

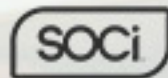


2019 LOCALIZED SOCIAL MARKETING

BENCHMARK REPORT



PRESENTED BY



THE LOCALIZED SOCIAL MARKETING BENCHMARK REPORT

The Localized Social Marketing Benchmark Report (LSM Benchmark Report) is a collaborative research project conducted by the Local Search Association (**LSA**) - the leading global association helping marketers and agencies realize the full potential in localized marketing and **SOCi, Inc.** - the leading platform for social and reputation management for multi-location brands.

The research examines the top franchise marketing brands on their performance in localized social marketing (LSM) including the localized presence, customer care (in the form of local ratings and reviews) and local community engagement.

The research studied a total of 163 franchise brands – ranking each on a 100-point scale. Scoring was determined by examining a random selection of 100 locations on top properties including Google My Business, Facebook and Yelp. The result is a clear understanding of what success looks like (or benchmark) in LSM for the franchise marketing category overall and by specific industry.

THE WHY & SO WHAT?

SOCIAL MEDIA MATTERS

Social media is a critical channel for both consumers and marketers.

LSA survey data (2018) shows that Facebook is a top 3 tool for consumers conducting pre-purchase research.

According to an earlier study by Market Force, roughly 80% of consumers say social media (posts from friends or companies) influences their purchases.

Multiple surveys also show that between 70% and 85% of consumers consult online reviews before buying. In fact, reviews are the single biggest influence on consumer purchases, according to LSA data (2018).

Most of those purchases – more than 9 in 10 consumer dollars – occur offline. However, a significant percentage of that local spending is influenced by online information.

WHY IS LSM SO IMPORTANT?

Consumers turn to social media, local search, and reviews to make buying decisions.

And the data shows that most consumer engagement is happening at the local level. Consider these facts:

A local search is the first thing a consumer does to find or uncover more information about a business

- 91% of consumers use search to find business information locally (LSA, 2018)

Ratings and reviews have become not only a top ranking factor but the #1 factor in determining which company to do business with.

- Reviews are an explicit local search ranking factor (Google)
- Reviews are the single biggest influence on consumer purchase decisions (LSA, 2018)

3 out of 4 brand engagements are happening on local pages vs. national pages on platforms like Facebook and Google My Business

- 72% of user engagement and 66% of brand-related impressions happen on Facebook location pages and not on corporate pages (SOCi, 2018)

Brands and their franchise affiliates can't simply rely on "top-down" brand marketing from a corporate presence to engage local consumers. They must have a localized social marketing strategy.

WHY WE DID THE RESEARCH

1. To understand whether a relationship exists between LSM performance and real-world business results.
2. To help set a benchmark of success for practicing marketers.
3. Highlight those brands that are doing LSM well.

INDUSTRIES REPRESENTED

Franchise brands from 10 industry categories.



Food & Beverage



Retail-Convenience



Hotels



Business Services



Personal Care Services



Auto Parts & Services



Education



Home Services



Retail-General



Real Estate

WHAT WE DISCOVERED

Not all brands have equally developed LSM profiles and execution. But does it matter; is there a business impact?

We discovered that the top 10 LSM brand leaders have, on average, sales that are:

**3X THEIR
CATEGORY
PEERS**

Based on 5 years of revenue/sales data, there's a strong correlation between LSM leadership and sales growth.

LSM LEADERS = SALES LEADERS

The total data set (163 brands) had average sales growth of **3.9%**.

Industry leaders had average sales growth of **8.9%, more than 2X the overall percentage.**

Top 10 LSM leaders saw average sales growth of **12.8%, 3x their competitors.**

Sales data comes from The Franchise Times, which provides sales and unit growth tracking for the 500 largest U.S. franchise systems.

DATA & METHODOLOGY

THE DATA SET



10,602
pages

1,164,082
reviews

2,698,267
comments

17,646
engagements*



12,245
pages

2,345,703
reviews

6,993
engagements



10,807
pages

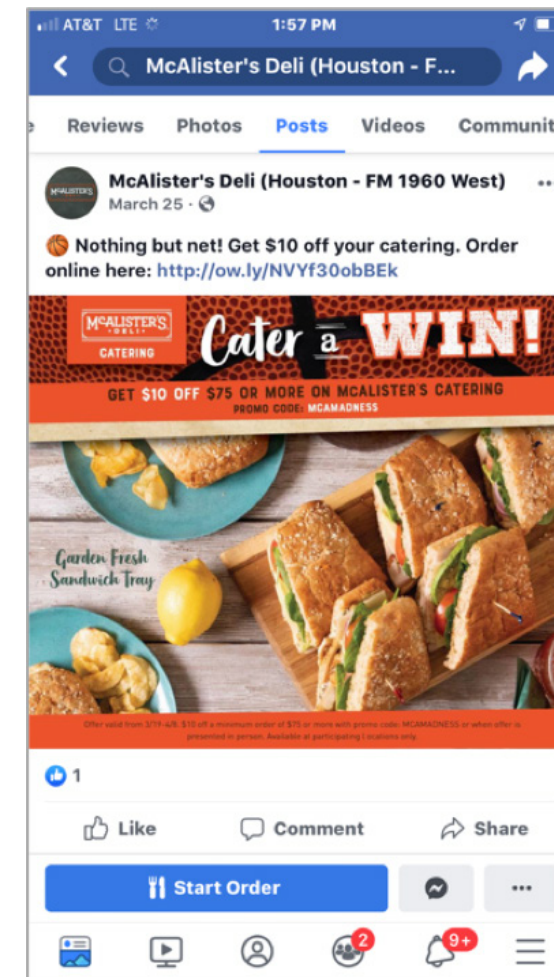
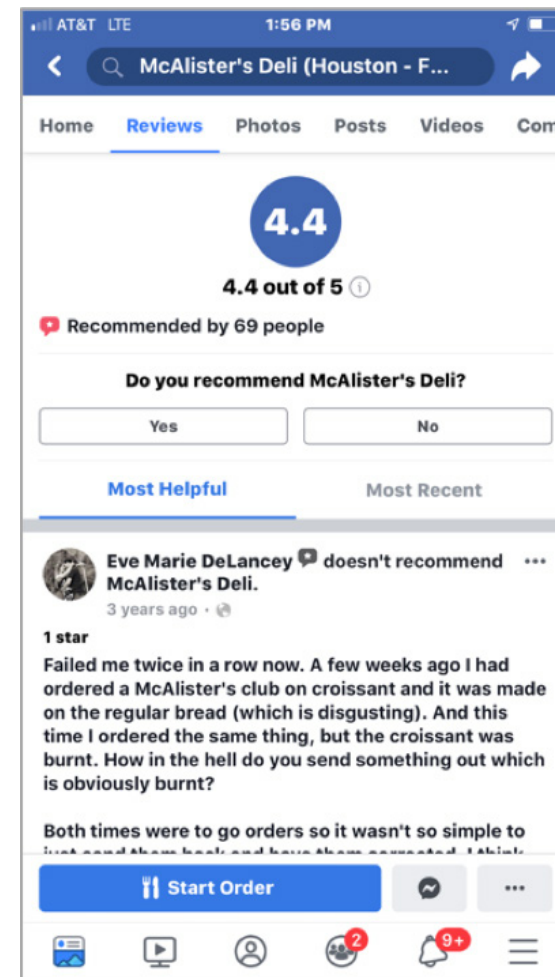
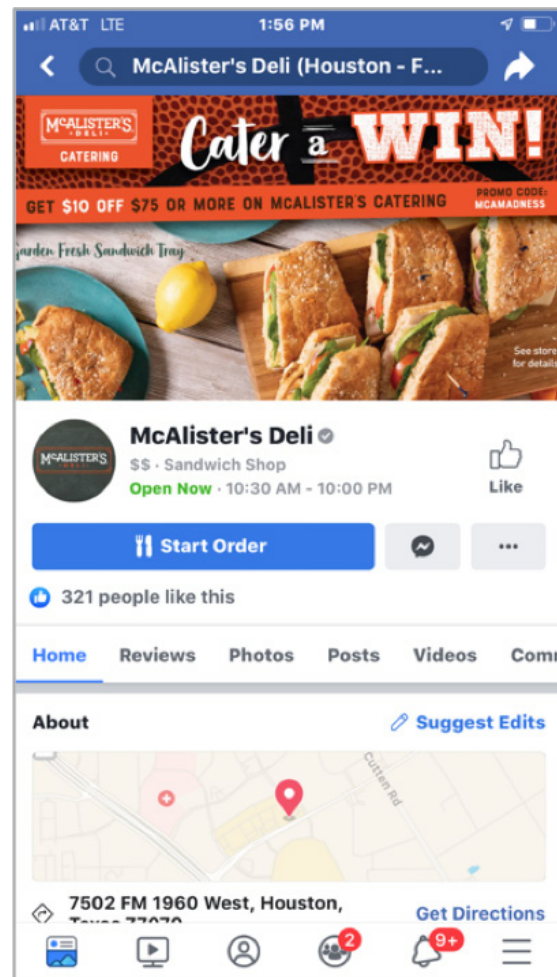
193,924 reviews

2,322
engagements

*Engagements includes multiple actions indicative of a responsive or reciprocal relationship between the brand's franchise location and customers: responding to reviews, responding to Q&A, posting to local pages, fan and ratings counts and other factors.

