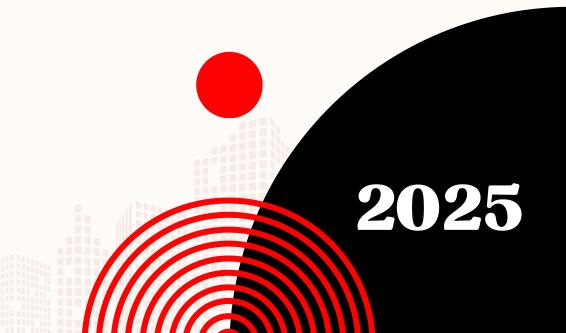**WESSEL**MEDIA

HOW TO GENERATE MORE
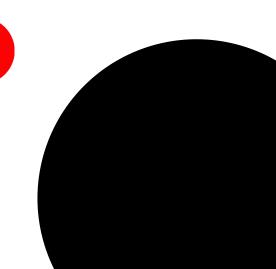
LOCAL LEADS USING META ADS

2025

Introduction

David Ogilvy once stated, "***The consumer isn't a moron, she's your wife.***" This observation highlights the importance of respecting and understanding the audience, rather than treating them as anonymous numbers. For local businesses, including plumbers, gyms, clinics, and restaurants, this means developing campaigns that communicate directly to the community they serve. National-level advertising strategies often fail to achieve this level of relevance.

Meta Ads provide the tools to target local audiences with precision, ensuring your message reaches the right people in the right locations. This whitepaper explores strategies local businesses can implement to leverage Meta Ads effectively, from geo-targeting and radius targeting to lead generation and local remarketing.

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02
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03
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Remarketing Strategies

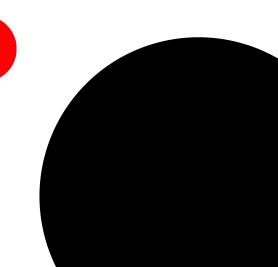WESSELMEDIA

What are
Meta Ads?

Meta Ads are advertising tools offered by Meta Platforms Inc., allowing campaigns across Facebook, Instagram, Messenger, and WhatsApp (Mazaheri, 2025). These tools enable businesses to target audiences based on demographics, interests, behaviours, and existing customer data.

Lead generation captures potential customers' interest and converts it into actionable sales opportunities (Amazon Ads, n.d.). Meta Ads facilitate this process by integrating clear calls-to-action and lead forms directly within social media platforms, improving the efficiency of the sales funnel (Amazon Ads, n.d.).

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Assessing
Meta Ads

Meta Ads are particularly valuable for local marketing because they enable businesses to target individuals who live, work, or frequently visit nearby areas.

Key Advantages

- Reaching local audiences on platforms they use most - Facebook and Instagram.
- Leveraging geo-targeting to connect with users within a specific radius of the business.
- Driving foot traffic and local sales through hyper-relevant campaigns.
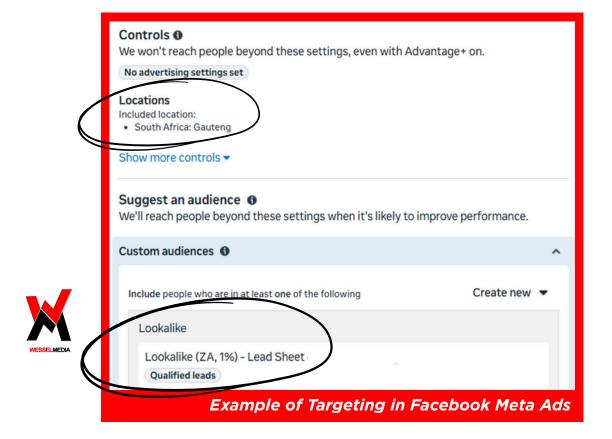- Improving return on ad spend (ROAS) through highly targeted advertising.

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What is
Geo-targeting

Geotargeting is a digital marketing strategy that delivers content, ads, or offers to users based on their specific geographic location, such as a city, ZIP code, or radius around a business

Geo-targeting allows advertisers to deliver campaigns to users based on precise location data across Meta's platforms (Intuit Mailchimp, n.d.). By combining location with demographic and behavioral filters, businesses can maximise engagement and relevance, ensuring every ad dollar is effectively spent.

Controls ⓘ
We won't reach people beyond these settings, even with Advantage+ on.

No advertising settings set

Locations
Included location:
- South Africa: Gauteng

Show more controls ▾

Suggest an audience ⓘ
We'll reach people beyond these settings when it's likely to improve performance.

Custom audiences ⓘ

Include people who are in at least **one** of the following   Create new ▾

Lookalike

Lookalike (ZA, 1%) – Lead Sheet
Qualified leads

Example of Targeting in Facebook Meta Ads

The Best
Practices

Best Practices for Geo-Targeting and Radius Targeting

- Define a location radius aligned with your service area.
- Implement postcode targeting for highly localised services.
- Use suburb or city-level targeting for broader reach.
- Exclude low-performing or irrelevant areas to optimise ad spend.
- Adjust targeting based on business type (e.g., a tight radius for service providers, a broader one for online retailers).
- Review location performance data regularly to refine targeting accuracy.
- Combine location with demographic filters for greater audience precision.

