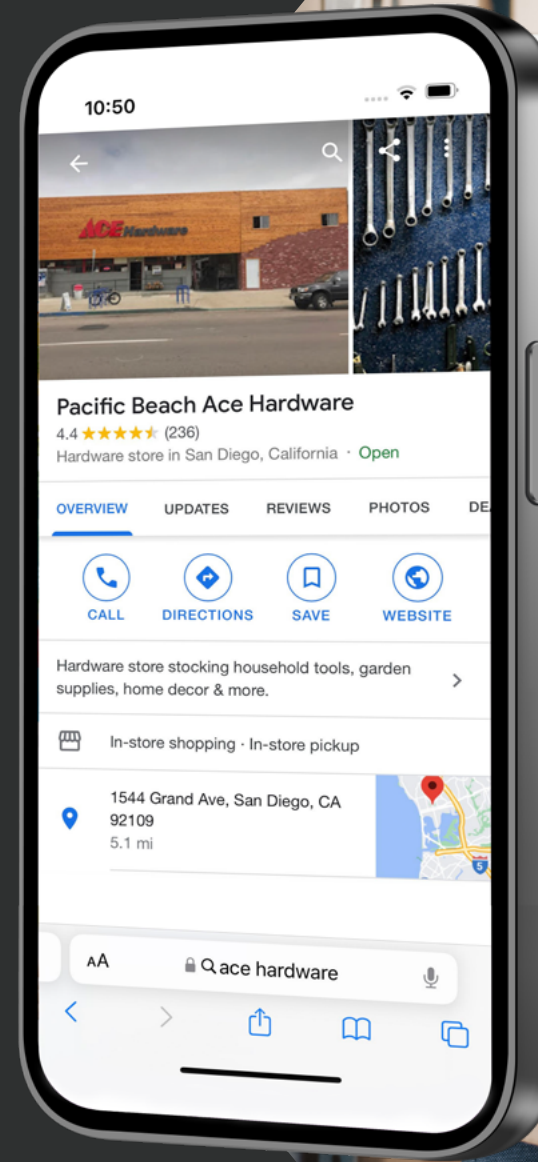


THE LOCALIZED SOCIAL CONTENT GUIDE

For Manufacturers



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As a manufacturing marketer, local social media is a vital component of a comprehensive localized marketing strategy. This guide will dive into what **localized social content** is for manufacturing companies and how to develop an effective strategy and partnerships with your retailers or dealers. First, we must discuss localized marketing and what a **localized marketing strategy** entails for manufacturers.

A localized marketing strategy targets potential customers around a specific individual business location or dealer. Each dealer's marketing efforts will vary based on the demographics and target audience in the surrounding area.

This guide will focus exclusively on localized social content and how to improve your manufacturing social content strategy. For more tips on creating a winning localized marketing strategy that keeps consumers engaged, check out our [A Manufacturer's Guide to Localized Marketing](#) blog post.



Find out what it takes to dominate your marketing efforts with our blog, [A Manufacturers Guide to Localized Marketing](#).

READ NOW

01

What is Localized Social Content and Why Does It Matter?

Most companies, big or small, find managing digital marketing and social media efforts a challenge — what's more difficult is aligning these national marketing campaigns that resonate with local consumers.

Localized social content occurs when a manufacturer's dealers or retailers post local content on their **local social profiles**, which are profile pages for a specific retail location.

You should still have a well-functioning corporate social media profile as a manufacturer. However, if your dealers and retailers aren't promoting your products and solutions to their customers locally, you're missing a crucial lead generation channel. It's on the manufacturer partners to provide content that's specific and relevant to the dealers' customers and market.

Localized marketing is growing in popularity, as is the need to post localized social content.

THE DATA SPEAKS FOR ITSELF:



67%

Engagement with localized content is **67 percent** higher than non-localized content.

3 OUT OF 4

consumers say they've discovered a new local offering based on recommendations and posts on social media.

66%

Local Facebook Pages receive **66 percent** of content impressions and **72 percent** of all engagements compared to corporate portfolio pages.

5%

Manufacturing partners invest **5 percent** less into local marketing compared to other industries.

02

The State of Localized Content for Manufacturing Companies

Now you understand its importance, it's time to analyze the state of localized social content in manufacturing today.

To begin, we must understand how some manufacturing sub-industries performed last year. Our [2022 Localized Marketing Benchmark Report \(LMBR\)](#) examined more than 100 specific drivers of localized marketing success across **local search, social media, and reputation** — the three pillars of localized marketing. While this guide focuses on social media, you can download the entire report [here](#).

Find out what leaders in localized marketing are doing to crush the competition with our 2022 Localized Marketing Benchmark Report!

