



### **What is Nextdoor?**

Nextdoor is the neighborhood hub for trusted connections and the exchange of helpful information, goods, and services (<https://about.nextdoor.com/>). It launched in October 2011.

You can access Nextdoor through <https://nextdoor.com/> or their mobile app.

### **How Much Does Nextdoor Cost?**

It's free! There is an option for businesses to participate in paid advertising through "Local Deals" (see page 2) but it is not recommended at this time.

### **What Do People Use Nextdoor For?**

Think of Nextdoor as a neighborhood forum. Only people within your neighborhood can post/respond. Posts may include requests for recommendations, selling items to other neighbors, information about lost pets, information about local meetups, and safety information from local public agencies.

### **What Do Businesses Use Nextdoor For?**

Nextdoor can connect business with local customers. Neighbors may recommend your business to other neighbors, providing you with an opportunity to start conversations and develop relationships.

As a business, you may also post twice monthly for free. Posts show in a feed similar to other social platforms like Facebook or Instagram.

There is also a "Businesses" tab where users can search for local businesses or services. Neighbors who search and live within 50 miles of your business address will see your page in the results. Your business page includes your contact information, a link to your website, and recommendations/reviews from Nextdoor users.



## **How Do I Get a Business Page for My Location?**

To join Nextdoor as a business, claim, and verify your page, follow these instructions.

## **I've Claimed My Business Page. Now What?**

Make sure your page looks professional and complete!

Double check that your address, phone number, website URL, business hours, etc., are correct.

Upload photos including a logo and cover photo.

Add categories such as "Window washing service", "Gutter service", "Pressure washing", if applicable.

See <https://nextdoor.com/pages/fish-window-cleaning-ballwin-mo/> as an example of a completed Nextdoor page.

Create your first Business Post (see next section for more information)

## **What Should I Do Regularly on Nextdoor?**

### **Monitor Your Page for Engagements**

Enable email notifications or login to your Nextdoor business account daily to view comments, messages, etc. If someone engages with or mentions FISH on Nextdoor, it's imperative that you respond as FISH. This is a public forum and being unresponsive may lead others to think you are out of business or that you may not be responsive to your customers.

### **Engage in Conversations**

When someone recommends FISH, engage in the conversation. Begin to contact the person who was looking for recommendations 1:1 to build a relationship and drive a conversion. You'll find these comments in the Neighbor Comments section of your dashboard.

Keep in mind that this is a social platform where the purpose is to help others through personal recommendations. Be friendly and available but don't immediately push for a hard sell. Converse with customers as a business but also as a neighbor.

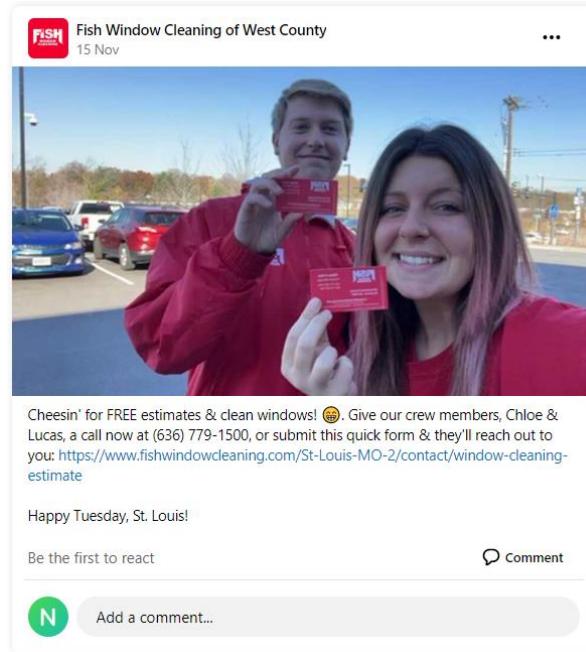


## Respond to Messages

Be sure to respond to any incoming messages as soon as possible. They can be found in the Inbox section of your dashboard.

## Create Posts

Create Business Posts frequently. You want to make sure people know that you are open and busy, but don't post so often that people would get annoyed (once a week, every other week, every month, etc.) You can use content that has been posted on your FISH Facebook page or you can create your own (see the example below). You can also post job postings on Nextdoor. Be sure to select the appropriate neighborhoods that you would like the post to be shown in after you've created the content.



## \$ Local Ads \$

As an advertiser on Nextdoor, you can market to local neighborhoods to reach new customers and grow your business. Nextdoor ads enable local businesses and regional and national brands to increase awareness in their communities, advertise upcoming events, promote discounts or sales, reach new customers, and more.

For more information on Nextdoor, [click here to visit their Help center](#) ([https://help.nextdoor.com/s/?language=en\\_US](https://help.nextdoor.com/s/?language=en_US)).