

# *The* Guide to Localized Marketing ROI

*for Agencies*

*How to measure, calculate, and showcase the  
results from your localized marketing efforts.*



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# 01 The Importance of Localized Marketing

## What is Localized Marketing?

As an agency, you likely already understand the importance of localized marketing. To be able to communicate its importance to your clients, you must also have a grasp on how it generates ROI. That's where this guide comes in!

We'll break down the different areas of localized marketing and how to optimize them to get the highest ROI for your clients. Inside, you'll also find an easy-to-digest ROI formula that you can use for future calculations.

Before we go further, let's define localized marketing to ensure we're all on the same page! Localized marketing focuses on building an online presence around a specific business location and the surrounding area.

There are three main components of localized marketing: **local search**, **local social**, and **reputation management**. When done effectively, localized marketing can:

- ☰ Propel brands to the top of organic search results.
- 👤 Build and maintain a highly engaged base of loyal customers.
- 🏠 Increase traffic and boost sales to your local businesses.

## Why Your Agency Should Care About Localized Marketing

If your clients have 100s or 1,000s of business locations and treat them as one big entity versus individual local businesses, they may not be appearing in local search results and are missing out on potential customers.

## Localized Marketing Facts

**900+%**

Over the past few years, there's been a 900+% growth in mobile searches for "\_\_\_ near me today/tonight."

**99%**

of Google searches don't click on something past the first 10 search results.

**126%**

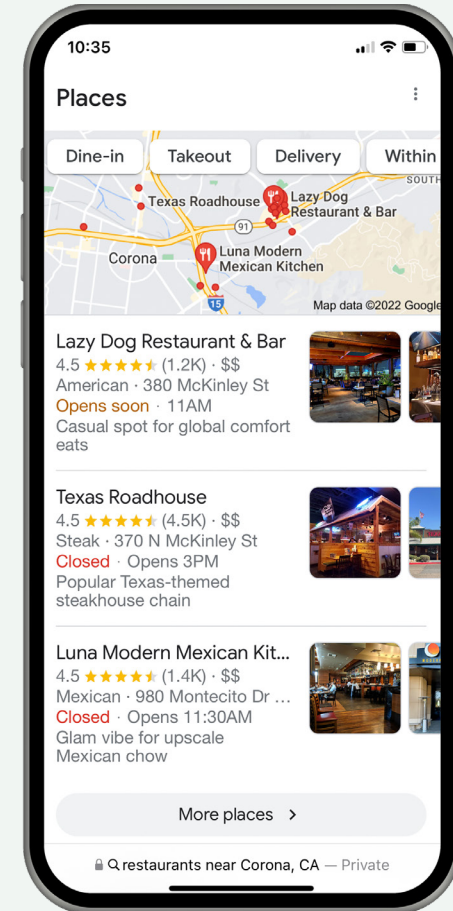
Businesses in the Google 3-Pack receive 126% more traffic than businesses ranked 4-10.

**93%**

Businesses in the Google 3-Pack receive 93% more actions (calls, website clicks, and driving directions) than businesses ranked 4-10.

**46%**

of all Google searches are linked to something local.





# 02

## Where Your Clients Struggle With Localized Marketing

Agencies often need help executing and scaling a localized marketing strategy for clients with 100s or 1,000s of business locations.

At SOCi, we have worked to find a way. SOCi has worked with over **600 multi-location companies** to improve their localized marketing efforts. SOCi also works with agencies to help you better serve your clients.

From our experience, these are the **four main reasons** why it's challenging to measure the success and ROI of your localized marketing efforts.



Poor measurement or reporting tools and platforms.



Inability to tie localized marketing to business outcomes.



Lack of analytics expertise or resources, especially at the local level.



Analytical approaches vary by location and platform.



# 03

## The Three Areas of Localized Marketing You Should Invest In

As mentioned, marketers must focus on the three areas of localized marketing to drive engagement with their local audiences: local search, online reputation management, and local social.



### Local Search

Local listings and local landing pages are arguably the two most impactful areas of local search for producing positive ROI from localized marketing.

**Local listings** are online portfolios containing information about your client's business location, such as the name, address, phone number, hours of operation, and other important information.

