



Nextdoor Case Studies

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Hi, my name is Jennifer Sargeant

As the creator of Digital Sargeant, I have been utilizing Nextdoor since 2013 to promote local businesses and have recognized the vast potential for leveraging hyperlocal marketing techniques.

In 2020, I gained agency owner access to the Nextdoor Advertising Center, enabling me to manage ads for various local businesses throughout the United States.

In mid-2023, Nextdoor approached me to help develop their new advertising platform, Nextdoor Ads Manager, as an Alpha user.

I have successfully managed a significant amount of Nextdoor advertising and collaborated with a diverse range of local businesses.

Here is what I've learned along the way.





Nextdoor Advertising Background

- ▶ Using the NAC since early 2021
- ▶ Asked to become an alpha user of the NAM in 2023
- ▶ Compared LITE to NAC in 2022 with better findings in the NAC
- ▶ Managed healthy 5-figures across diverse markets
- ▶ Best objective is awareness marketing with leads as a secondary objective
- ▶ Lead generation as the first objective is disappointing
- ▶ Great for hyperlocal marketing to reach a new demographic
- ▶ Low cost marketing when comparing impressions and click-throughs to other platforms




Nextdoor Advertising Methods of Success

- ▶ Awareness style marketing approach
- ▶ Focus on one - four service offerings
- ▶ Focus on one target area per \$150 in ad spend
- ▶ Drive traffic to home page or service page not sub domain or testing site
- ▶ Change creative monthly
- ▶ Post to the business profile
- ▶ Re-post from the business profile as a neighbor
- ▶ Ask for reviews on the business profile

Month 1 Success

- 30k impressions
- 65 clicks to the website
- Objective: Awareness

Feed ✕




Cabinet Magic Corp
Sponsored

Revamp your kitchen in no time! Cost-effective kitchen upgrade!

Say goodbye to outdated cabinets with our professional refinishing services.


We use a fast and cost-effective spraying process for a brand new look without the hassle of replacing.

Request your FREE quote today and see how we can transform your space!



Revamp Your Kitchen Cabinets with Cabinet Magic!

Proudly serving the Central Florida area!

Contact us for a FREE estimate
 (407)-712-5020

Trusted by your neighbors! [Get quote](#)

Multiple Months

- 292k impressions
- 694 clicks to the website
- Objective: Awareness
- “Most of our leads come from Nextdoor” -Front Desk



Just Improvements
Sponsored

Affordable and Honest Roof Replacement Pricing

Our no hassle, no worry approach to sales, service and installation means that your experience with us will be like no other contractor.

With high-quality products like Landmark® shingles, we'll provide the perfect solution for your home.

Call us today to schedule your assessment and keep your home safe and comfortable!

Just Call JUST 610-334-3993



Trust the roof over your head to the professionals at Just Improvements



Just Call JUST 610-334-3993



Trusted by your neighbors!

[Get quote](#)



Multiple Months

- 116k impressions
- 393 clicks to the website
- Objective: Awareness



Dos Amigos Tree Experts
Sponsored

Stump Removal, Tree Trimming, and More, {{city}}!

Our family-owned tree service company offers high-quality care and maintenance to keep your trees healthy and beautiful.

We never add hidden fees and always leave our customers completely satisfied. Plus, we leave your property cleaner than when we arrived.

Get a free estimate today for all your tree care needs!

DOS AMIGOS TREE EXPERTS & MORE

- ✓ Tree Trimming & Pruning
- ✓ Shrub Pruning
- ✓ Tree Removal
- ✓ Mulching
- ✓ Stump Grinding
- ✓ Yard Cleanup

CALL US NOW FOR A FREE ESTIMATE: 703-300-6103

DOS AMIGOS TREE EXPERTS & MORE

Trusted by Your Neighbors

Contact us



Multiple Months

- 171k impressions
- 598 clicks to the website
- Objective: Awareness

Jeweled Legacy

Sponsored

Uncover the Secrets of Your Jewelry Collection!
 Inherited a collection of jewelry and not sure what to do with it? Let Jeweled Legacy help!

We will sort through every piece and categorize them for you.

Our expert team will provide historical background on your gems, so you can treasure them with knowledge and confidence.

ESTATE VALUATION

We'll help you understand the value of your legacy.

CALL FOR AN APPOINTMENT: (913) 278-1950

Mention this ad and get 10% off*!

[Learn more](#)



Multiple Months

- 190k impressions
- 529 clicks to the website
- Objective: Awareness

**Lowcountry Soft Wash**
Sponsored

Transform your home with our safe and effective power washing services
Our House Washing service can instantly improve curb appeal and increase the value of your home.

Our expert team uses a gentle soft washing approach to bring your home from drab to fab without any risk of damage

Trusted by your neighbors! Call (843) 883-6947 or visit us online: www.lowcountrysoftwash.com



THE SAFE ALTERNATIVE TO PRESSURE WASHING!

Soft Wash House Washing	Soft Wash Roof Washing
Deck Cleaning	Pressure Washing

GET A FAST QUOTE NOW ☎ (843) 883-6947

THE "SAFE" ALTERNATIVE TO PRESSURE WASHING

[Learn more](#)

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**SERVICES START AT
\$250 A MONTH**

(DOESN'T INCLUDE AD SPEND)

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CALL BY VISITING**

DIGITALSARGEANT.COM