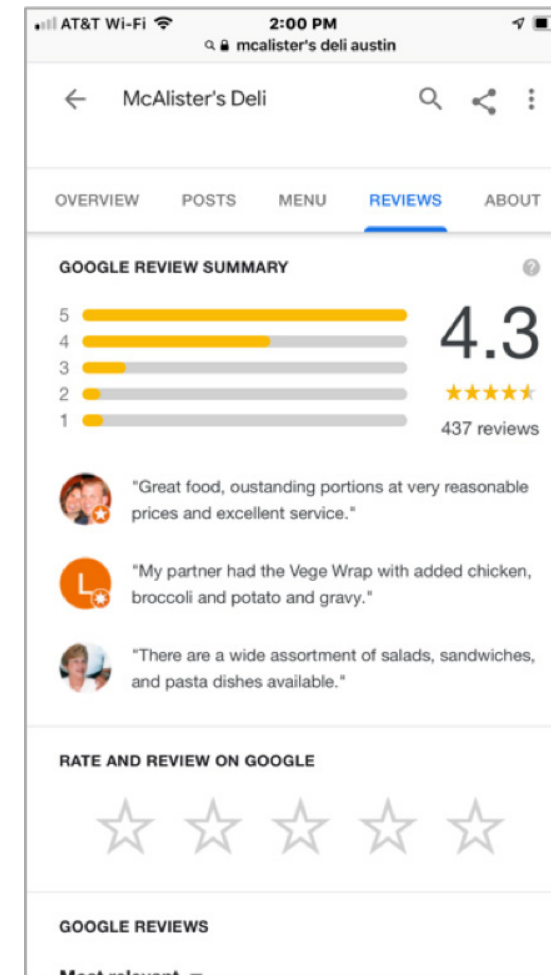
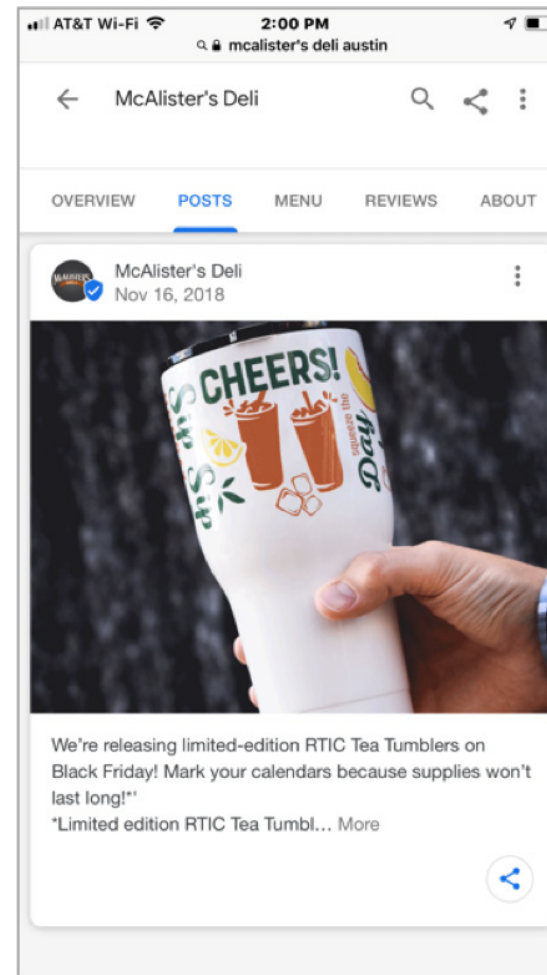
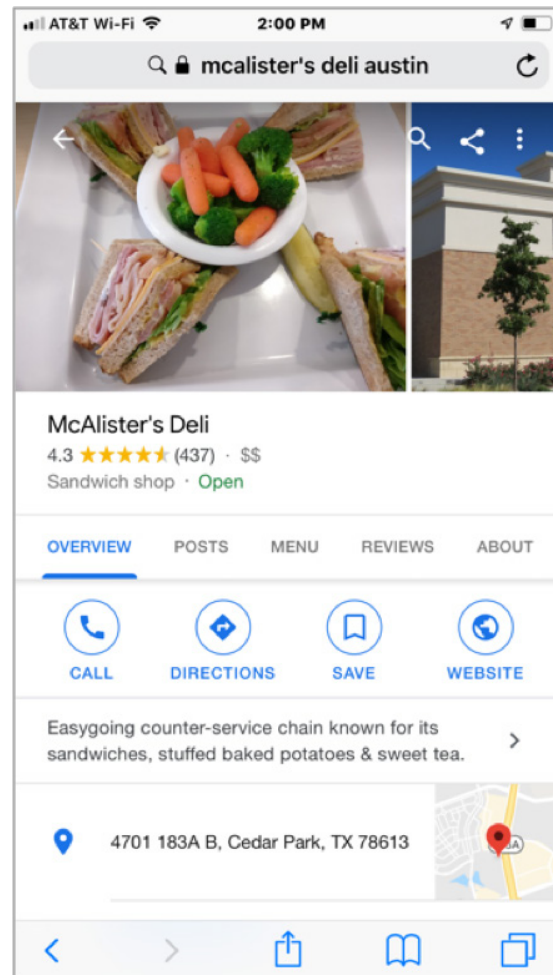
THE DATA SET

Example of Facebook Local Pages



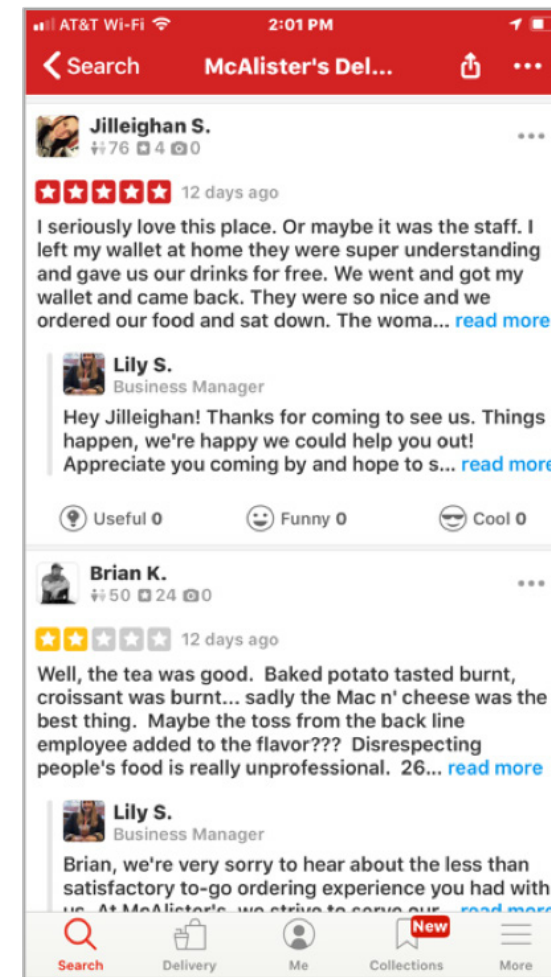
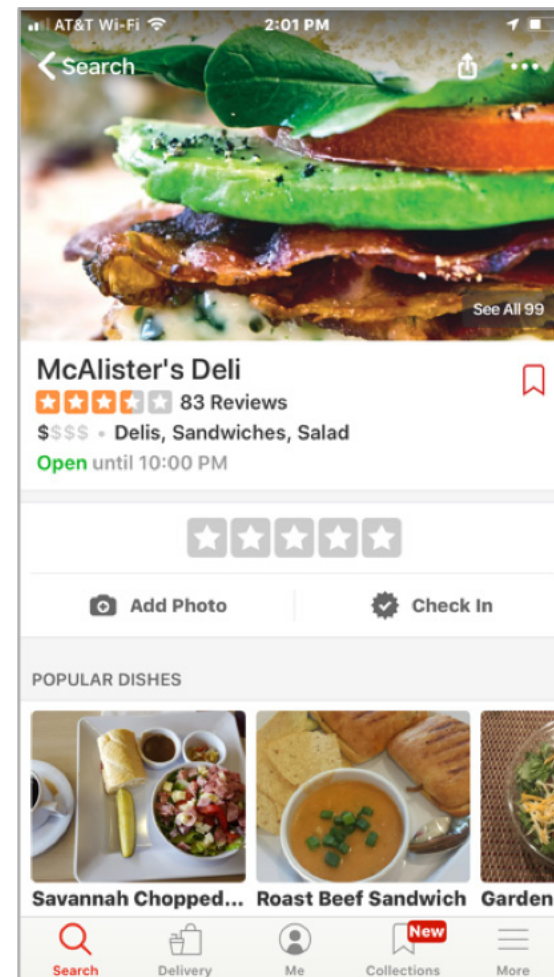
THE DATA SET

Example of
Google My
Business
Local Pages



THE DATA SET

Example of Yelp
Local Pages



THE METHODOLOGY

Total companies: **163 franchise brands***

COMPANY SOURCES

Franchise Times' Top 100 Largest Franchises and/or
Entrepreneur's 100 fastest growing franchises

LOCATIONS

100 randomly selected locations for each brand. More than 16,000 locations,
plus thousands of local pages examined and scored

SCORING

Examination of presence, ratings/reviews and community
engagement on Facebook, Google My Business, and Yelp

*See appendix for full list of brands in this study

SCORING CRITERIA

100 possible points awarded, based on presence (30%), customer care (30%) and local engagement (40%) on the three platforms.

PRESENCE

Did each franchise location have a formal presence on the top platforms?

CUSTOMER CARE

Did ratings meet an average volume threshold and score 3.5 stars or higher?
How did they compare to category and overall averages?

ENGAGEMENT

Were franchise locations posting content, responding to reviews, Q&A, and otherwise engaging with consumers as permitted by the platform's tools and capabilities?

TOP PERFORMERS

TOP 10 LSM BRANDS

The top 10 LSM leaders, which outperformed the overall competitive set of 163 leading franchise brands.

McAlister's Deli

FOOD & BEVERAGE

Courtyard by Marriott

HOTEL

Culver's

FOOD & BEVERAGE

Freddy's Frozen Custard & Steakburgers

FOOD & BEVERAGE

Holiday Inn Express

HOTEL

The Camp Transformation Center

PERSONAL CARE SERVICES

Blaze Pizza

FOOD & BEVERAGE

Crunch Franchise

PERSONAL CARE SERVICES

Planet Fitness

PERSONAL CARE SERVICES

The Learning Experience Academy of Early Education

EDUCATION

INDUSTRY CATEGORY LEADERS

Beyond the overall top 10, there are nine additional brands recognized as leaders in their respective industry categories.

