instagram, and TikTok costs nothing but time. As we covered elsewhere in this issue — authentic phone-filmed content is outperforming expensive ads right now. Film your work. Post it consistently. The algorithm rewards you for showing up.

Get the free stuff working before you spend a dollar on anything paid. This isn't optional — it's foundational.



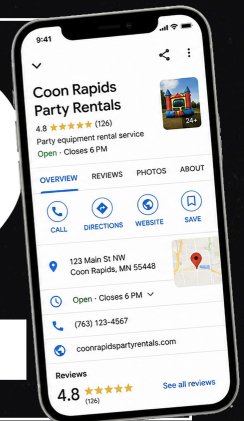
# Now, Where the Money Goes

Once the free channels are active and consistent, here's how to think about whatever budget you do have.



**Your website comes first.** Your website is the conversion layer for almost all other marketing. Facebook Every dollar you spend on ads, SEO, or social media drives people back to your website. If it's slow, unclear, or unconvincing — every other dollar you spend is partially wasted. Before you run a single ad, make sure your site is fast, mobile-friendly, has one clear call to action above the fold, and shows real proof of your work. If your site needs a full rebuild — that's the first check you write.

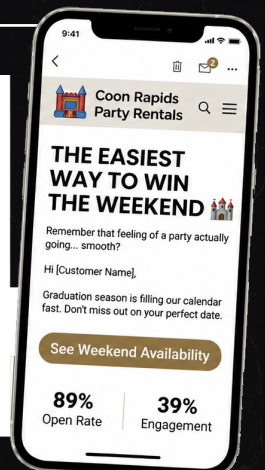
**Google Business Profile and local SEO second.** 49% of businesses say organic search brings them the best marketing ROI. Abstract For a local business, that means showing up in the map pack when someone searches your service in your city. Basic local SEO — optimizing your GBP, getting consistent reviews, making sure your name, address, and phone number match everywhere online — is the highest long-term ROI investment you can make. If you're going to pay someone for anything, pay a local SEO specialist before you pay for ads.



**Paid social third — but only when the foundation is solid.**

Facebook and Instagram ads work extraordinarily well for local businesses when done correctly. A balanced starter mix for small businesses allocating paid media looks like: Meta and social ads at 20–35% of your marketing budget, with video content and SEO and content splitting the rest. ALM Corp A \$300–\$500/month Facebook lead generation campaign targeting a 10-mile radius around your location, using real video content from your actual jobs, will generate more qualified leads than most businesses get from any other channel. Start small, test one campaign at a time, and scale what works.

**Email last — but don't skip it.** Once you have a list of even 200 people, a monthly email costs almost nothing and consistently outperforms social media for actual conversions. Budget \$0–\$15/month for a tool like MailerLite and spend 90 minutes a month writing one genuinely useful email. That's it. The businesses doing this consistently are building a customer base that pays them back month after month without paying for a single ad.







## The Framework That Changes Everything

In 2026, the 70/20/10 rule is the smartest way to think about budget allocation for a small business: 70% on proven channels — whatever is already working for you. 20% on new experiments — a new platform, a new video format, a new ad angle. 10% on human-first brand building — real photography, founder content, community presence. ALM Corp

The businesses that blow their whole budget chasing the newest platform or the shiniest ad format are the ones constantly starting over. The ones that protect their proven channels, allocate a slice for testing, and invest in the brand-building that's hard to measure but impossible to grow without — those are the ones that compound over time.

You're better off dominating one or two channels than being mediocre across eight. ALM Corp Pick the channels where your customers actually are. Show up there consistently. Spend your limited budget on the things that have the highest probability of generating a phone call, a booking, or a lead.





## The One Thing Most Local Businesses Get Wrong

They spend on acquisition and nothing on retention.

Existing customers are 5x cheaper to retain than acquiring new ones, and increasing retention by just 5% can increase profits by 25–95%. The frank Agency A simple monthly email to past customers. A reactivation text to people who haven't booked in 6 months. A referral ask to your happiest clients. These things cost almost nothing and generate revenue from people who already trust you.

Your marketing budget isn't just about finding new customers. It's about keeping the ones you already have — and making sure they bring their friends.

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## The Bottom Line

You don't need a big budget. You need a smart one. Start with the free channels and max them out. Build your website so it actually converts. Invest in local SEO before you ever run a paid ad. When you do run ads, start small, target tight, and use real content. Email your list every month without fail. And always — always — put something back into the customers you already have.

That's not a marketing budget. That's a growth system.



# The **BLOG STRATEGY** That *Drives Customers,* **NOT JUST TRAFFIC**



Here's a question worth sitting with: if your blog is getting visitors but your phone isn't ringing — what exactly is the blog doing for you?

Most local business blogs are built around one goal: traffic. Get people to the site. Rank for keywords. Show up in search. And while those things matter, traffic without conversion is just a vanity metric. A thousand monthly visitors who never call is worth exactly nothing compared to 50 monthly visitors who book an appointment.

Companies with active blogs generate 67% more leads per month [Newslettersvaluator](#) — but only when the blog is built around the customer's journey, not just the search engine's algorithm. The businesses getting those leads aren't writing more posts. They're writing smarter ones. Here's exactly how to do it.



