

Local outreach kit

A simple playbook for local outreach that stays credible, human and sustainable — without feeling automated or spammy.

EN - Swiss Signal Edition

Non-negotiables

- | | |
|---|---|
| ■ | Only contact businesses that truly fit the offer. |
| ■ | Start from a real observation. |
| ■ | Keep the message short and human. |
| ■ | Offer one easy next step. |
| ■ | Do not over-push follow-up. |

What kills credibility

Copy-paste messages, inflated promises, no proof and aggressive follow-up.

1. Identify

Choose prospects with a real fit. Look for visible gaps: weak site, weak GBP, unclear positioning, weak CTA.

2. Note the angle

Write one sentence on what you noticed and why it may cost them enquiries.

3. Reach out

Send a short message with a real observation and a calm tone.

4. Follow up

One or two clean follow-ups maximum.

Need a more structured system?

Swiss Signal Agency helps small Swiss businesses align positioning, trust and acquisition so outreach and inbound work together.

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