

The Guide to Localized Marketing ROI

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?

Localized marketing focuses on building an online presence around a specific business and its surrounding area. 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 Business Should Care About Localized Marketing

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

The data speaks for itself:

900+%

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

99%

of Google searchers don't click on something from the second page of search results.

126%

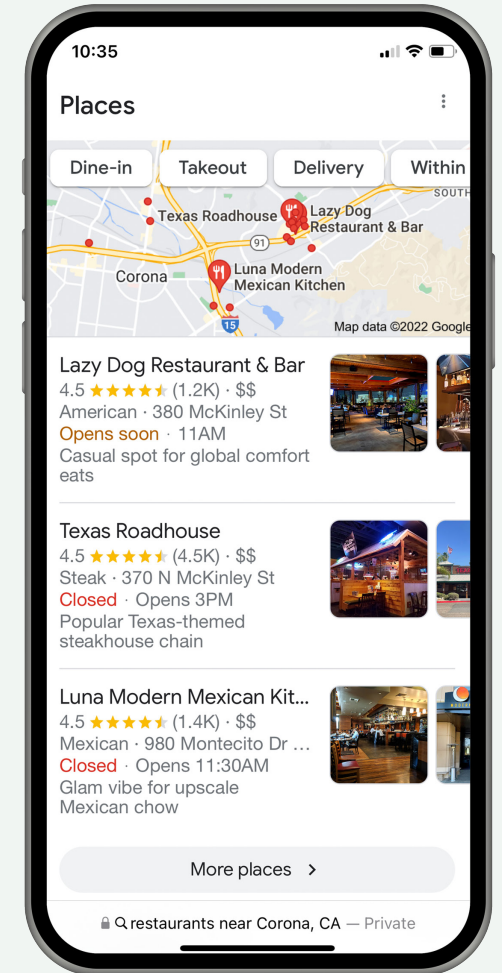
Businesses in the Google 3-Pack receive 126% more traffic than businesses ranked 4-10.

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 Multi-Location Businesses Struggle with Their Localized Marketing Efforts

Multi-location marketers find it challenging to execute a localized marketing strategy because they must do it across 100s or 1,000s of business locations.

At SOCi we have worked to find a way. SOCi has helped over **600 multi-location businesses** improve their localized marketing efforts.

From our experience, these are the **four main reasons** why brands struggle to measure their localized marketing efforts and ROI.



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.



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The Three Areas of Localized Marketing You Should Invest In

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.

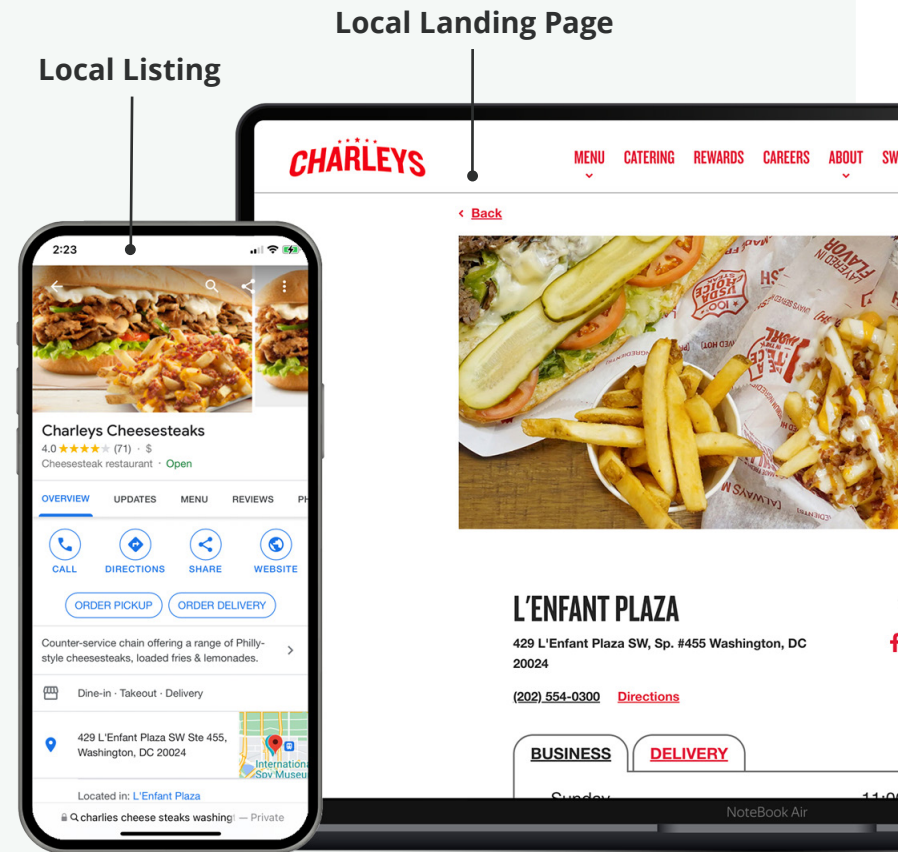


Local Search

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

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

Local landing pages are individual pages on your website. They often contain the same information or content on your 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 online reputation your multi-location business must monitor online conversations around your brand and, when necessary, actively participate in those conversations.