**Local landing pages** are individual pages on your client's website. There's often a local landing page for each business location, containing the same information found in local listings, such as location, directions, business hours, etc. They can also include current or upcoming events, promotions, or sales.

### #1

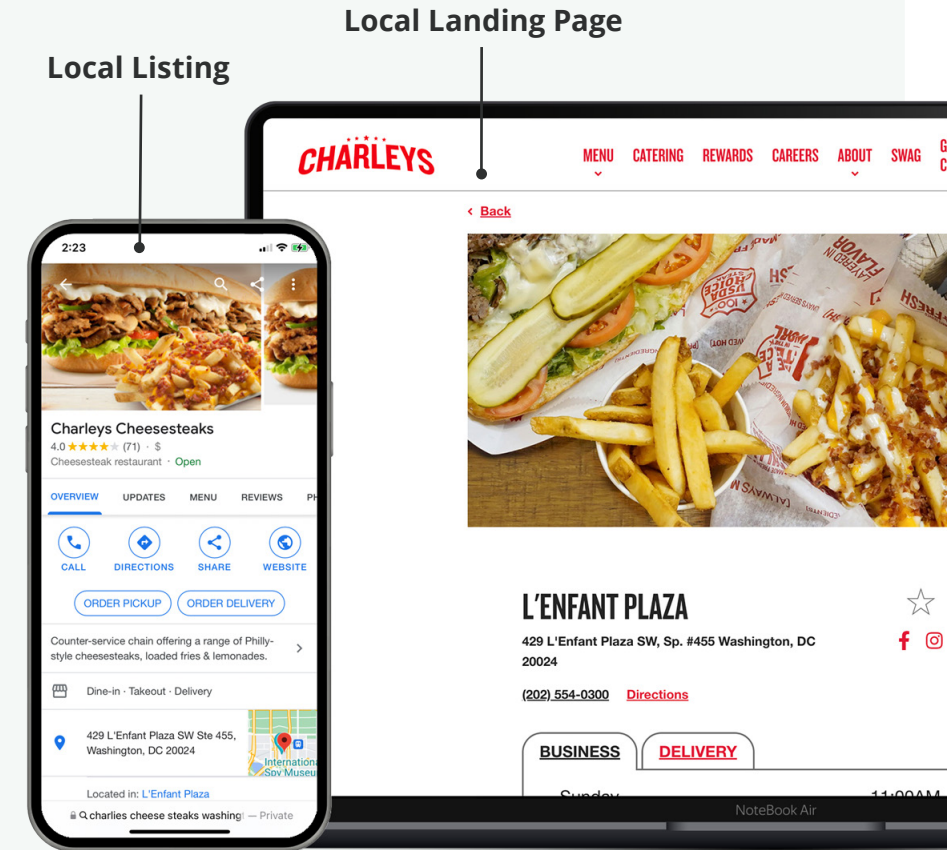
Google Business Profile page elements represent the **most important** grouped **ranking factor(s)** for local pack and finder rankings.

### 21%

In 2022, **21% of searches** are now zero-click. Meaning, consumers find what they need within the local search results and do not click on other sites/resources.

### 70%

Customers are **70%** more likely to visit and **50%** more likely to consider purchasing from a business with a complete Business Profile.





## Online Reputation Management (ORM)

To manage a client's online reputation across locations, you must monitor online conversations around your client and actively participate in those conversations.

ORM includes requesting customers to leave reviews on your client's local listings and social media platforms. It also includes monitoring and responding to those reviews or comments.

At the local level, ORM provides your agency and clients with critical information about local stores and what customers like and dislike, allowing you to proactively make changes together.

# #1

Ratings and reviews have become the **top factor** customers use to determine which company to do business with.

