

Nextdoor & Alignable Marketing Strategy Template

Your personalized local client
attraction blueprint





Dial In Your Nextdoor Strategy

(Residential clients)

Business Profile Setup

- ☐ Business name
- ☐ Logo upload
- ☐ Before/After Photos Upload

Tip: Add at least 3 transformation photos that showcases your best work.

Need Ideas? Try:

“When to fertilize in [your region]”
“3 ways to prep your lawn for summer”
“Best crabgrass control methods”

Community Engagement Plan

- ☒ I will answer at least ___ questions per week in my neighborhood group.
- ☒ My go-to response hook:
“Hey neighbors! As a local landscaper, here’s what I recommend...” (Feel free to modify this.)

Tip: 78% of homeowners say they trust businesses more when they engage in local discussions.



Alignable Strategy

(Commercial clients)



Strategic Local Connections

List 3 local business types to connect with:

1.
2.
3.

- ☒ I will reach out to ___ **new local businesses** per week.
- ☒ I will ask for at least ___ referrals per month and offer ___ in return.

Stay Top of Mind

- ☒ I'll comment on ___ local business posts weekly.
- ☒ I'll post ___ business updates or offers per month.

Sample Conversation Starter:

"We just completed a full grounds clean-up for an office park — happy to share tips or partner up!" (Feel free to modify this.)



Bonus Section

Monthly Action Tracker

Week	Nextdoor Posts	Community Comments	Alignable Outreach	Referrals Asked
1				
2				
3				
4				
5				

Goal This Month:

- ☒ ___ New Residential Leads
- ☒ ___ New Commercial Leads