ORM includes requesting customers to leave reviews on local listings and monitoring and responding to reviews or comments on listings and social media platforms.

At the local level, ORM provides your marketing team with critical information about local stores allowing them to make proactive changes.

#1

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

77%

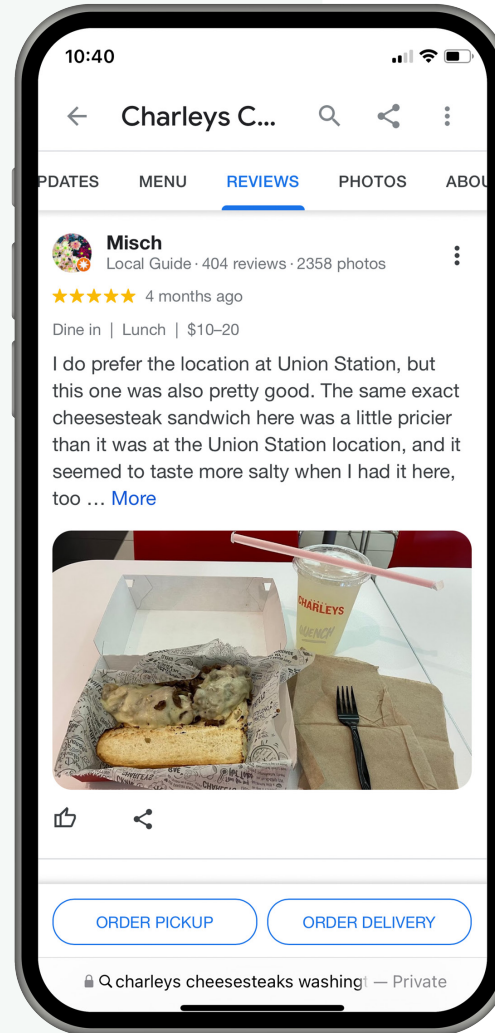
of consumers “always” or “regularly” **read reviews** when browsing local businesses.

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 a great avenue for marketers to make these connections.

Beyond creating relationships with local communities and consumers, local businesses can utilize social media to focus on selling products and services via local content and promotions.

76%

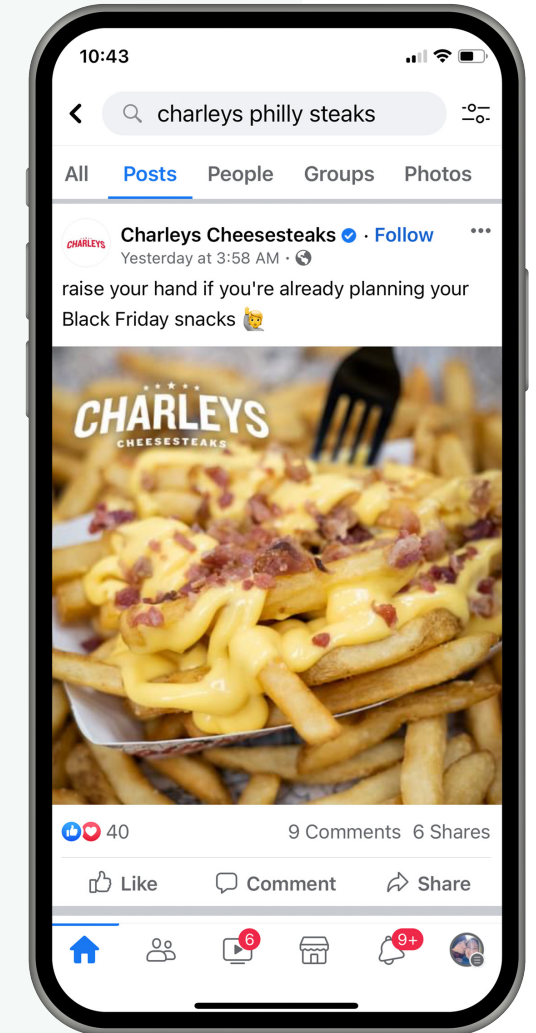
of consumers say they've discovered a new local offering based on a social media recommendation or post.