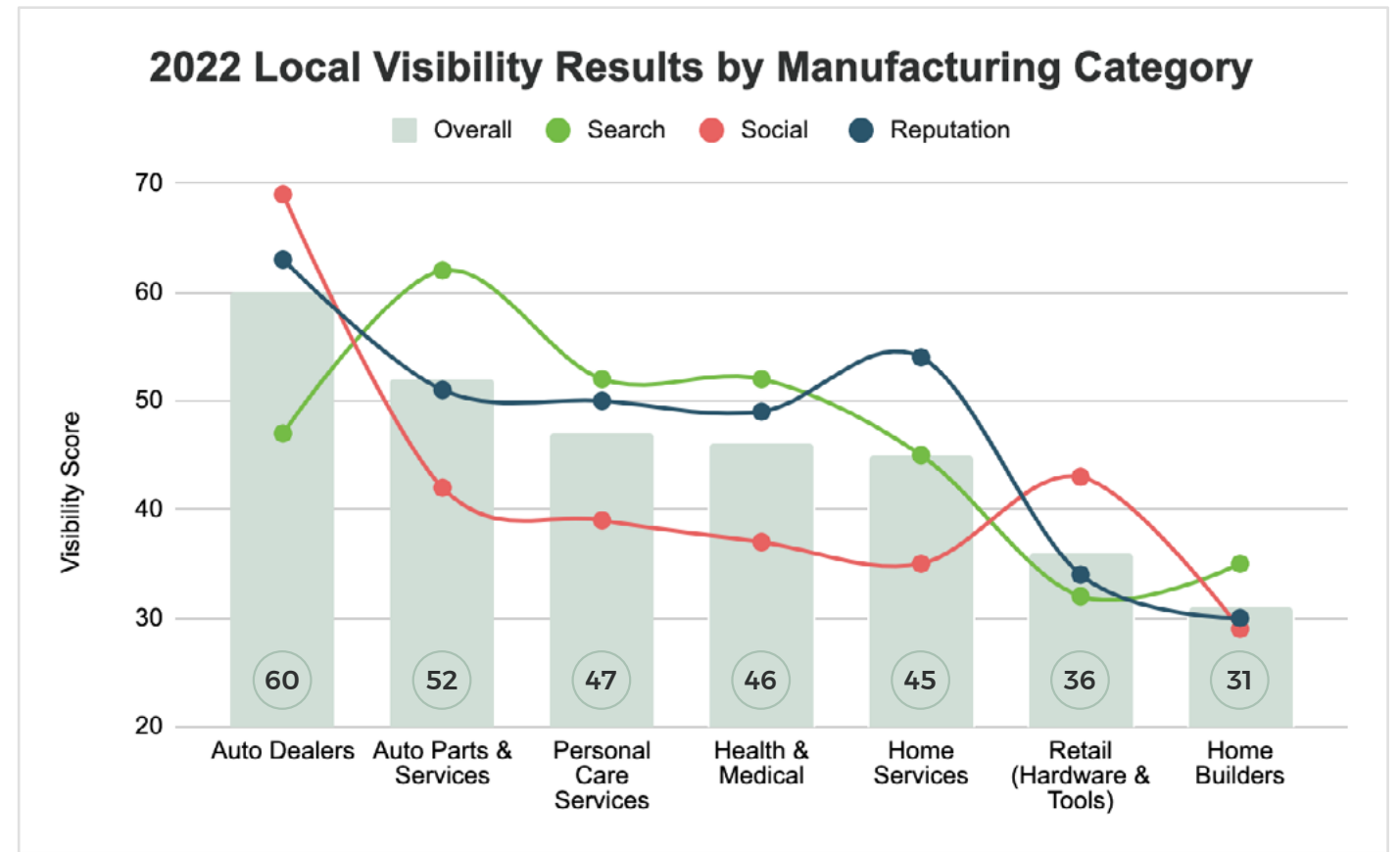
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Our LMBR uses a Local Visibility Score for multi-location businesses. They're scored on a scale from 0-100, with 100 being the highest. These scores indicate how well a business's localized marketing efforts are performing.



The graph below shows how a few different manufacturing verticals are doing in localized marketing. While the graph on the following page displays only overall and social visibility scores.