# 77%

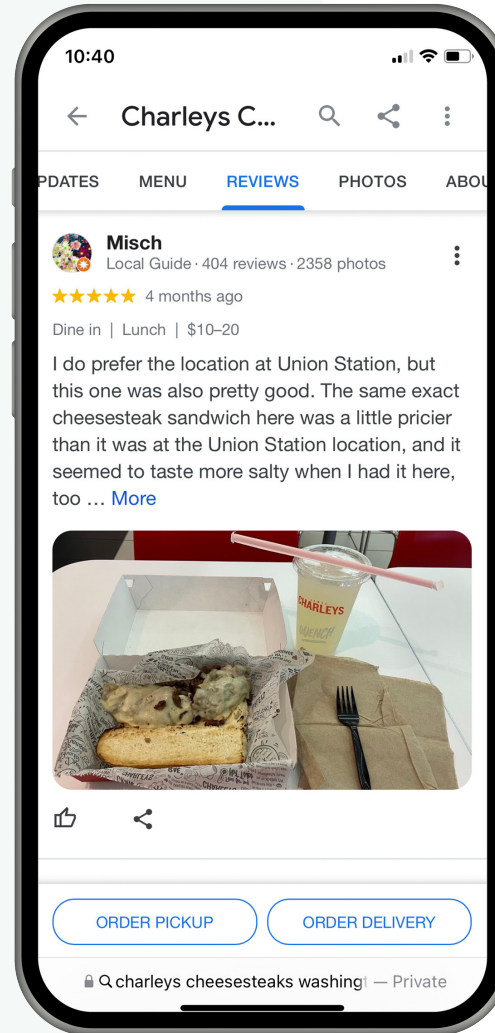
of consumers "always" or "regularly" **read reviews** when browsing local businesses.

# 404

Businesses ranked number one in local searches contain an **average review count of 404**.

# 3/4

More than **three-quarters** of consumers leaving critical reviews expect a business to respond to them.



## Local Social

Multi-location businesses need to create connections at the local level. Social media is an excellent avenue for your agency to help your clients make these connections.

Beyond creating relationships with local communities and consumers, you can leverage your client's local social profiles to sell products and services via local content and promotions.

# 76%

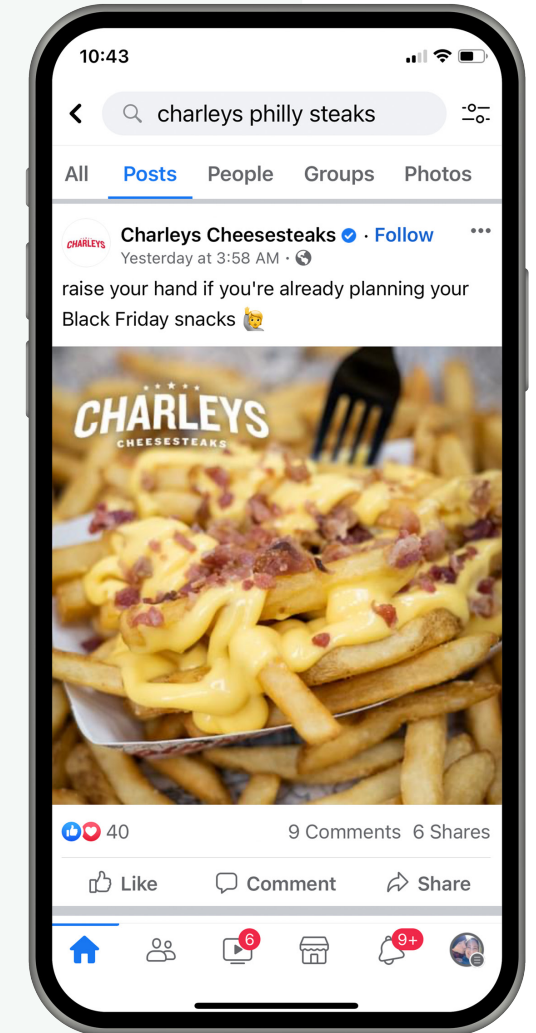
of consumers say they've discovered a new local offering based on a social media recommendation or post.

# 35%

Some **35% of consumers** prefer to purchase from a brand on social media rather than on the actual website.

# 12x

On average, localized content receives **12x the engagement** rate than more general or "non-localized content."



# Improve Your Client's Localized Marketing or Be Left Behind

Optimizing the three categories of localized marketing can drastically improve a client's online visibility and reputation.

If you're already executing all of the aspects mentioned above of localized marketing for your clients, excellent work! If not, this data can help further your case for managing all aspects of their localized marketing strategy.