uBreakiFix

RETAIL - CONVENIENCE

Valvoline Instant Oil Change

AUTO PARTS & SERVICES

Ace Hardware*

RETAIL - GENERAL

Budget Blinds*

RETAIL - GENERAL

Edible Arrangements*

RETAIL - GENERAL

The UPS Store

BUSINESS SERVICES

Chem-Dry*

HOME SERVICES

Keller Williams Realty

REAL ESTATE

Mosquito Joe*

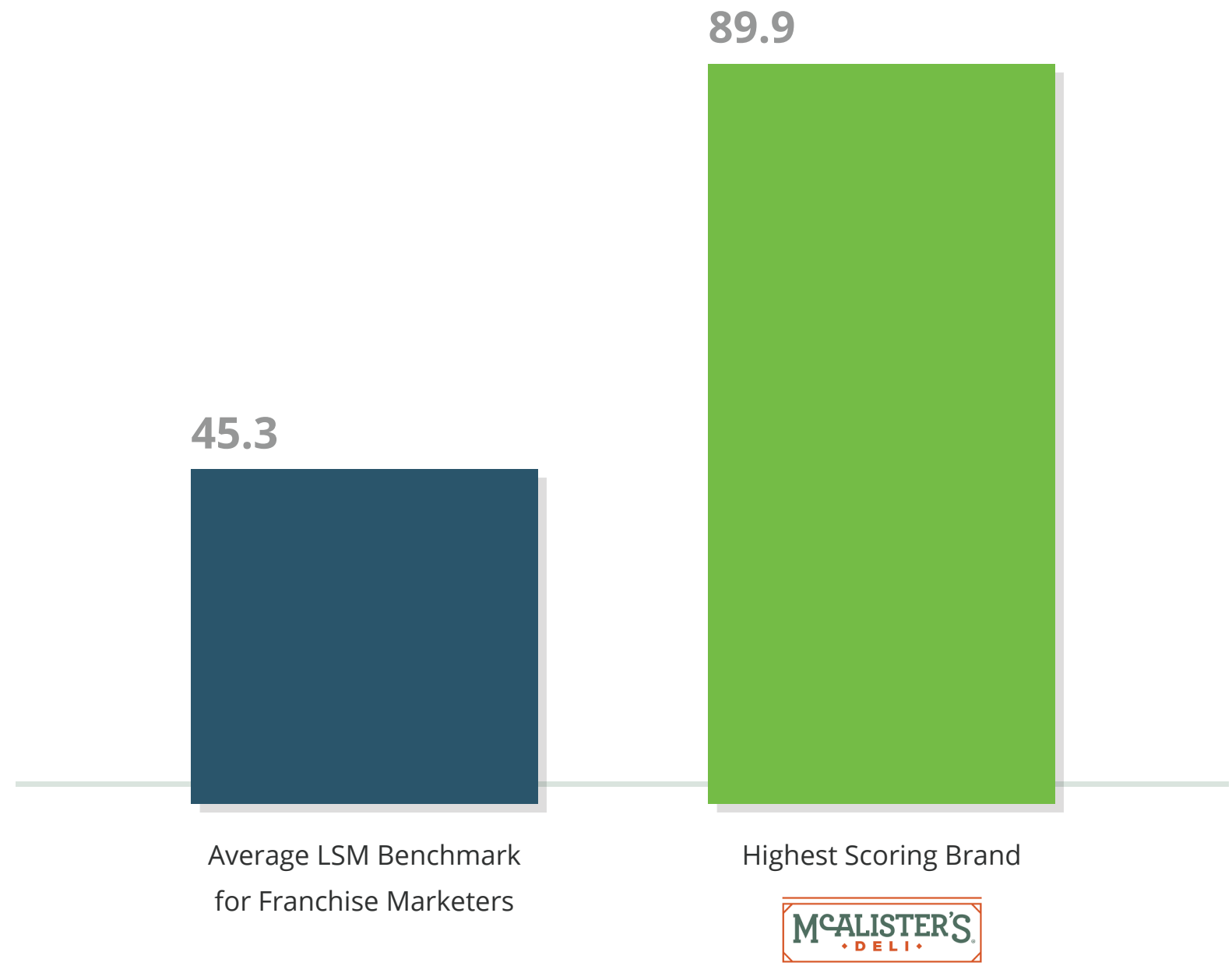
HOME SERVICES

*Note: Multiple brands were selected as leaders in a similar category if they achieved the same score in the LSM Benchmark research.

TOP LEVEL BENCHMARKS

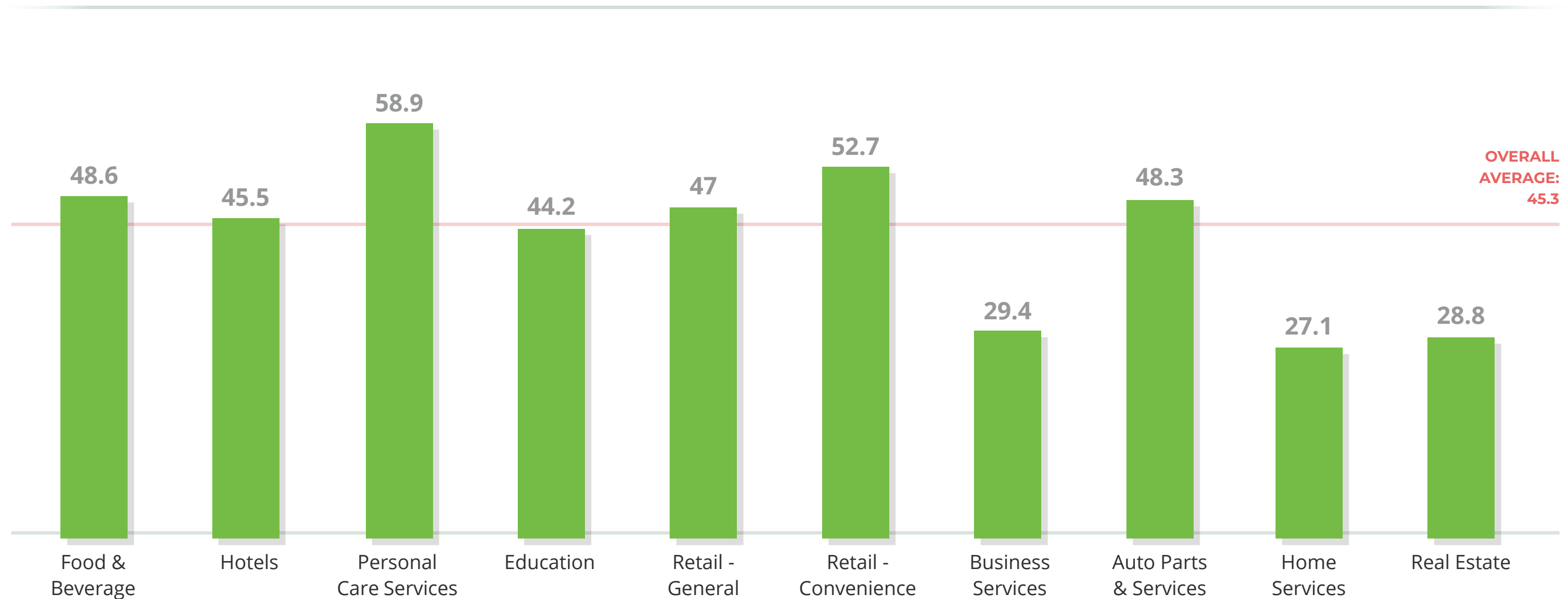
BENCHMARK COMPARISON: TOP VS. AVERAGE

Average benchmark vs.
highest scoring brand



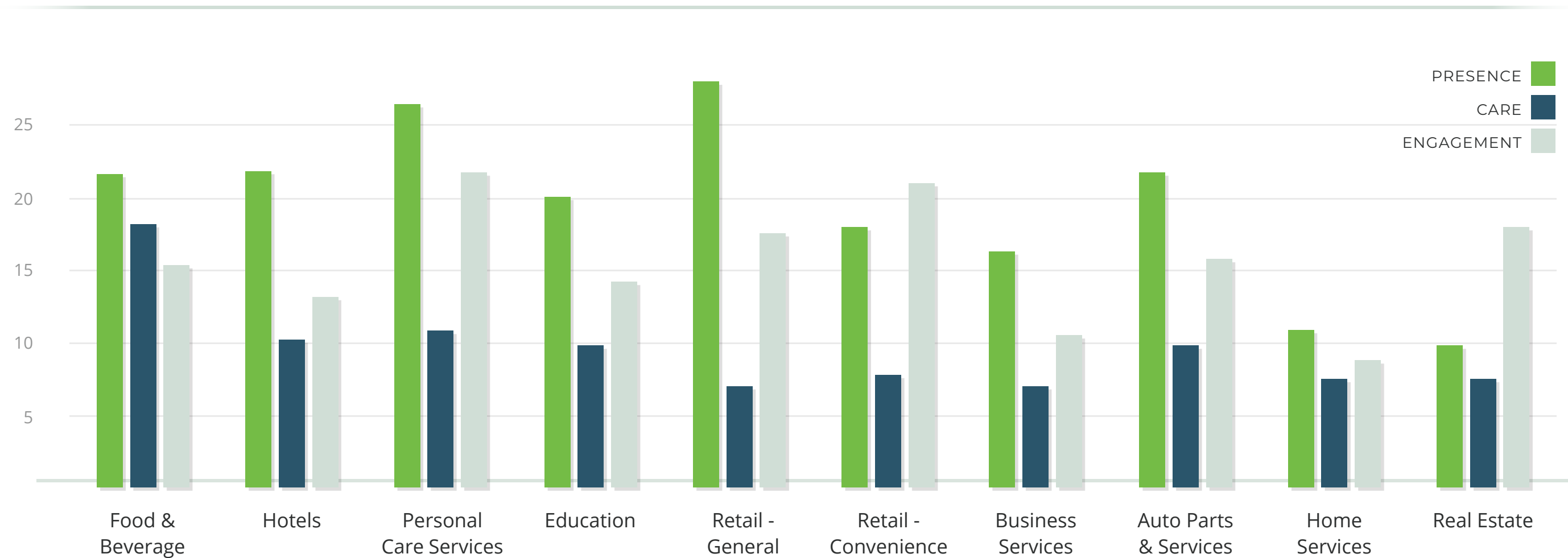
BENCHMARK AVERAGES BY INDUSTRY

LSM benchmark averages by category



BENCHMARK AVERAGES BY INDUSTRY

Presence, Care, Engagement: Scores by Category



PLATFORM BENCHMARKS

FACEBOOK

Averages per
100 locations:

PAGES CLAIMED:

73.6%

PAGES WITH RATINGS/REVIEWS:

74.3%

STAR RATING:

4.27

% OF LOCATIONS POSTING CONTENT:

74.5%

% OF LOCATIONS RESPONDING TO REVIEWS:

48%

NUMBER OF REVIEWS:

8,084

SOCIAL ENGAGEMENT SCORE:

3.2%

Comment: Presence management should be closer to 100%, with every location page claimed or controlled by the brand or a local franchisee. Review response rates were highest on Facebook, but should be even stronger.

GOOGLE MY BUSINESS

Averages per
100 locations:

% OF CLAIMED LOCATIONS:

85%

STAR RATING:

3.45

% OF LOCATIONS POSTING CONTENT:

10.7%

% OF LOCATIONS RESPONDING TO REVIEWS:

35.6%

NUMBER OF REVIEWS:

16,290

% OF LOCATIONS RESPONDING TO Q&A:

2.3%

Comment: Presence management is highest on GMB but engagement can be significantly improved. We observed insufficient attention to reviews, Q&A response and local content posting.