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 Localized Marketing Efforts

Optimizing the three categories of localized marketing can drastically improve your local search rankings and online reputation.

Our **2022 Localized Marketing Benchmark Report (LMBR)** looked into how top multi-location businesses are performing in local search, social, and online reputation management. Compared to our 2021 LMBR study, the data found:

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

	2021	2022
Local Search: Percentage of complete profiles on Google, Yelp, and Facebook	84%	91%
		+7% change
Online Reputation Management: Percentage of Google reviews responded to	31%	34%
		+3% change
Local Social: Response rates on Facebook	27%	28%
		+2% change

As a multi-location business, you should meet or exceed the 2022 averages to stand out from competitors.



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

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How To Begin Tracking ROI for My 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 actions you must take in each critical component of localized marketing to begin tracking ROI.

Step 1. Establish a Baseline

It's imperative that you understand your current baseline or starting point in local search, online reputation, and local social.

Below 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 have you claimed?

Have you removed duplicate local listings?

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 your business information?

What are your average likes or followers per page?

Online Reputation Management

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

What's your business'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 multi-location business stands, it's time to set actionable goals. At first, we recommend setting achievable short-term goals.

Here are a few examples for the three localized marketing categories:

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

Online Reputation Management: Improve your average star rating on Google by 0.25 across your 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 local social profiles and analyze which content performs best.

Since you already know your benchmarks, set attainable goals you have the bandwidth to reach and continue optimizing as you begin seeing success.

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 your multi-location business must track. They should also be measured over time on a monthly and/or quarterly basis.

Local search metrics

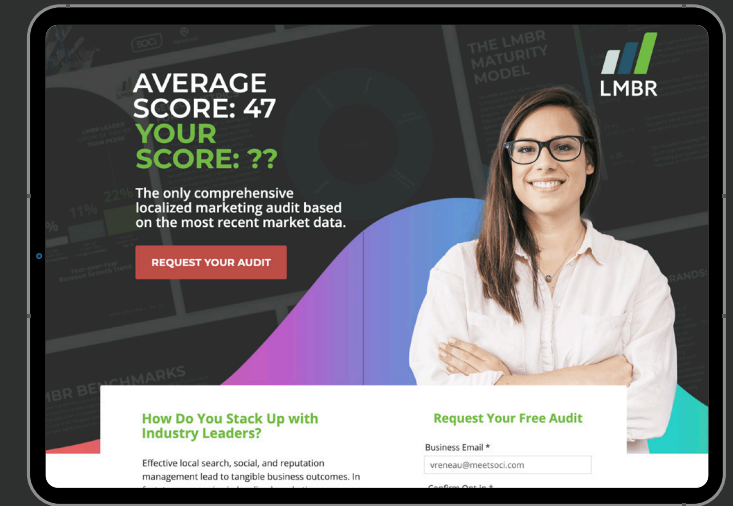
- Percent of locations in the Google 3-Pack
- Percent of complete profiles
- Organic traffic to your local pages
- Conversion rate by local pages

Online Reputation Management

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

Social media metrics

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



Request a **Local Visibility Audit** today to see how your business is currently performing in local search, ORM, and local social!

[REQUEST AUDIT](#)

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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.

Determining ROI is different for everyone. A business'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 very specific to each business.

Next, we'll apply the ROI formula to claiming and optimizing your Google Business Profiles. This will give you an idea on the importance of localized marketing.