Our **2022 Localized Marketing Benchmark Report (LMBR)** examined how the top multi-location businesses perform in local search, social, and online reputation management. Compared to our 2021 LMBR study, the data found a more competitive landscape in all three areas.

## Localized Marketing Differences Among the Top Multi-Location Brands 2021 vs. 2022

	2021	2022
<b>Local Search:</b> Percentage of complete profiles on Google, Yelp, and Facebook	<b>84%</b>	<b>91%</b>
		<b>+7% change</b>
<b>Online Reputation Management:</b> Percentage of Google reviews responded to	<b>31%</b>	<b>36%</b>
		<b>+5% change</b>
<b>Local Social:</b> Response rates on Facebook	<b>26%</b>	<b>28%</b>
		<b>+2% change</b>



**Download our 2022 LMBR** to better understand what leaders in localized marketing are doing and to see these efforts vary across 24 industry categories.

**DOWNLOAD NOW**

# 04

## How to Begin Tracking ROI for Your Client's Localized Marketing Programs

Generally speaking, localized marketing ROI is the sum of all actions taking place across local search, online reputation management, and social sites that create value. This section will walk you through the steps you should take to track localized marketing ROI for your clients.

### Step 1. Establish a Baseline

You must understand your client's current baseline or starting point in local search, online reputation, and local social.

To the right are a few questions to ask yourself in each of the three localized marketing categories.

#### **Local Search** (*Listings and Local Pages*)

How many local listings are claimed?

Are duplicate local listings removed?

Is the business information for each listing and local landing page accurate?

#### **Local Social**

Does each business listing have an associated local social page?

How accurate is the business information?

What are your client's average likes or followers per page?

#### **Online Reputation Management**

How many reviews does each business listing have on each directory?

What's your client's average review response rate?

What's the average star rating for each local business listing?



For an in-depth way to organize your efforts, download **The Ultimate Localized Marketing Template for Multi-Location Brands**, which includes a helpful localized marketing checklist.

[DOWNLOAD NOW](#)



## Step 2: Set Realistic Goals

After you've set a baseline and know where your client stands, it's time to join forces and set actionable goals together.

Here is an example for each localized marketing category:

**Local Search:** Claim all Yelp listings and ensure they have accurate business information by the end of the month.

**Online Reputation Management:** Improve your client's average star rating on Google by 0.25 across their top 10 performing locations by the end of the quarter.

**Local Social:** Begin posting different types of organic content two to three times a week on your client's local social profiles and analyze which content performs best.

Since you already know their benchmarks, set attainable goals you can reach and continue optimizing as you see success. It's best to set realistic goals to keep your clients happy.

## Step 3: Start Tracking Metrics

You've established a baseline and set goals. Now, it's time to consider how to track the success of your localized marketing plan.

Below are a few metrics you can track for your clients with multiple business locations. You can share these metrics with your clients monthly or quarterly.

### Local Search Metrics

- Percent of locations in the Google 3-Pack
- Percent of complete profiles
- Amount of organic traffic to local pages
- Conversion rate by local pages

### Online Reputation Management

- Average review count per location
- Average response time to reviews (days)
- Percentage of positive reviews

### Social Media Metrics

- Percent of locations with local social profiles
- Average posts per month
- Top 3-5 performing posts each month
- Average engagement per post





# 05

## The ROI Formula

Now it's time to discuss how to determine the ROI from your localized marketing efforts. To start, let's first examine a typical ROI formula. See the equation on the right-hand side.

Determining ROI is different for everyone. A client's localized marketing strategy depends on the brand's objectives, such as revenue, customer satisfaction, number of customers, and more. So, although the definition of ROI seems simple, it's particular to each business.

Next, we'll apply the ROI formula to claiming and optimizing your client's Google Business Profiles. This will give you the evidence needed to spotlight the importance of localized marketing to your clients. It will also help you showcase your agency's value to potential clients.