YELP

Averages per
100 locations:

% WITH A YELP LISTING:

75%

STAR RATING:

2.09

% OF LOCATIONS RESPONDING TO REVIEWS:

16%

NUMBER OF REVIEWS:

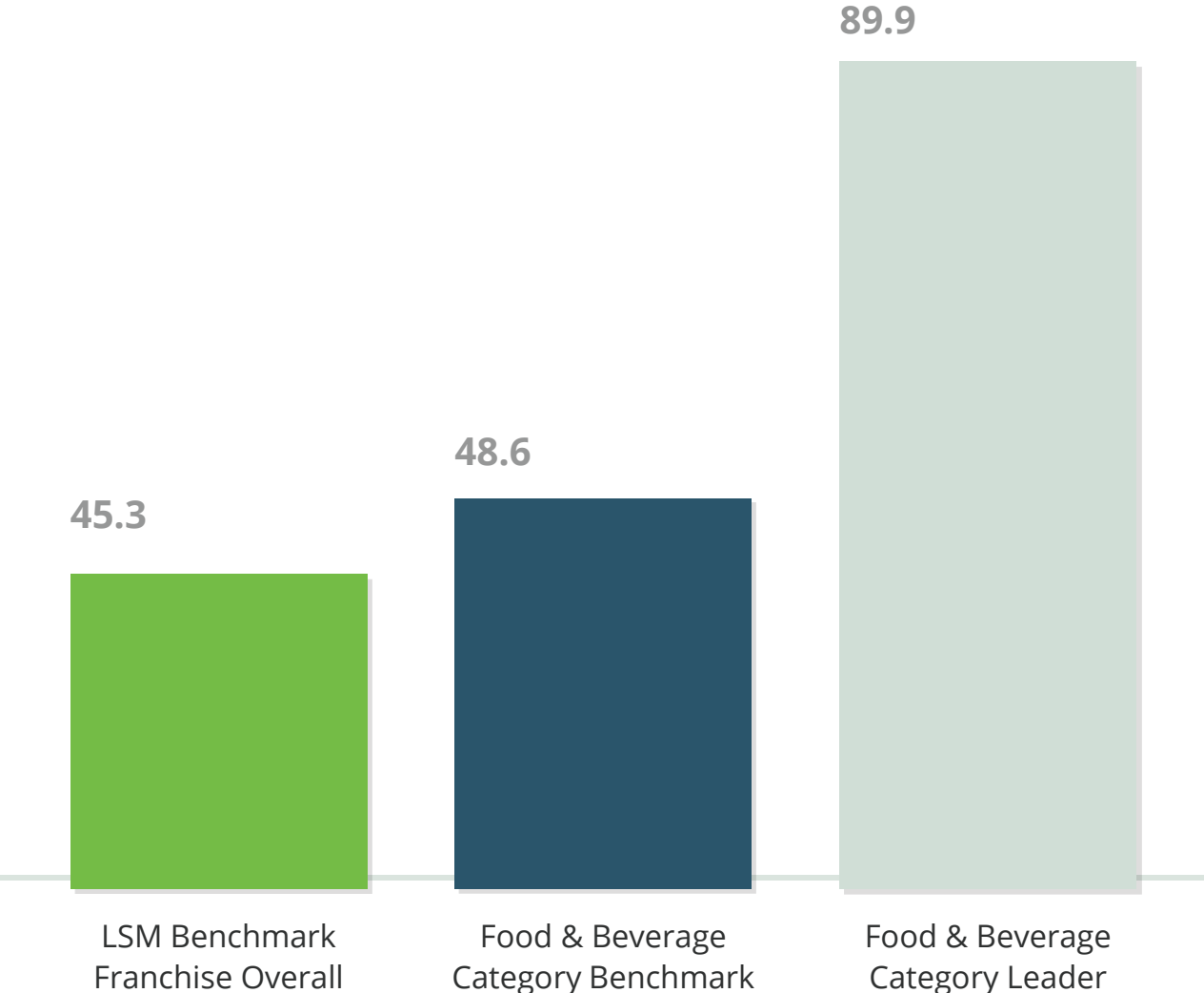
1,346.7

Comment: While Yelp doesn't see the traffic volume of Google and Facebook, it can be an important driver of leads and conversions for local stores and brick and mortar locations. Owing partly to the "culture" of Yelp reviews, average star ratings are much lower here than on Google and Facebook.

INDUSTRY BENCHMARKS

FOOD & BEVERAGE

Food & Beverage Category Leader:



McALISTER'S DELI

v. Food & Beverage Category Averages



LOCATION PAGES CLAIMED:

96% v. 76.9%

PAGES WITH RATINGS/REVIEWS:

95% v. 77.4%

AVERAGE RATING:

4.25 v. 3.94

LOCATIONS POSTING CONTENT:

97% v. 73.4%

RESPONDING TO REVIEWS:

75% v. 54.6%

SOCIAL ENGAGEMENT:

1.1% v. 0%



LISTINGS/LOCATIONS CLAIMED:

100% v. 89.4%

TOTAL REVIEWS COUNT:

35,338 v. 30,583

AVERAGE RATING:

4.28 v. 3.7

LOCATIONS POSTING CONTENT:

28% v. 6.7%

RESPONDING TO REVIEWS:

37% v. 27.6%

RESPONDING TO Q&A:

5% v. 0.98%



LOCATION PAGES CLAIMED:

99% v. 79.8%

TOTAL REVIEWS COUNT:

2,995 v. 2,068

AVERAGE RATING:

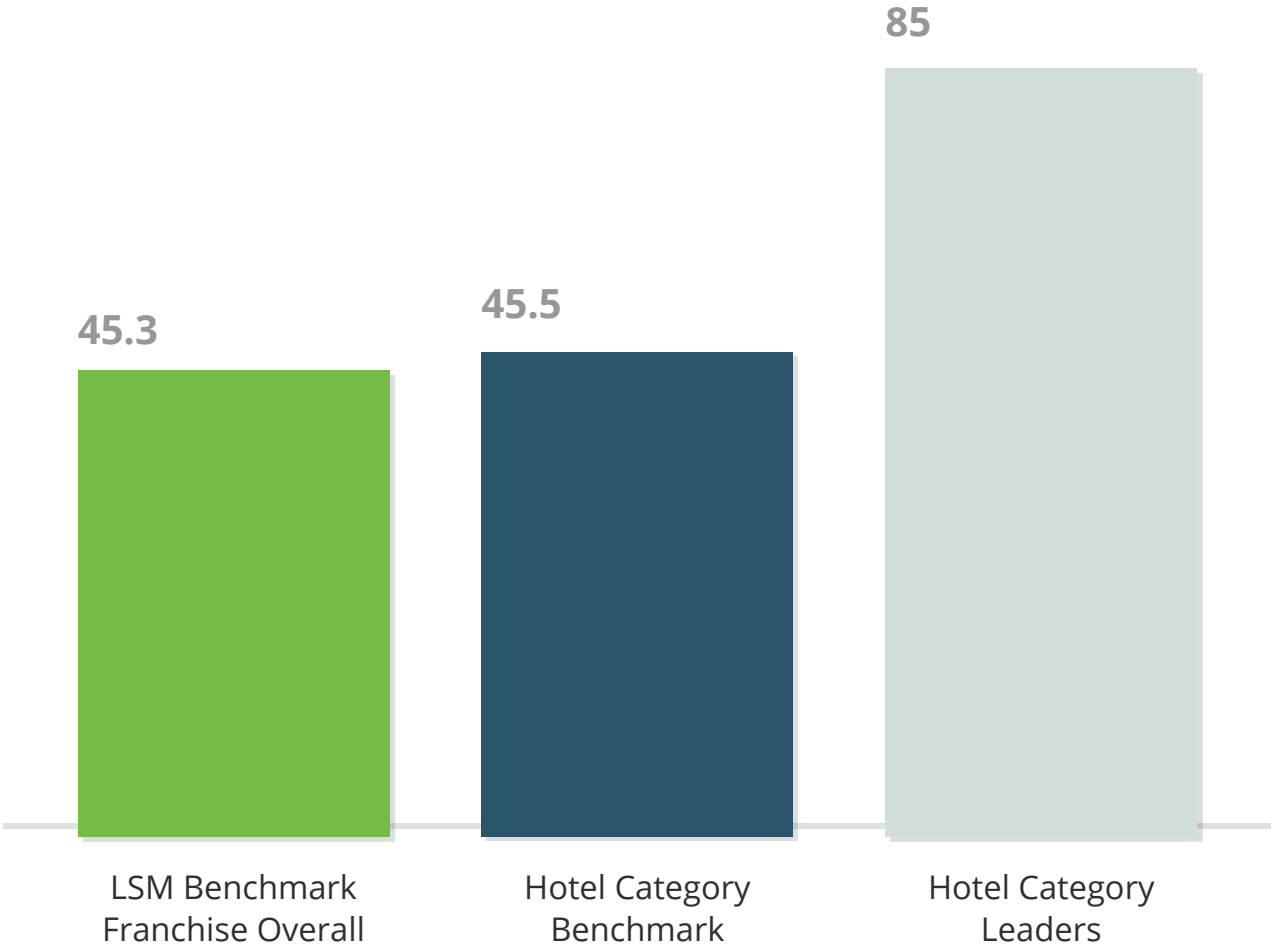
3.29 v. 2.37%

RESPONDING TO REVIEWS:

60% v. 13.5%

HOTELS

Hotel Category Leaders:



HOLIDAY INN EXPRESS

v. Hotel Category Averages



LOCATION PAGES CLAIMED:

97% v. 68.3%

PAGES WITH RATINGS/REVIEWS:

95% v. 77.6%

AVERAGE RATING:

4.42 v. 3.96

LOCATIONS POSTING CONTENT:

97% v. 59.3%

RESPONDING TO REVIEWS:

78% v. 34.1%

SOCIAL ENGAGEMENT:

2.2% v. 2.3%



LISTINGS/LOCATIONS CLAIMED:

99% v. 89.7%

TOTAL REVIEWS COUNT:

58,675 v. 30,489

AVERAGE RATING:

4.31 v. 3.46

LOCATIONS POSTING CONTENT:

0% v. 1.9%

RESPONDING TO REVIEWS:

40% v. 39.5%

RESPONDING TO Q&A:

3% v. 1.8%



LISTINGS/LOCATIONS CLAIMED:

81% v. 78.1%

TOTAL REVIEWS COUNT:

2,717 v. 1,834

AVERAGE RATING:

2.77 v. 2.39

RESPONDING TO REVIEWS:

20% v. 8.9%

COURTYARD BY MARRIOTT

v. Hotel Category Averages



LOCATION PAGES CLAIMED:

96% v. 68.3%

PAGES WITH RATINGS/REVIEWS:

92% v. 77.6%

AVERAGE RATING:

4.39 v. 3.96

LOCATIONS POSTING CONTENT:

93% v. 59.3%

RESPONDING TO REVIEWS:

69% v. 34.1%

SOCIAL ENGAGEMENT:

3.7% v. 2.3%



LISTINGS/LOCATIONS CLAIMED:

97% v. 89.7%

TOTAL REVIEWS COUNT:

39,661 v. 30,489

AVERAGE RATING:

4.32 v. 3.46

LOCATIONS POSTING CONTENT:

0% v. 1.9%

RESPONDING TO REVIEWS:

42% v. 39.5%

RESPONDING TO Q&A:

4% v. 1.8%



LISTINGS/LOCATIONS CLAIMED:

93% v. 78.1%

TOTAL REVIEWS COUNT:

3,199 v. 1,834

AVERAGE RATING:

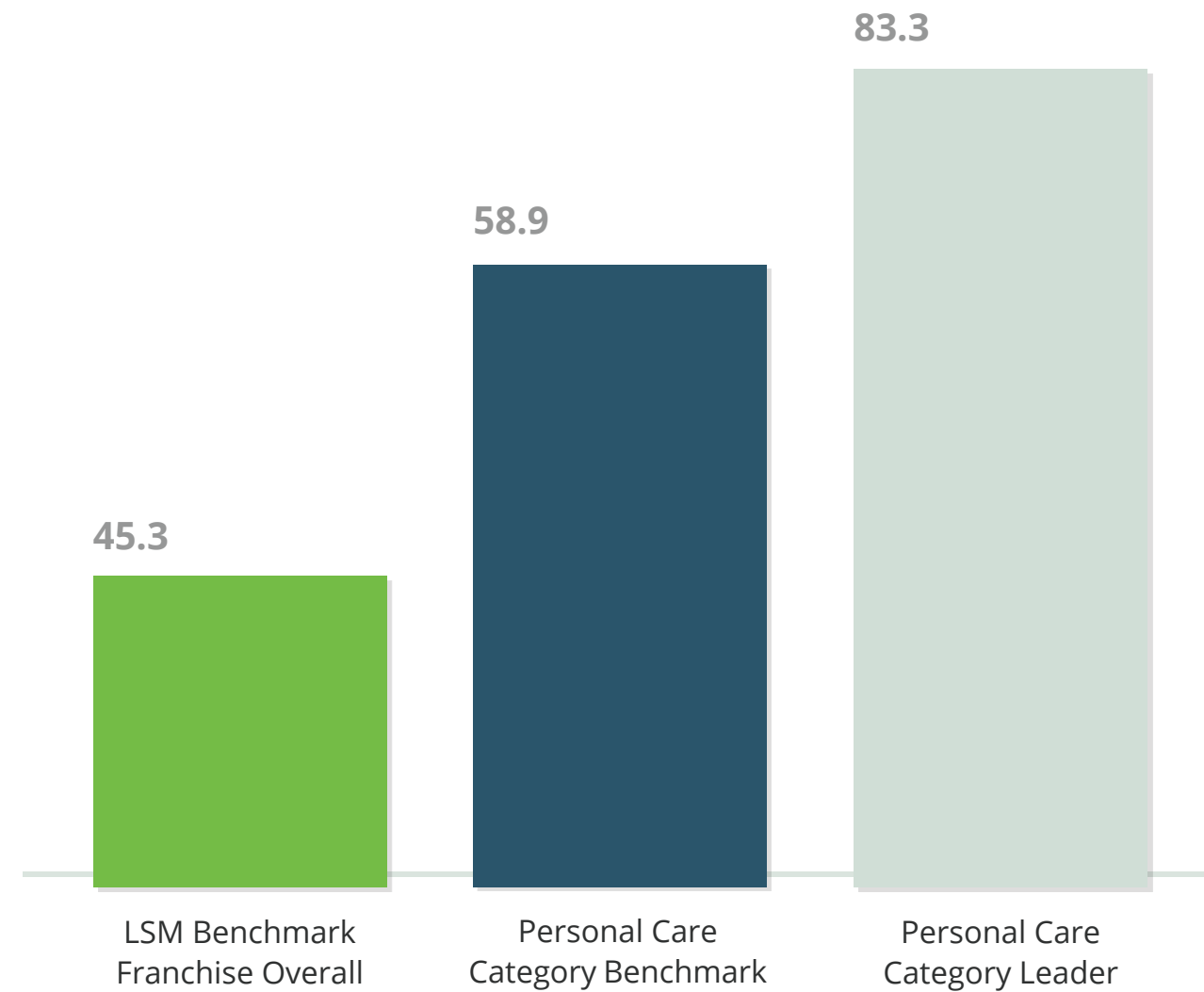
3.35 v. 2.39

RESPONDING TO REVIEWS:

18% v. 8.9%

PERSONAL CARE

Personal Care Category Leader:



THE CAMP TRANSFORMATION CENTER

v. Personal Care Category Averages



LOCATION PAGES CLAIMED:

99% v. 89.1%

PAGES WITH RATINGS/REVIEWS:

99% v. 88.8%

AVERAGE RATING:

4.91 v. 4.7

LOCATIONS POSTING CONTENT:

97% v. 93.2%

RESPONDING TO REVIEWS:

16% v. 66.4%

SOCIAL ENGAGEMENT:

4.8% v. 5.6%



LISTINGS/LOCATIONS CLAIMED:

99% v. 93.9%

TOTAL REVIEWS COUNT:

2,603 v. 4,867

AVERAGE RATING:

4.45 v. 3.82

LOCATIONS POSTING CONTENT:

14% v. 19.3%

RESPONDING TO REVIEWS:

22% v. 45.1%

RESPONDING TO Q&A:

3% v. 4.3%



LISTINGS/LOCATIONS CLAIMED:

99% v. 79.1%

TOTAL REVIEWS COUNT:

5,202 v. 979

AVERAGE RATING:

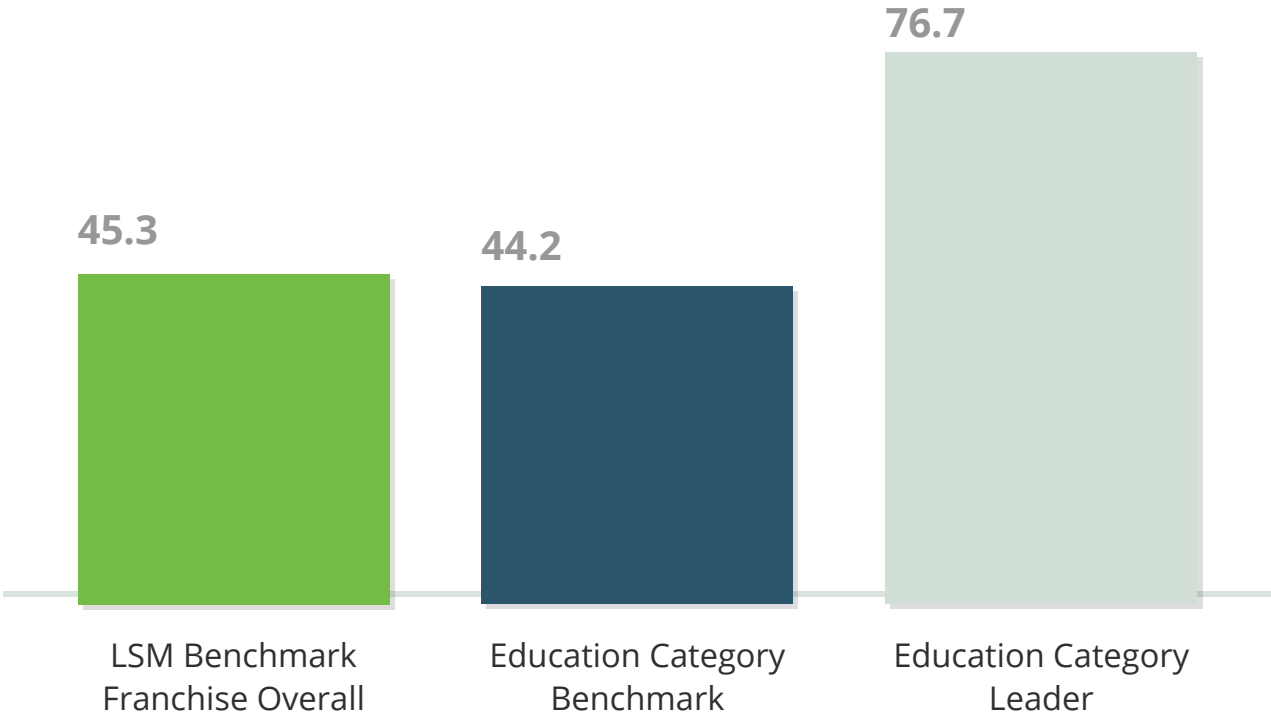
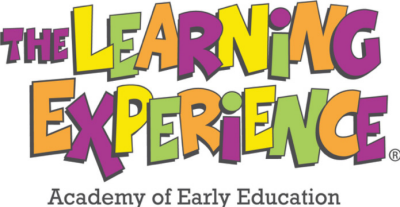
4.22 v. 2.31

RESPONDING TO REVIEWS:

69% v. 23.9%

EDUCATION

Education Category Leader:



THE LEARNING EXPERIENCE

v. Education Category Averages



LOCATION PAGES CLAIMED:

93% v. 66.7%

PAGES WITH RATINGS/REVIEWS:

91% v. 75.3%

AVERAGE RATING:

4.75 v. 4.83

LOCATIONS POSTING CONTENT:

93% v. 89.7%

RESPONDING TO REVIEWS:

65% v. 45.3%

SOCIAL ENGAGEMENT:

1.5% v. 8.4%



LISTINGS/LOCATIONS CLAIMED:

96% v. 82.5%

TOTAL REVIEWS COUNT:

1,984 v. 842

AVERAGE RATING:

4.01 v. 3.36

LOCATIONS POSTING CONTENT:

2% v. 6.3%

RESPONDING TO REVIEWS:

82% v. 41%

RESPONDING TO Q&A:

0% v. 0.5%



LISTINGS/LOCATIONS CLAIMED:

99% v. 78.8%

TOTAL REVIEWS COUNT:

5,202 v. 1,371

AVERAGE RATING:

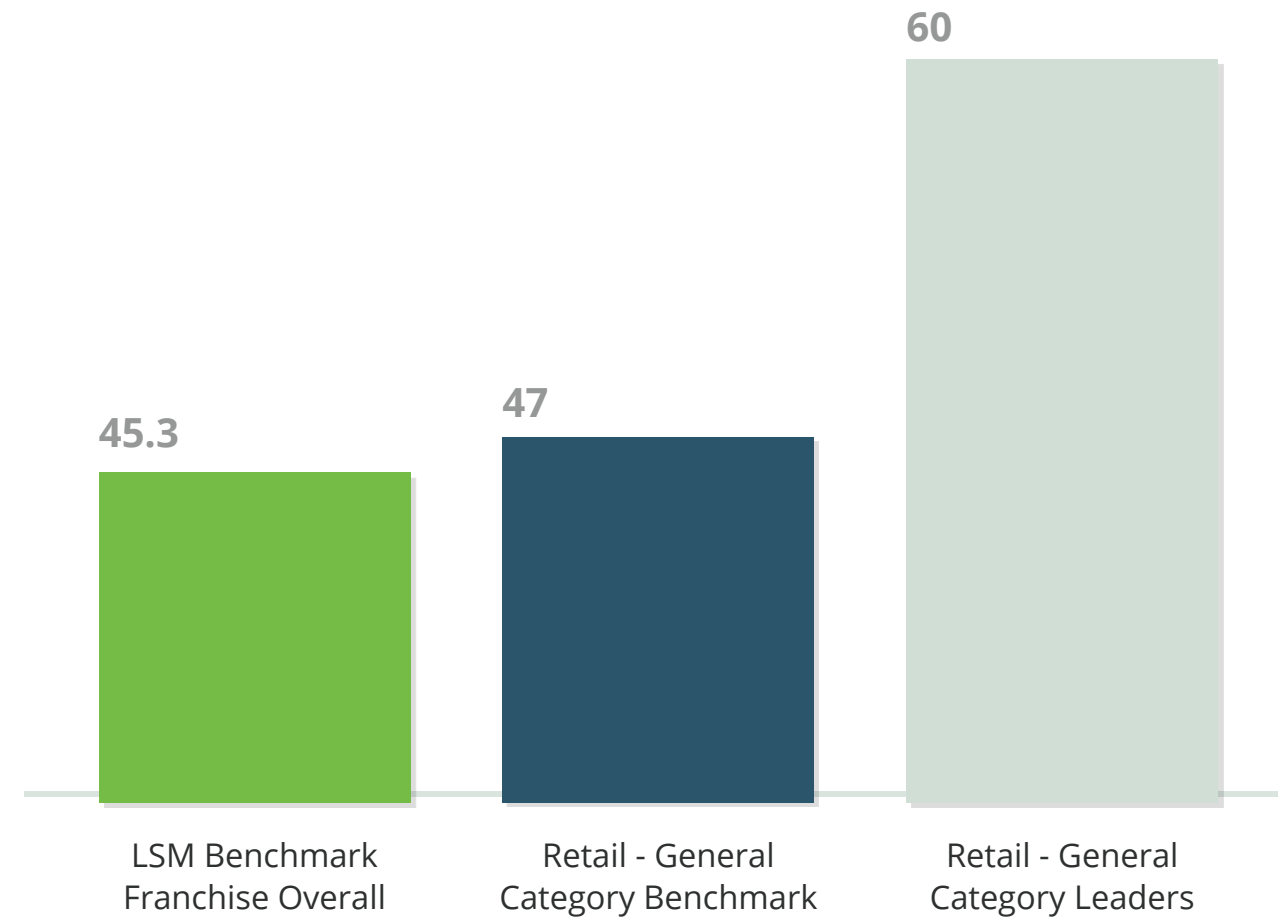
4.22 v. 2.08

RESPONDING TO REVIEWS:

69% v. 20.8%

RETAIL - GENERAL

Retail - General Category Leaders:



ACE HARDWARE

v. Retail - General Category Averages



LOCATION PAGES CLAIMED:

95% v. 75.8%

PAGES WITH RATINGS/REVIEWS:

92% v. 74.8%

AVERAGE RATING:

4.73 v. 4.51

LOCATIONS POSTING CONTENT:

95% v. 87.2%

RESPONDING TO REVIEWS:

73% v. 63.8%

SOCIAL ENGAGEMENT:

5.2% v. 2.4%



LISTINGS/LOCATIONS CLAIMED:

96% v. 85%

TOTAL REVIEWS COUNT:

5,460 v. 2,639

AVERAGE RATING:

3.87 v. 4.8

LOCATIONS POSTING CONTENT:

13% v. 9.6%

RESPONDING TO REVIEWS:

25% v. 29.2%

RESPONDING TO Q&A:

7% v. 4.8%



LISTINGS/LOCATIONS CLAIMED:

75% v. 62%

TOTAL REVIEWS COUNT:

264 v. 311

AVERAGE RATING:

2.05 v. 1.45

RESPONDING TO REVIEWS:

10% v. 7.8%

BUDGET BLINDS

v. Retail - General Category Averages



LOCATION PAGES CLAIMED:

99% v. 75.8%

PAGES WITH RATINGS/REVIEWS:

90% v. 74.8%

AVERAGE RATING:

4.79 v. 4.51

LOCATIONS POSTING CONTENT:

96% v. 87.2%

RESPONDING TO REVIEWS:

60% v. 63.8%

SOCIAL ENGAGEMENT:

1.4% v. 2.4%



LISTINGS/LOCATIONS CLAIMED:

95% v. 85%

TOTAL REVIEWS COUNT:

1,686 v. 2,639

AVERAGE RATING:

4.21 v. 4.8

LOCATIONS POSTING CONTENT:

13% v. 9.6%

RESPONDING TO REVIEWS:

48% v. 29.2%

RESPONDING TO Q&A:

8% v. 4.8%



LISTINGS/LOCATIONS CLAIMED:

60% v. 62%

TOTAL REVIEWS COUNT:

157 v. 311

AVERAGE RATING:

1.25 v. 1.45

RESPONDING TO REVIEWS:

6% v. 7.8%

EDIBLE ARRANGEMENTS

v. Retail - General Category Averages



LOCATION PAGES CLAIMED:

100% v. 75.8%

PAGES WITH RATINGS/REVIEWS:

88% v. 74.8%

AVERAGE RATING:

4.45 v. 4.51

LOCATIONS POSTING CONTENT:

87% v. 87.2%

RESPONDING TO REVIEWS:

66% v. 63.8%

SOCIAL ENGAGEMENT:

1.9% v. 2.4%



LISTINGS/LOCATIONS CLAIMED:

100% v. 85%

TOTAL REVIEWS COUNT:

3,975 v. 2,639

AVERAGE RATING:

4.05 v. 4.8

LOCATIONS POSTING CONTENT:

9% v. 9.6%

RESPONDING TO REVIEWS:

28% v. 29.2%

RESPONDING TO Q&A:

6% v. 4.8%



LISTINGS/LOCATIONS CLAIMED:

100% v. 62%

TOTAL REVIEWS COUNT:

864 v. 311

AVERAGE RATING:

2.9 v. 1.45

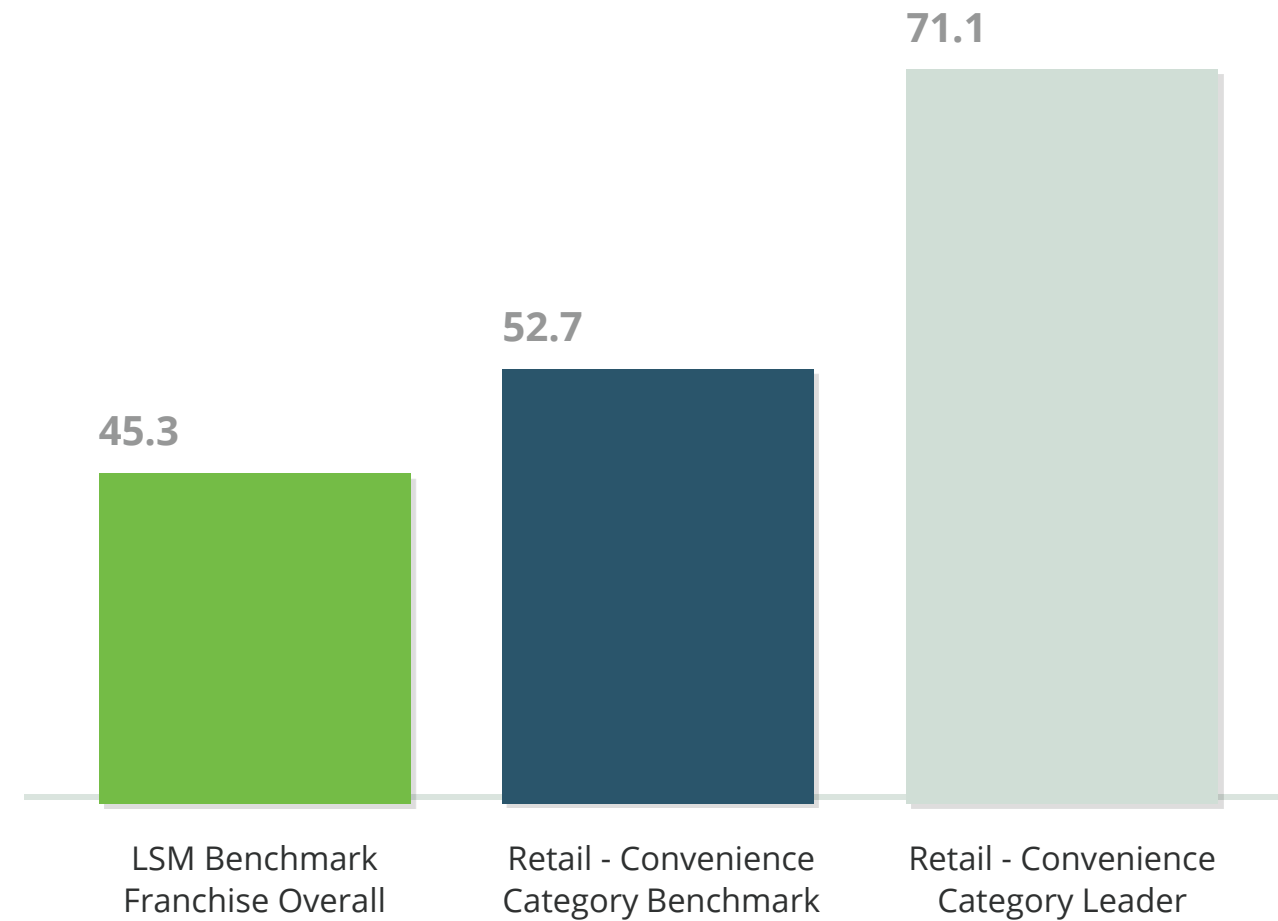
RESPONDING TO REVIEWS:

18% v. 7.8%

RETAIL - CONVENIENCE

Retail - Convenience Category Leader:

UBREAKIFIX



UBREAKIFIX

v. Retail - Convenience Category Averages



LOCATION PAGES CLAIMED:

99% v. 94.5%

PAGES WITH RATINGS/REVIEWS:

91% v. 75.5%

AVERAGE RATING:

4.56 v. 4.36

LOCATIONS POSTING CONTENT:

98% v. 93.5%

RESPONDING TO REVIEWS:

94% v. 56%

SOCIAL ENGAGEMENT:

0% v. 0%



LISTINGS/LOCATIONS CLAIMED:

97% v. 93.8%

TOTAL REVIEWS COUNT:

15,541 v. 6,854

AVERAGE RATING:

4.46 v. 3.75

LOCATIONS POSTING CONTENT:

66% v. 35.7%

RESPONDING TO REVIEWS:

95% v. 59.7%

RESPONDING TO Q&A:

36% v. 13.5%



LISTINGS/LOCATIONS CLAIMED:

95% v. 91.3%

TOTAL REVIEWS COUNT:

2,652 v. 1,137

AVERAGE RATING:

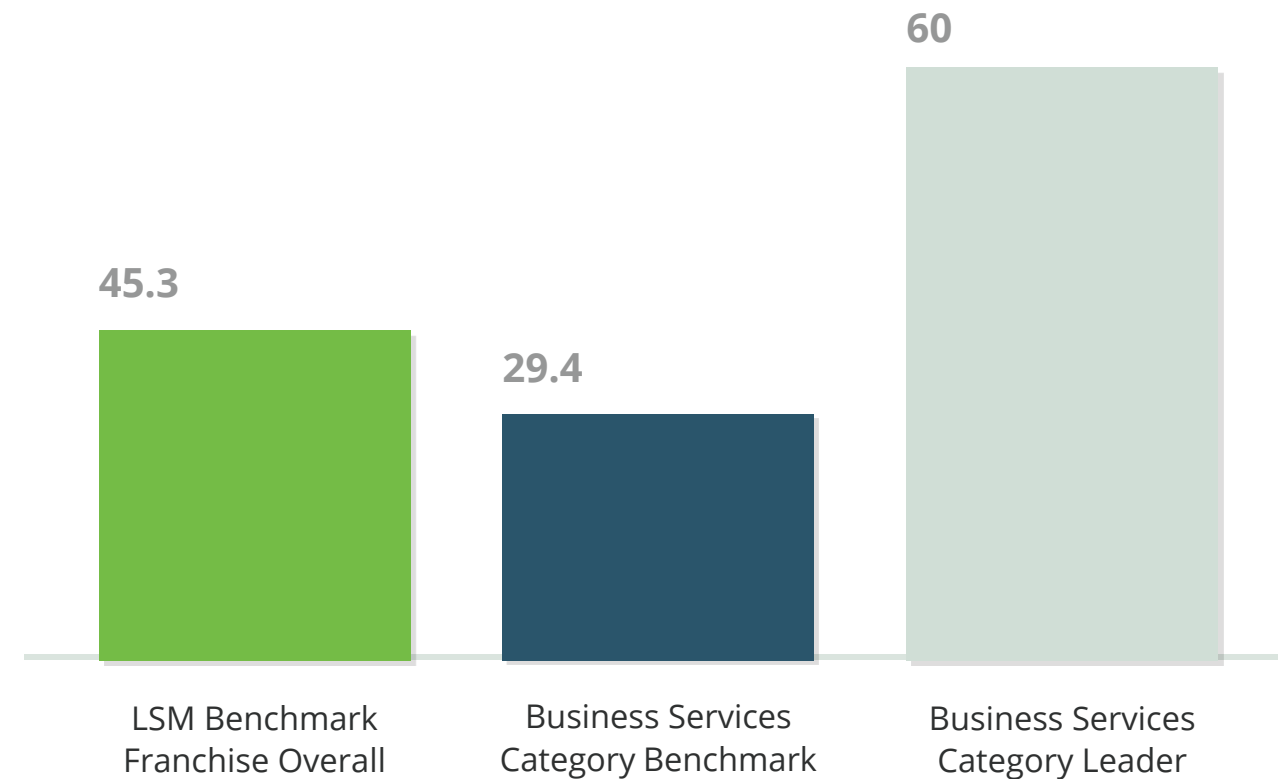
3.23 v. 2.61

RESPONDING TO REVIEWS:

63% v. 25.7%

BUSINESS SERVICES

Business Services Category Leader:



THE UPS STORE

v. Business Services Category Averages



LOCATION PAGES CLAIMED:

99% v. 42.3%

PAGES WITH RATINGS/REVIEWS:

84% v. 43.6%

AVERAGE RATING:

4.53 v. 4.7

LOCATIONS POSTING CONTENT:

97% v. 58.7%

RESPONDING TO REVIEWS:

42% v. 16.9%

SOCIAL ENGAGEMENT:

1.1% v. 1.8%



LISTINGS/LOCATIONS CLAIMED:

100% v. 47.8%

TOTAL REVIEWS COUNT:

2,661 v. 813

AVERAGE RATING:

3.94 v. 2.3

LOCATIONS POSTING CONTENT:

18% v. 3.3%

RESPONDING TO REVIEWS:

70% v. 17.3%

RESPONDING TO Q&A:

1% v. >1%



LISTINGS/LOCATIONS CLAIMED:

97% v. 42%

TOTAL REVIEWS COUNT:

878 v. 121

AVERAGE RATING:

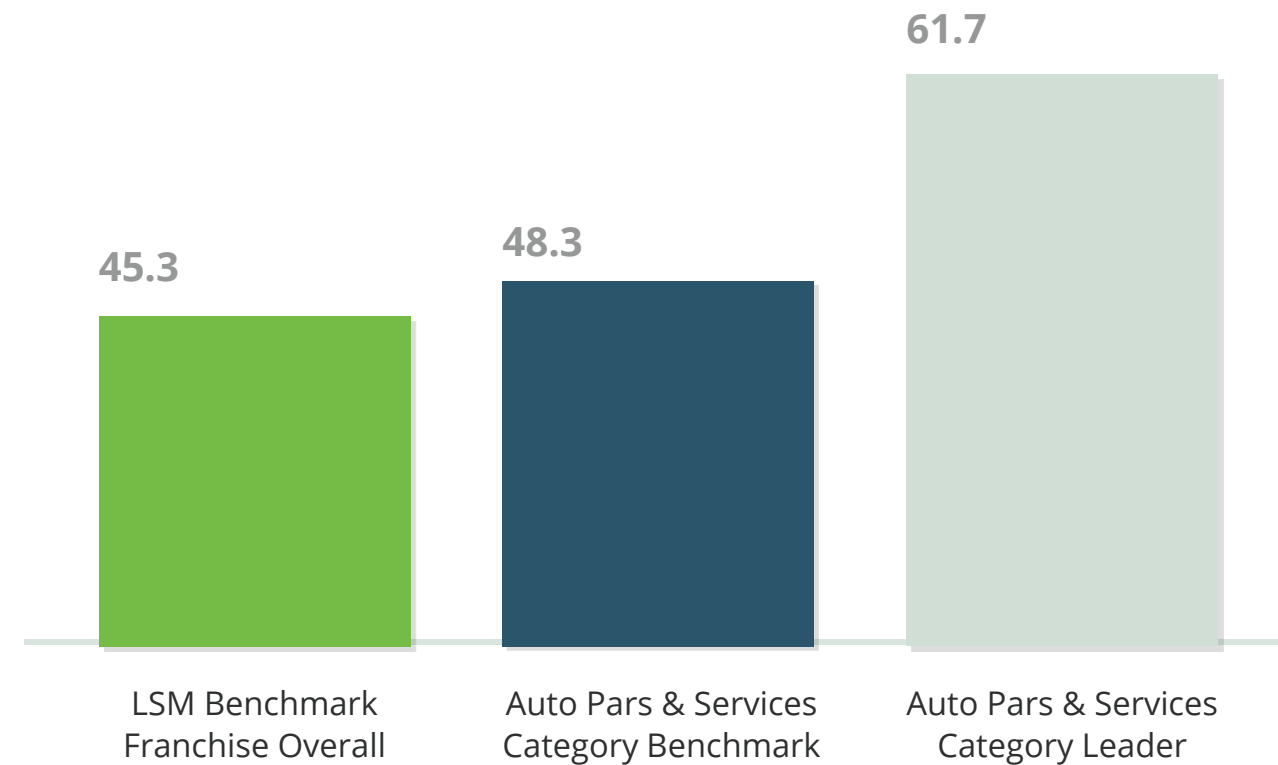
2.77 v. 2.0

RESPONDING TO REVIEWS:

43% v. 6.1%

AUTO PARTS & SERVICES

Auto Parts & Services Category Leader:



VALVOLINE INSTANT OIL CHANGE

v. Auto Parts & Services Category Averages



LOCATION PAGES CLAIMED:

90% v. 57.9%

PAGES WITH RATINGS/REVIEWS:

87% v. 84%

AVERAGE RATING:

4.09 v. 3.98

LOCATIONS POSTING CONTENT:

90% v. 50.3%

RESPONDING TO REVIEWS:

65% v. 31.4%

SOCIAL ENGAGEMENT:

2.8% v. 3%



LISTINGS/LOCATIONS CLAIMED:

92% v. 95.7%

TOTAL REVIEWS COUNT:

7,221 v. 15,471

AVERAGE RATING:

3.86 v. 3.85

LOCATIONS POSTING CONTENT:

0% v. 37%

RESPONDING TO REVIEWS:

82% v. 75.6%

RESPONDING TO Q&A:

0% v. 1.7%



LISTINGS/LOCATIONS CLAIMED:

91% v. 88.5%

TOTAL REVIEWS COUNT:

1,813 v. 2,540

AVERAGE RATING:

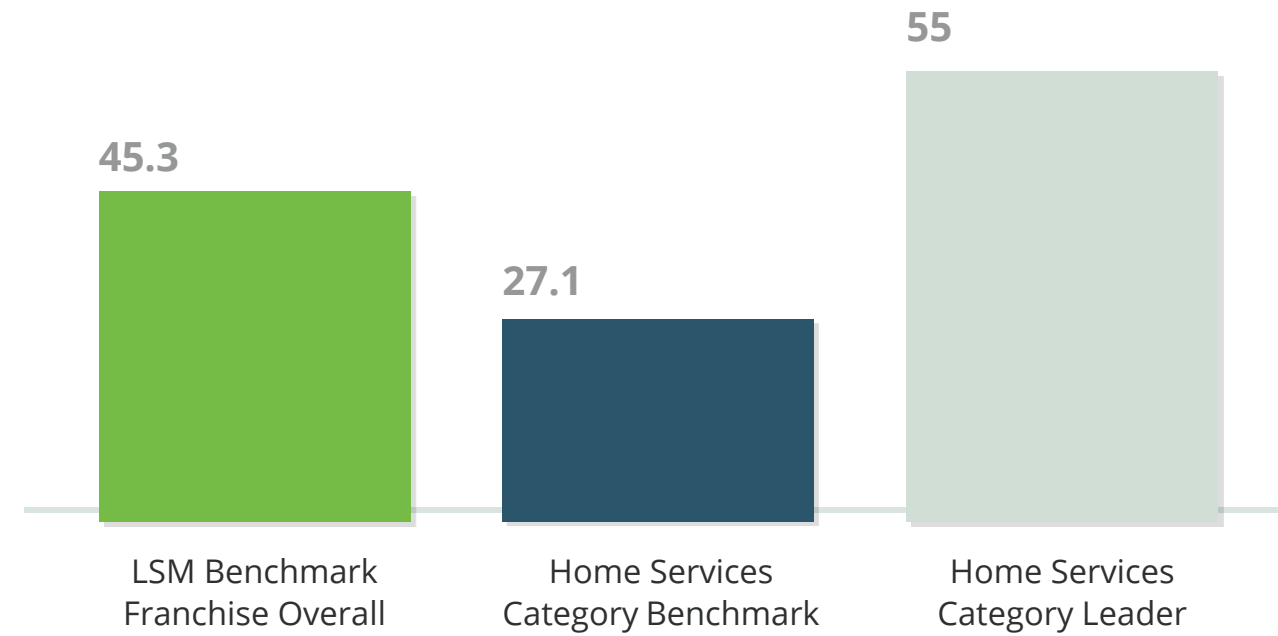
3.23 v. 2.74

RESPONDING TO REVIEWS:

63% v. 44.4%

HOME SERVICES

Home Services Category Leader:



MOSQUITO JOE

v. Home Services Category Averages



LOCATION PAGES CLAIMED:

96% v. 55%

PAGES WITH RATINGS/REVIEWS:

84% v. 49.7%

AVERAGE RATING:

4.83 v. 4.45

LOCATIONS POSTING CONTENT:

90% v. 68.4%

RESPONDING TO REVIEWS:

83% v. 30.7%

SOCIAL ENGAGEMENT:

3% v. 3.6%



LISTINGS/LOCATIONS CLAIMED:

93% v. 72.2%

TOTAL REVIEWS COUNT:

1,472 v. 919

AVERAGE RATING:

4.38 v. 3.1

LOCATIONS POSTING CONTENT:

2% v. 14.2%

RESPONDING TO REVIEWS:

89% v. 33.5%

RESPONDING TO Q&A:

11% v. 2.2%



LISTINGS/LOCATIONS CLAIMED:

89% v. 64%

TOTAL REVIEWS COUNT:

205 v. 316

AVERAGE RATING:

2.42 v. 1.8

RESPONDING TO REVIEWS:

50% v. 10%

CHEMDRY

v. Home Services Category Averages



LOCATION PAGES CLAIMED:

94% v. 55%

PAGES WITH RATINGS/REVIEWS:

84% v. 49.7%

AVERAGE RATING:

4.8 v. 4.45

LOCATIONS POSTING CONTENT:

95% v. 68.4%

RESPONDING TO REVIEWS:

64% v. 30.7%

SOCIAL ENGAGEMENT:

1.3% v. 3.6%



LISTINGS/LOCATIONS CLAIMED:

88% v. 72.2%

TOTAL REVIEWS COUNT:

3,063 v. 919

AVERAGE RATING:

3.65 v. 3.1

LOCATIONS POSTING CONTENT:

27% v. 14.2%

RESPONDING TO REVIEWS:

54% v. 33.5%

RESPONDING TO Q&A:

9% v. 2.2%



LISTINGS/LOCATIONS CLAIMED:

70% v. 64%

TOTAL REVIEWS COUNT:

157 v. 316

AVERAGE RATING:

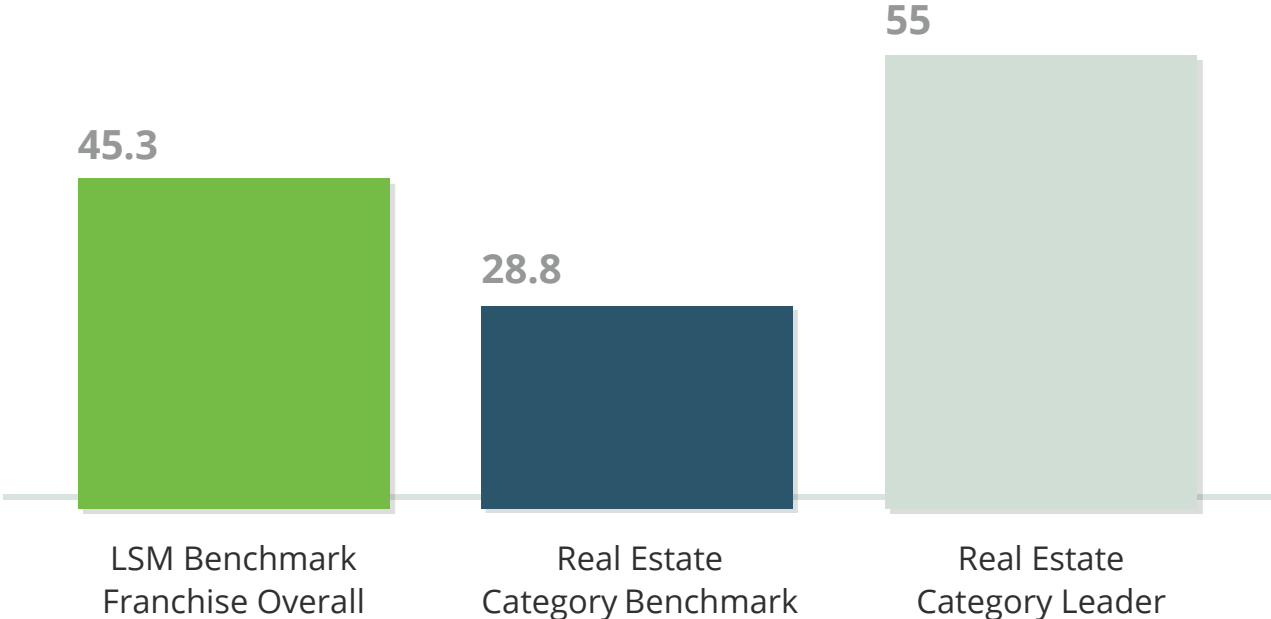
1.46 v. 1.8

RESPONDING TO REVIEWS:

10% v. 10%

REAL ESTATE

Real Estate Category Leader:



KELLER WILLIAMS

v. Real Estate Category Averages



LOCATION PAGES CLAIMED:

99% v. 92.6%

PAGES WITH RATINGS/REVIEWS:

88% v. 67.4%

AVERAGE RATING:

4.77 v. 4.49

LOCATIONS POSTING CONTENT:

98% v. 65%

RESPONDING TO REVIEWS:

38% v. 25%

SOCIAL ENGAGEMENT:

2.4% v. 1.8%



LISTINGS/LOCATIONS CLAIMED:

100% v. 82.8%

TOTAL REVIEWS COUNT:

1,218 v. 9,763

AVERAGE RATING:

3.34 v. 3.0

LOCATIONS POSTING CONTENT:

11% v. 6%

RESPONDING TO REVIEWS:

23% v. 25.2%

RESPONDING TO Q&A:

3% v. 2.4%



LISTINGS/LOCATIONS CLAIMED:

82% v. 67.8%

TOTAL REVIEWS COUNT:

197 v. 637

AVERAGE RATING:

1.52 v. 1.6

RESPONDING TO REVIEWS:

5% v. 6.6%

INSIGHTS & RECOMMENDATIONS

INSIGHTS & RECOMMENDATIONS

When done effectively, localized social marketing or LSM can propel brands to the top of organic search results, build and maintain a highly engaged base of loyal customers and drive increased traffic and sales to local businesses. In fact, localized social marketing is the largest untapped opportunity in the Franchise Marketing space today –and the main reason why this type of research is so important. Some key areas that marketers should pay attention to increase their overall LSM performance is as follows:

- **Each franchise should have 100% of local/location pages claimed/verified and fully built out with accurate content, images**
- **Brands should be responding to critical/negative reviews the same day if not within 1 hour. Respond to positive reviews but not mechanically**
- **Monitor and respond to Google Q&A**
- **Have a local content strategy for Google as well as Facebook**
- **Don't neglect Yelp**

ABOUT



The Local Search Association (LSA) is a not-for-profit association of more than 300 media companies, agencies, and technology companies that enable enterprises and small businesses to achieve more within local markets from Facebook, USA Today, and Google to DexYP, Microsoft, and Yelp. LSA members represent today's top organizations serving businesses with a local presence. LSA is dedicated to helping its members succeed through data and insights, education, events, consulting, and more. For more information and to become a member, visit www.theLSA.org.



#60 on the 2018 Inc. 5000 list of the fastest growing companies in America, SOCi is the leading social media and reputation management platform built to address the complex needs of highly visible Multi-Location businesses. An award-winning leader in the industry, SOCi has pioneered more than a dozen unique marketing tools to help multi-location brands oversee, maintain, and protect their brand at the national level, while simultaneously scaling presence across hundreds, sometimes thousands, of local pages. For more information on how SOCi can fuel the success of your social media channels while protecting what matters most - your online reputation - visit www.meetsoci.com.

ABOUT THE DATA

The data leveraged in this study was gathered from March-May 2019, including snapshots of local page data and performance. In this report we analyzed data from 163 Franchise marketing brands including 16,000 locations, plus thousands of local pages that were examined and scored. The list of 163 brands was determined based on a combination of the top 100 largest brands by Franchising Times and the 100 fastest growing brands based on Entrepreneur's List. The full list of brands studied can be found below.

7-Eleven	CARSTAR	Culver's
911 Restoration	Challenge Island	CYCLEBAR
9Round	Checkers Drive-In Restaurants Inc	Dairy Queen
Aaron's	Chem-Dry	Days Inn
Ace Hardware	Chester's	Denny's
Amazing Lash Studio	Chick-fil-A	Dominos
ampm	Chili's	Dream Vacations
Anago Cleaning Systems	Churchs Chicken	Dunkin' Donuts
Anytime Fitness	Cinnabon	Econo Lodge
Applebee's	Circle K	Edible Arrangements
Arby's	Clean Juice	F45 Training
Auntie Anne's	CleanNet USA	Fairfield Inn
Baskin Robbins	Club Pilates	Fantastic Sams
Baymont by Wyndham	Code Ninjas	Fazoli's Franchising Systems LLC
Berkshire Hathaway HomeServices	Cold Stone Creamery	Firehouse Subs
Big O Tires	College Nannies, Sitters, Tutors	FirstLight Home Care Franchising LLC
Blaze Pizza	Comfort Inn	Fit Body Boot Camp
Board & Brush Creative Studio	Cookie Cutters	Fit4Mom
Budget Blinds	Cornwell Quality Tools	Five Guys
Buffalo Wild Wings	Courtyard by Marriott	Freddys Frozen Custard & Steakburgers
Buildingstars International Inc	Coverall	Fyzical Therapy & Balance Centers
Burger King	CPR Cell Phone Repair	GNC
Burn Boot Camp	CruiseOne	GoliathTech Inc
Carl's Jr.	Crunch Franchise	

ABOUT THE DATA

Continued...

Great Clips
Gymguyz
H&R Block
Hampton by Hilton
Hand and Stone Massage and Facial Spa
Happy Tax Franchising
Hardees
Hissho Sushi
Holiday Inn Express
Home2 Suites by Hilton
HomeVestors of America Inc
IHOP
iLoveKickboxing.com
Jack in the Box
Jackson Hewitt
Jamba Juice
Jan-Pro
Jani-King
Jersey Mikes Subs
Jiffy Lube
Jimmy Johns
Keller Williams Realty
KFC
Kona Ice
La Quinta Inn & Suites
Liberty Tax Service
Little Caesars
Long John Silver
Mac Tools
Marcos Pizza
Massage Envy

Matco Tools
Mathnasium Learning Centers
McAlisters Deli
McDonald's
Meineke Car Care
Merry Maids
Midas
Moes Southwest Grill
Mosquito Joe
Motel 6
Motto Mortgage
N-Hance Wood Refinishing
N2 Publishing
Nekter Juice Bar Inc.
Orangetheory Fitness
Panera Bread
Papa Johns
Papa Murphys
Patchmaster
Patrice & Associates
Pizza Hut
Planet Fitness
Popeyes Louisiana Kitchen
Pure Barre
Quality Inn & Suites
RE/MAX
Real Property Management
Realty One Group
Red Roof Inn
Restoration 1
ServiceMaster Clean

SERVPRO
Smoothie King
Snap Fitness
Snap-on Tools
Sonic Drive-In
Sport Clips
STEM for Kids
Stratus Building Solutions
Subway
Sunup Insurance Services Inc
Super 8
Supercuts
Taco Bell
The Camp Transformation Center
The Joint Corp.
The Learning Experience Academy of Early Education
The Maids
The UPS Store
Tide Dry Cleaners
Trademark Collection by Wyndham
Transworld Business Advisors
Tropical Smoothie Cafe
uBreakiFix
Valvoline Instant Oil Change
Vanguard Cleaning Systems
Visiting Angels
Wendys
Whataburger
Wingstop
Zaxby's

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