ROI Formula

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

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

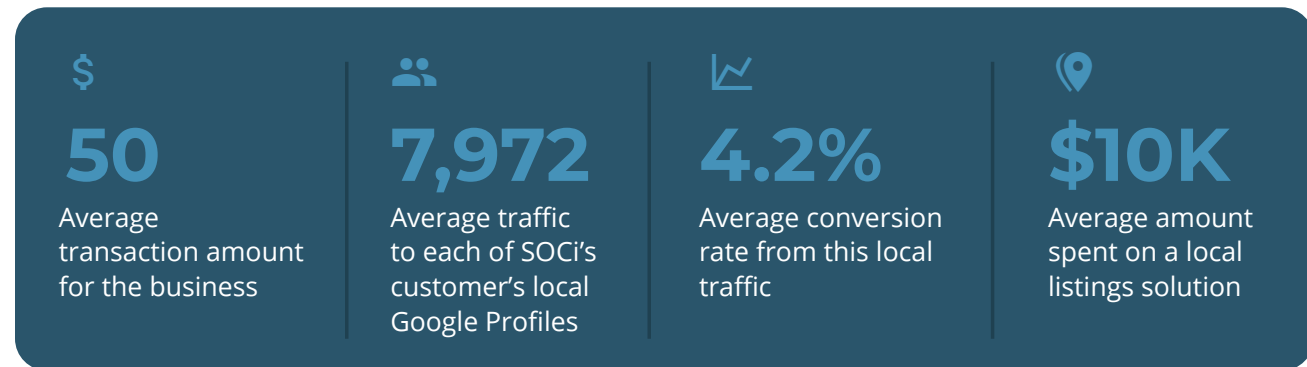


How to Calculate Your Localized Marketing ROI

Let's use some of SOCI's internal data to better understand the opportunity your multi-location business might have by optimizing your 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 business is spending \$10,000 on its local listings solution.

To understand your multi-location business's own ROI, swap out these numbers with your actual data.



$$\left(\frac{\$200,894 \text{ (Annual income)} - \$10K \text{ (Cost per local listing solution)}}{\$10K \text{ (Cost per local listing solution)}} \right) \times 100\% = \mathbf{19.09} \text{ Return on investment}$$

Meaning, if you spend \$10,000 on optimizing your GBPs and have the same average traffic and conversion rates as the data included, you'll receive a **19x return** on your investment.

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

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Choosing the Right Localized Marketing Solution

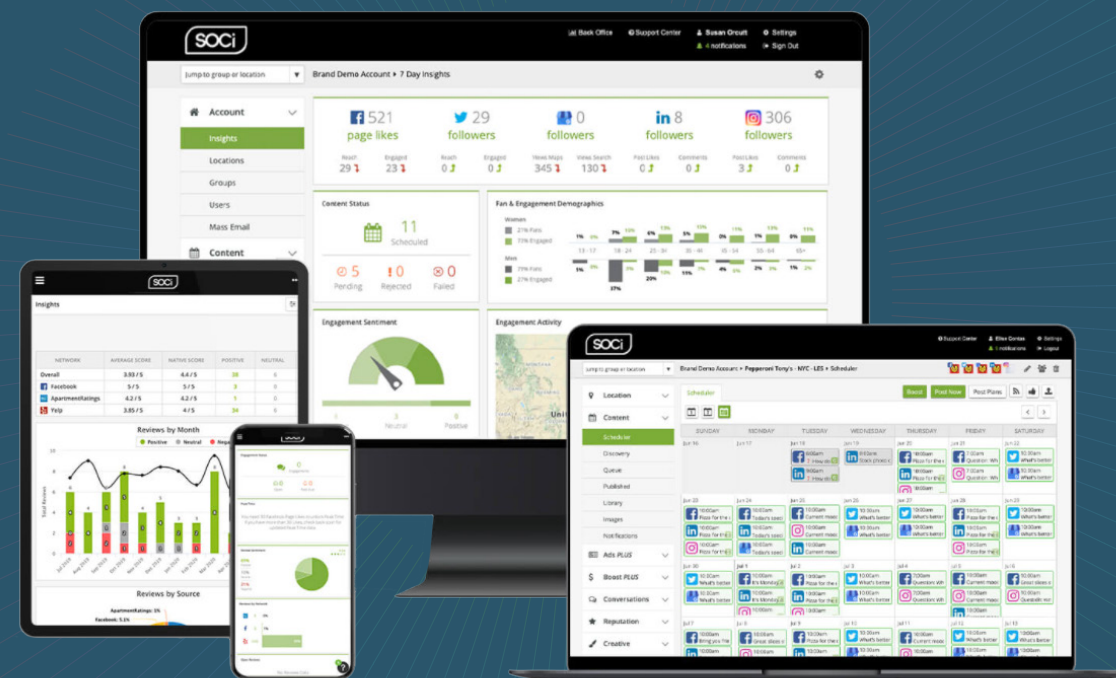
Multi-location marketers need a streamlined technology to help them execute their localized marketing efforts at scale. That's where SOCi comes in.

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 business dominate all three areas of localized marketing at scale.

We've helped brands like **Kumon** increase traffic from Google Profiles by **48 percent** and organic traffic from social media by **54 percent**. Or **Anytime Fitness**, who decreased their overall review response time by **50 percent** over the course of one quarter after partnering with SOCi.

To learn more about the only all-in-one platform built specifically for "next-level" multi-location marketers, visit us at meetsoci.com.



DISCOVER WHAT SOCi CAN DO FOR YOU.

[MEETSOCI.COM](https://meetsoci.com) | HELLO@MEETSOCI.COM



***THE* MARKETING PLATFORM FOR
MULTI-LOCATION BRANDS**

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