## ROI Formula

*Calculate whether you are getting more money back than you are putting in.*

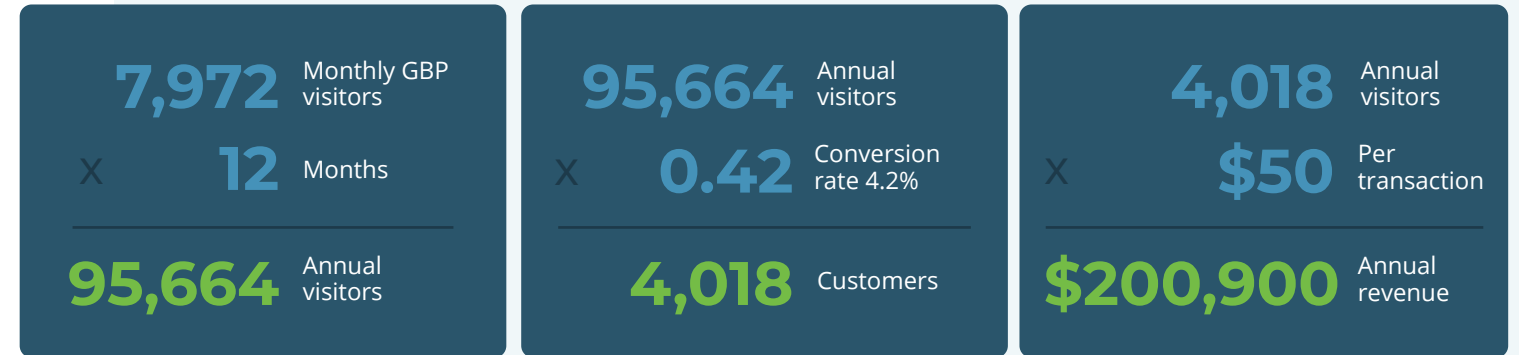
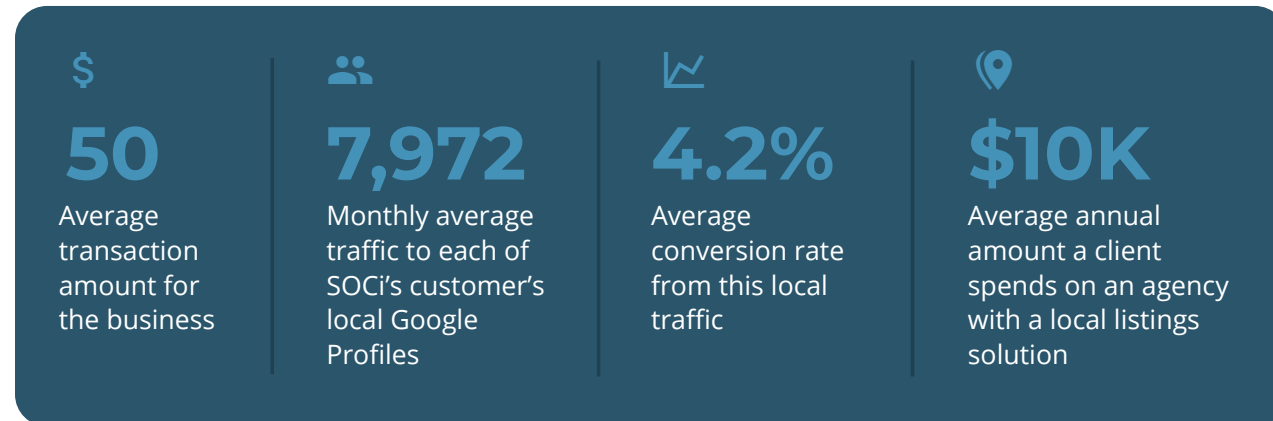
$$\left( \frac{\text{Amount gained} - \text{Amount spent}}{\text{Amount spent}} \right) \times 100\% = \text{ROI}$$



## How to Calculate Your Localized Marketing ROI

Let's use some of SOCi's internal data to understand the opportunity your client might have by optimizing its local listings. SOCi found that the average monthly traffic to our customer's local Google profiles is **7,972** and the average conversion rate for the traffic is **4.2 percent**.