Utilise negative location targeting to avoid unwanted impressions.

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Case Study

A home cleaning company initially targeted broad metropolitan areas, resulting in wasted ad spend from clicks outside its service area (Exposure Ninja, 2024). By refining radius targeting and excluding irrelevant postcodes, the company reduced wasted spend by 30% and achieved a 25% increase in conversion rates.

Suburb-level targeting and negative location exclusions further improved ad relevance and reduced cost per acquisition (Exposure Ninja, 2024).
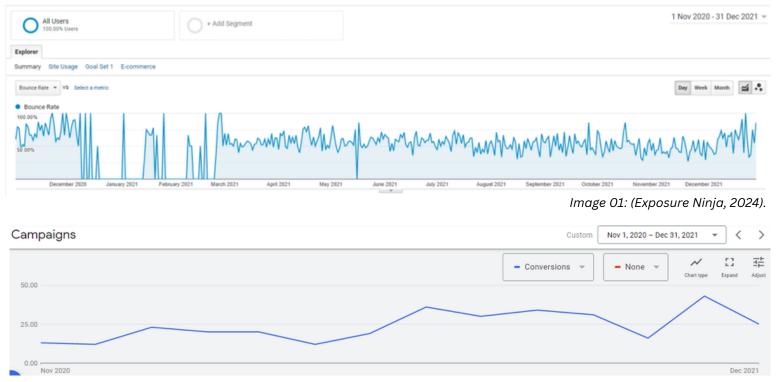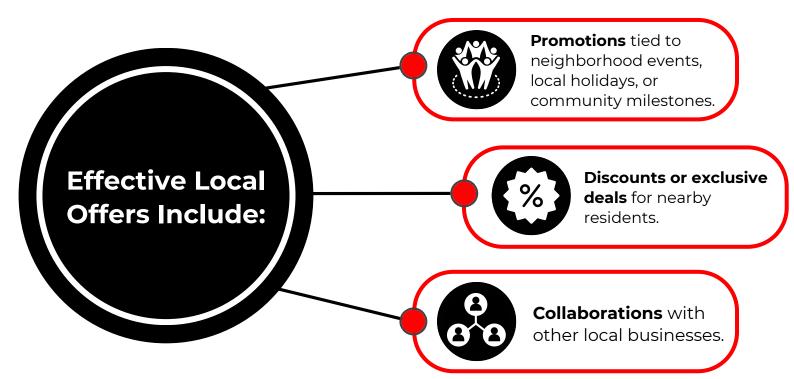

Image 01: (Exposure Ninja, 2024).

*Image 02: **Google Results** (Exposure Ninja, 2024).*

Crafting Local Offers That Resonate

Creating offers tailored to the local community enhances engagement and drives results.

Effective Local Offers Include:

Promotions tied to neighborhood events, local holidays, or community milestones.

Discounts or exclusive deals for nearby residents.

Collaborations with other local businesses.

Localised offers build brand loyalty by demonstrating awareness and commitment to the community. The more relevant the offer to the local audience's lifestyle and needs, the more effective it will be in attracting and retaining customers.

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Using Lead Forms and Instant Experiences to Reduce Friction

Lead Forms

Lead forms allow users to submit information directly within social media platforms, eliminating the need to navigate to external landing pages (Meta, n.d.; WordStream, 2022). This reduces drop-off rates and improves conversion efficiency.

Instant Experiences

Instant Experiences are mobile-optimised, full-screen ads that create immersive interactions without redirecting users to other websites (Overly, 2024). These ads enhance engagement and reduce bounce rates, thereby improving overall campaign performance.

Benefits

- Simplified customer acquisition.
- Improved mobile experience.
- Higher conversion rates due to reduced friction.
- Enhanced ad performance and lower abandonment rates.

Local Remarketing
Strategies

Local remarketing targets users who have previously interacted with your business but have not converted, focusing efforts on a defined geographic area.

Key Strategies:

- **Geo-targeted Ads:** Deliver ads to users in specific cities, neighborhoods, or regions.
- **Personalised Messaging:** Include local references or offers to enhance relevance.
- **Timing and Frequency:** Schedule ads during peak hours or local events for maximum impact.
- **Multi-channel Approach:** Combine Facebook, Instagram, and Google remarketing campaigns.
- **Incentives and Offers:** Promote exclusive local deals to encourage return visits.

Benefits:

- Increased brand recall and loyalty among local prospects.
- Higher conversion rates due to targeted messaging.
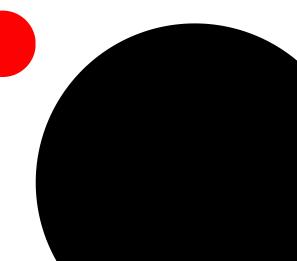- More efficient ad spend by focusing on already-engaged users.

Conclusion

Meta Ads offer local businesses the opportunity to engage their communities with precise, relevant, and timely advertising. Effective strategies include mastering geo-targeting and radius targeting, crafting localised offers, integrating lead forms and instant experiences to reduce friction, and implementing local remarketing campaigns.

By adopting these approaches, local businesses can enhance brand awareness, generate qualified leads, increase foot traffic, and grow their customer base. Success in local advertising lies in understanding your audience, speaking their language, and meeting them where they are, both geographically and emotionally.

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