

The Community Marketing Playbook

Paid ads can get expensive fast. Luckily, you don't have to rely only on them to find new customers.

Community marketing gives you another way to earn [referrals](#) by becoming a business local people know, trust, and recommend.

Take it from Kasy Allen of Wheatley Creek Services. She serves an area where roughly 80% of homes are second homes. By showing up at local events and building relationships with community groups and businesses, her company stays top of mind when someone asks who to hire.

"Me doing all of this community impact and networking with the community, now I'm getting my name mentioned when those second residents are asking for local referrals." – **Kasy Allen, Wheatley Creek Services**

With [advice from Kasy](#), this playbook will help you:

- Choose community opportunities that fit your business and schedule
- Turn partnerships, events, and sponsorships into new leads
- Earn trust by volunteering and giving back to your community
- Track which community efforts are bringing in work

How to use: Start with the section that best matches your next community opportunity then work through the checklist and templates. No need to do everything at once. Choose one next step, try it, and build from there.

Choose the Right Group Without Burning Out

Joining every local group at once is a quick way to burn out. Start with one organization or recurring event that reaches your customers or referral partners and fits the time you can give.

"Don't go to the chamber and then the Builders Association and then three or four other ones, you're going to burn yourself out. Start with one." – **Kasy Allen, Wheatley Creek Services**

Choose Your First Group Checklist:

- ☐ Research your local chambers of commerce, trade associations, tourism boards, and recurring events in your area
- ☐ Check how often each group meets and what members are expected to attend
- ☐ Choose the option that reaches your customers or referral partners
- ☐ Block time on your calendar to take part consistently (e.g., keep Fridays for events and local connections)
- ☐ Wait until the commitment feels manageable before adding another group

Pro Tip: To find groups, search online for your city or county plus terms like "chamber of commerce," "business association," "community events," or "trade association."

You can also check local Facebook groups, town event calendars, libraries, tourism boards, and ask other contractors which groups they find valuable. Attend one event as a guest before committing so you can see whether the people, schedule, and expectations are a good fit.

Build Local Partnerships That Bring In Leads

Local partnerships can take different forms. You might team up with another business for one event or build an ongoing [B2B partnership](#) where you refer customers to each other.

Kasy partnered with a market vendor for an event, buying cinnamon rolls to give away while keeping the bakery's branding on each package. The bakery received a bulk order and local exposure, while Wheatley Creek landed a \$100K lead and had a reason for people to stop and share their information.

"We're talking a cinnamon roll for a remodel lead. A remodel lead could easily be \$100,000 and it was a cinnamon roll." – **Kasy Allen, Wheatley Creek Services**

She also joined the [Grand County Builders Association](#) to build relationships with contractors who could refer window cleaning and construction cleaning work.

Local Partnership Checklist:

- ☐ Research businesses and trades that serve the same customers without competing with you
- ☐ Decide whether you want a one-time promotion or an ongoing referral partnership
- ☐ Identify what each business can contribute
- ☐ Make sure the partnership offers a clear benefit to both sides
- ☐ Agree on how referrals or leads will be handled
- ☐ Get permission before sharing anyone's contact information
- ☐ Track the work the partnership brings in and review the results together

Once you have a partnership idea in mind, use the email script below to start the conversation.

Partnership Pitch Email Template:

Subject line: A partnership idea for [Their Business Name]

Hi [Name],

I noticed our businesses serve many of the same people, and I had an idea for a partnership that could benefit us both.

I could provide [what you can contribute (e.g., local exposure for their business or discounted service for their customers)], and your business could provide [what they can contribute (e.g., a product or service)].

Would you be open to a quick conversation about it?

Thanks,

[Your name]

[Business name]

[Phone number]

Build a Booth People Notice and Remember

Planning to set up a booth at a local event? Food, a useful giveaway, or a simple activity can help you catch people's attention, start conversations, and introduce them to your business.

"When we want to go to a booth, it's because they have food or they have swag, and then you engage with them." – **Kasy Allen, Wheatley Creek Services**

For example, Wheatley Creek gave out small, branded car trash cans that fit in cup holders, so customers see the cleaning company's logo every time they get into their car.

Booth Checklist:

- ☐ Offer food, a useful giveaway, or an activity that makes people stop
- ☐ Choose at least one item that connects to your service
- ☐ Display your best items above table height so they're easy to see
- ☐ Have something for kids and a clear next step for adults
- ☐ Keep business cards and a simple sign-up option ready
- ☐ Use a short sign that clearly explains what your business does

[Jobber's online booking](#) lets you build a simple, customizable request form that you can pull up on a tablet or share as a QR code at your booth. When someone fills it out, their info flows straight into Jobber as a new request.