In this formula, we're going to use \$50 as the average transaction amount for a business and assume your client is spending \$10,000 on your agency, which has access to a local listing solution like SOCi. To understand your client's ROI, swap out these numbers with their actual data.



$$\left( \frac{\begin{matrix} \$200,900 & - & \$10K \\ \text{Annual income} & & \text{Annual agency service costs} \end{matrix}}{\begin{matrix} \$10K \\ \text{Annual agency service costs} \end{matrix}} \right) \times 100\% = \mathbf{19.09}$$

**Return on investment**

If your client spends \$10,000 per year for your agency to optimize its GBPs and has the same average traffic and conversion rates as the data included, your clients will receive a **19x return** on investment.

Again, it's important to remember that this ROI varies significantly due to the number of locations a client has, each location's average transaction amount, and their current localized marketing efforts.



# 06

## Choosing the Right Localized Marketing Solution

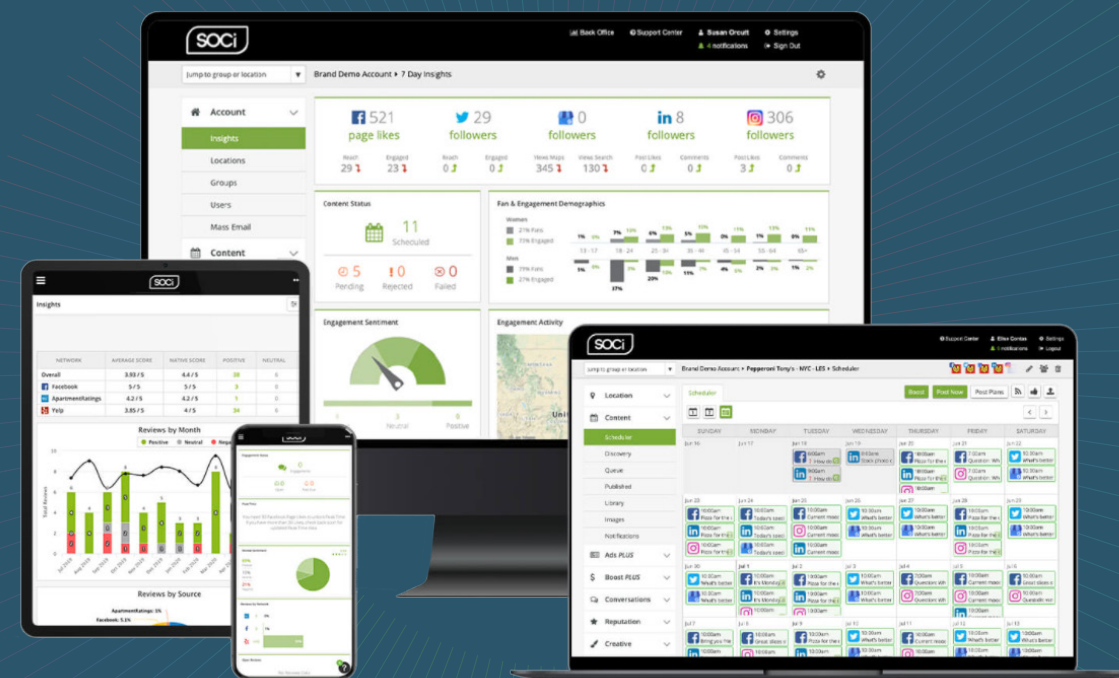
Agencies need a streamlined technology to help them execute their localized marketing efforts for their clients at scale and achieve the highest possible ROI for clients. That's where SOCi comes in.

SOCi understands the importance of managing marketing efforts across 100s or 1,000s of locations and tracking KPIs and results at the local level.

SOCi's all-in-one platform and **nine products** are built to help your agency dominate all three areas of localized marketing for clients at scale.

We've helped brands like **Mindstream Media Group** increase Facebook impressions by **50 percent** and a **426 percent** increase in campaign conversions. And **Cajas Digital**, who partnered with SOCi. Their client growth included an **18 percent increase** in social engagement and a **10 percent increase** in impressions in just 30 days.

Every agency is looking for a way to stand out from competitors, and SOCi could be your secret to success. To learn more about our offerings, visit us at [meetsoci.com](https://meetsoci.com).



**DISCOVER WHAT SOCi CAN DO FOR YOU.**

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