# Stop Writing for Google.

## Start Writing for the Person Who's About to Hire You.

Most local business blog posts read like they were written for a robot. Keyword-stuffed titles. Generic advice. No real point of view. No specific local context. And they wonder why nobody calls after reading them.

The shift that changes everything is simple: write for the person who is 48 hours away from hiring someone in your industry. Not the person casually browsing. Not the person who just heard about your service for the first time. The person who has a real problem, is actively looking for a solution, and needs one more reason to trust you before they pick up the phone.

A window tinting shop that writes "The 5 Questions Every [State] Driver Should Ask Before Getting Their Car Tinted" is speaking directly to that person. A landscaping company that writes "How to Know If Your [City] Lawn Needs Overseeding This Spring" is answering the exact question their ideal customer is Googling at 9pm. That kind of content doesn't just get traffic — it gets calls.

40% of businesses that conduct keyword research before blogging have excellent results. Monday.com But keyword research for a local business isn't about chasing volume — it's about finding the exact questions your specific customers are typing into Google and answering them better than anyone else in your market.





# The Post That Does Three Jobs at Once

Here's a framework that turns a single blog post into a full conversion machine. Every post you write should do three things: attract the right person, build enough trust that they want to reach out, and give them an obvious next step.



**Attract:** The title and first paragraph need to speak directly to a specific problem, question, or situation your ideal customer is dealing with right now. Not "Our Plumbing Services" — **"What to Do When Your Water Heater Starts Making That Noise."** One is a brochure. The other is a solution.

**Build trust:** The body of the post needs to actually help. Real information. Specific advice. Your genuine point of view on the topic based on your experience. Google's helpful content updates in 2026 reward valuable, first-hand insights over generic volume. Newslettervaluator The business owner who writes from real experience — **"in 11 years of doing this in [City] here's what we always find"** — will outrank and out-convert the business that publishes templated content every time.



**Convert:** Every single post needs one clear call to action at the end. Not three. One. **"Ready to get this handled? Call us at [number] or book a free estimate here."** The post earned the reader's trust — now give them the obvious next step. A blog's CTA has a conversion rate of about 4–5%, and people who arrive at a brand's blog are 50% more likely to convert than people coming through organic traffic. Monday.com That's not a small number — that's a pipeline.





## **The Local Angle** Is Your Unfair Advantage

National competitors can outspend you on ads. They can publish more content faster. But there is one thing they can never do: write specifically about your city, your neighborhood, your local conditions, and your community the way you can.

Blogs that include geographic and niche keywords improve visibility in local searches and Google Maps. Newslettervaluator A pest control company in Phoenix writing "Why Scorpions Are More Active in [Neighborhood] in April — And What to Do About It" owns that search result. Nobody else is writing it. Nobody else can.

This is the content strategy that compounds. Every locally-specific post you publish is a permanent asset that keeps working for you — showing up in searches, building trust with people in your exact market, and driving calls from people who feel like you already understand their specific situation before they ever contact you.

Use a free tool like AnswerThePublic ([answerthepublic.com](https://www.answerthepublic.com)) and type in your service plus your city. You'll see every question real people in your area are searching for. Those are your next 12 blog posts.



# Consistency Beats Volume Every Single Time

Here's the number that should reframe how you think about blogging: clients who post weekly see up to 200% more organic traffic and higher-quality leads. Newslettervaluator Not clients who publish 50 posts at once. Clients who show up consistently, every single week, with one genuinely useful piece of content.

One good post per month beats twelve mediocre posts in January and silence the rest of the year. Bloggers who update old posts get 270% more results than those who don't. Monday.com Which means your first move isn't necessarily writing something new — it's going back to your best existing post, updating the information, adding a stronger CTA, and letting Google re-index it with fresh eyes.

The businesses quietly dominating local search with their blogs aren't the ones with the biggest content teams. They're the ones who picked a consistent schedule — even if that's just twice a month — and never broke it.





# The Bottom Line

A blog that drives traffic but not customers is just a journal nobody asked for. The fix isn't more posts. It's better posts — written for the person who's about to hire someone in your industry, loaded with real first-hand expertise, optimized for your specific local market, and ending with a clear invitation to take the next step.

Businesses that blog regularly generate significantly more leads because each post can drive conversions for months or even years. iPost That's not marketing spend that disappears when you stop paying. That's a permanent asset sitting on your website, working for you around the clock, long after you wrote it.

Write one post this week for the person who's 48 hours from hiring someone. Make it genuinely useful. End with a clear CTA. Then do it again next month.







# YOUR PHONE ISN'T RINGING. WE FIX THAT.

Local businesses have a visibility problem. They're buried on page 3 of Google. Their Facebook page has 47 likes. Their website looks like it's from 2009. Meanwhile, customers are searching right now — and finding someone else. That's the gap we close.

**LOCAL SEO | GOOGLE MY BUSINESS | PAID SEARCH | CONVERSION OPTIMIZATION | REVIEW GENERATION**

No smoke. No mirrors. Just phone calls. Walk-ins. Appointment bookings.

Every campaign is built around one question: What gets this business more customers this month?

**READY TO SHOW UP WHERE IT COUNTS?**

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*Helping local businesses own their market.*