Make Any Sponsorship Memorable by Showing Up

You can sponsor a sports team, school fundraiser, community festival, charity event, arts program, or another cause your customers care about. Whatever you choose, look for a way to take part instead of only paying to display your logo.

Kasy does this through her Little League sponsorship. After she handed out drinks, candy, and more than 100 keychains, a parent told her that Wheatley Creek's logo was showing up on backpacks throughout the school.

"I had a parent that's on the PTA, and she says, 'I see your logo every day at school.'" – **Kasy Allen, Wheatley Creek Services**

Sponsorship Checklist:

- ☐ Choose a team, event, program, or cause that matters to your community
- ☐ Check whether the sponsorship reaches your customers or referral partners
- ☐ Ask what the sponsorship includes beyond displaying your logo
- ☐ Find at least one way for you or your team to take part in person
- ☐ Bring something useful, memorable, or fun for the people attending
- ☐ Choose a commitment your business can support consistently

Earn Trust by Contributing to Your Community

Not every community effort needs to produce an immediate lead. Teaching, volunteering, or supporting a local cause can show people what your business stands for and build trust over time.

Kasy teaches practical workshops through a local economic development group, helping new business owners with topics like marketing and AI.

"The same community that raised us raised our children, and that means a lot to us. In fact, one of our core values is rooted in community." – **Kasy Allen, Wheatley Creek Services**

Community Checklist:

- ☐ Choose a cause or program that matters to you and your community
- ☐ Offer a skill, service, or topic that would be genuinely useful
- ☐ Look for ways to contribute consistently instead of showing up only once
- ☐ Choose commitments your business can realistically support
- ☐ Focus on helping first, not on the attention your business may receive

Share Your Community Work With Local Press

Giving back shouldn't be about getting publicity. But if your work supports a real local need, sharing the story can raise awareness for the cause and encourage others to help.

Wheatley Creek made the front page after providing free cleaning to cancer patients through [Cleaning for a Reason](#). The story focused on the people being supported, the program, and the company's local roots.

Local Press Checklist:

- ☐ Make sure there's a clear and useful community story to share
- ☐ Get permission before sharing someone's name, experience, or photos
- ☐ Explain who the work helped and why it matters locally
- ☐ Offer photos or an interview if the reporter wants to learn more

Have a community story worth sharing? Use the email script below to pitch it to a local reporter or news outlet.

Local Press Pitch Email Template:

Subject line: Local [type of business] supporting [cause or group] in [community]

Hi [Name],

I'm [your name], the owner of [business name] here in [community]. We're working with [organization or group] to [briefly explain what you're doing] and support [who the effort is helping].

I thought this might be a useful local story because [explain why it matters to the community]. With permission, I can share photos, provide more details, or connect you with someone involved.

Would you be interested in learning more?

Thanks,

[Your name]

[Business name]

[Phone number]

Track Which Community Efforts Bring In Work

The success of community marketing is easier to judge when every new lead has a source. Ask how the person heard about you when they first contact you, then record the answer.

Use specific sources you'll recognize later, such as Little League, farmers market, parade,



contractor referral, or local press. Keep community leads separate from customer referrals so you can see what each activity produces.

"It's very important that when sales leads come in that we ask them how they heard about us. And if that's not there, that we're capturing it when we visit them." – **Kasy Allen, Wheatley Creek Services**

Lead Tracking Checklist:

- ☐ Ask every new lead how they heard about you
- ☐ Record the specific event, group, partner, or giveaway they mention
- ☐ Keep community leads separate from customer referrals
- ☐ Review your lead sources every month
- ☐ Compare the work won with the time and money each activity required
- ☐ Stop or adjust activities that don't produce useful contacts or work

In Jobber, easily create a [custom lead source](#) for each community effort. When a new lead comes in, select the right source, then use the Lead Source Report to see which activities are generating quotes, jobs, and revenue.

"Being able to go into Jobber and export that report showing how somebody heard about us is vital for us to be able to track where all of our marketing efforts are going." – **Kasy Allen, Wheatley Creek Services**

Turn Community Connections Into New Work

Community marketing doesn't require the biggest sponsorship or the most expensive giveaway. It works when people regularly see your business show up, contribute, and follow through.

Start with one group or event, give people a reason to remember you, and track what happens next. Over time, those relationships can lead to something paid ads can't guarantee: local people recommending your business when someone asks who to trust.

As those community connections turn into leads, Jobber can help you keep the next steps organized. Capture new requests, [send professional quotes](#) from your phone, and use reporting to see which community efforts are bringing in jobs.

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