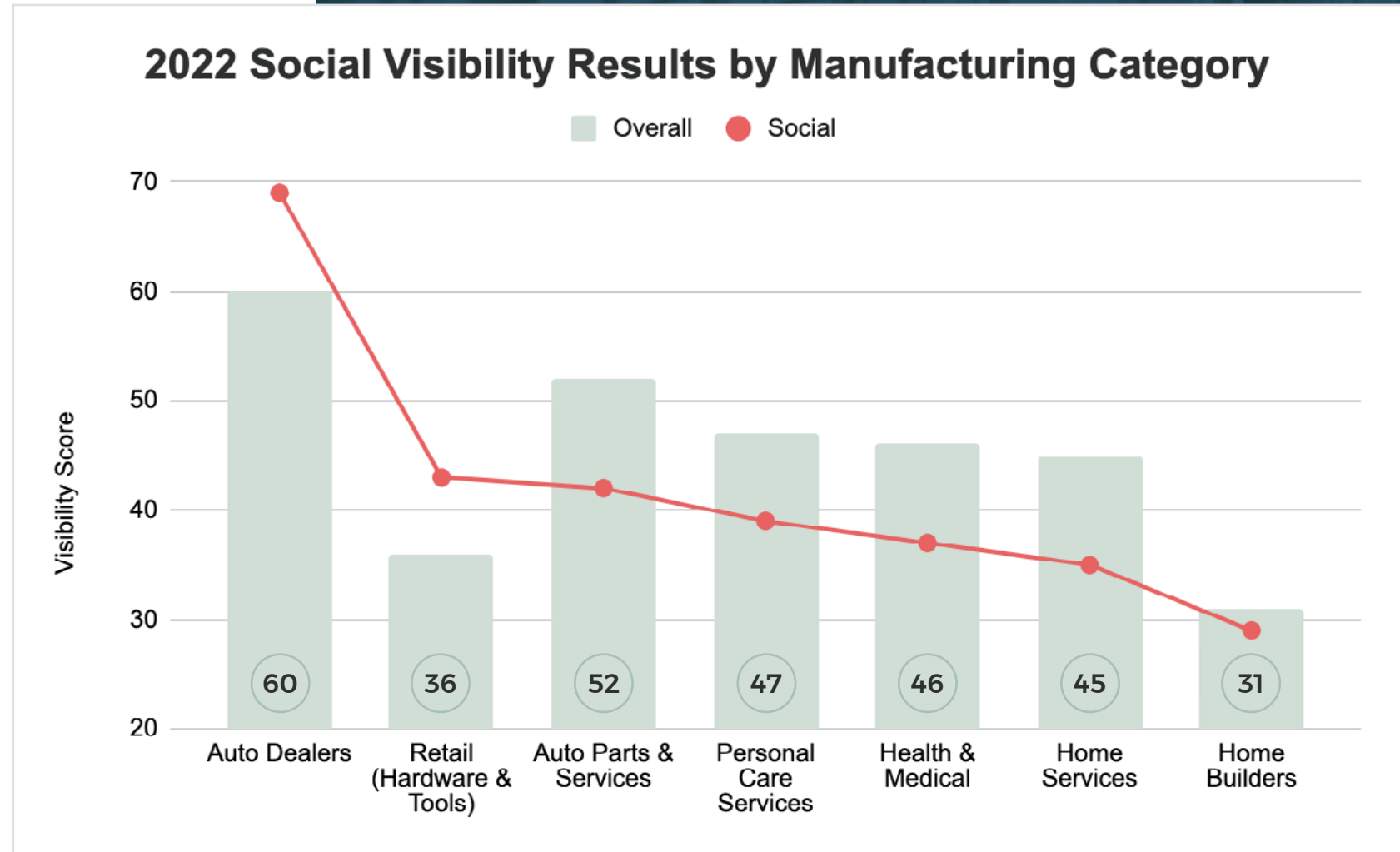


As you can see in the first graph, auto dealers and auto parts and services lead the way overall in local visibility results. Their complete profiles and large audiences are two reasons their social visibility score is so high.

Despite having a low overall visibility score, retail hardware and tools companies do well in local social. They're in a positive position due to attracting large social audiences but can still post more engaging video and image content.

Manufacturing companies need to increase engagement on localized social content across the board by devoting energy toward empowering their dealers or retailers to adopt a local social strategy. Dealers and retailers also need to produce engaging local content, using the tactics we'll get into next and incorporating short-form videos — the **most popular** medium on social networks today.

We now know where some manufacturing verticals stand regarding localized social content metrics. As a manufacturing marketer, you should aim to meet or exceed these industry benchmarks.



03

Challenges Manufacturing Marketers Face With Local Retailer Adoption

Your independent dealers and retailers often lack the time, resources, or budget for a dedicated marketing team or strategy. Why? It's simple — they're too busy managing their day-to-day operations to keep up with the latest digital trends.

Because of retailer and dealer's time and energy constraints, local social media is often neglected. This lack of localized social content often results in the following:

- A disconnect with your manufacturing company and your independent retailers and a lack of oversight over what they're posting about your brand and if it's the correct message
- A lower frequency of posts about your brand and/or products on local social channels might result in your competitors being featured more often and favorably than you
- You're missing out on driving business to locations where your products are sold

Another challenge you may face as a manufacturing marketer is the lack of dealer adoption into your social programs, or even worse, the lack of brand compliance when your dealers do post on social media.

As you can see, effective localized social marketing is critical to your manufacturer's success and drives more revenue for your business.

But where do you begin? We'll explain in more detail below.



04 Localized Social Content Strategies Every Manufacturing Company Can Implement

Next, we'll discuss best practices for creating a localized social content strategy that all manufacturing companies and their retailers can easily implement.

1. Implement a Co-op Marketing Fund

A co-op marketing fund is when a manufacturer pays for a portion or all of a marketing campaign or technology. The manufacturer then repurposes retailer or dealer-earned co-op funds, which allows for easier adoption of new social programs.

Note that with a co-op marketing fund, you'd want to consider investing in a social platform to do most of the heavy lifting.

Co-op marketing and a co-op marketing fund can:

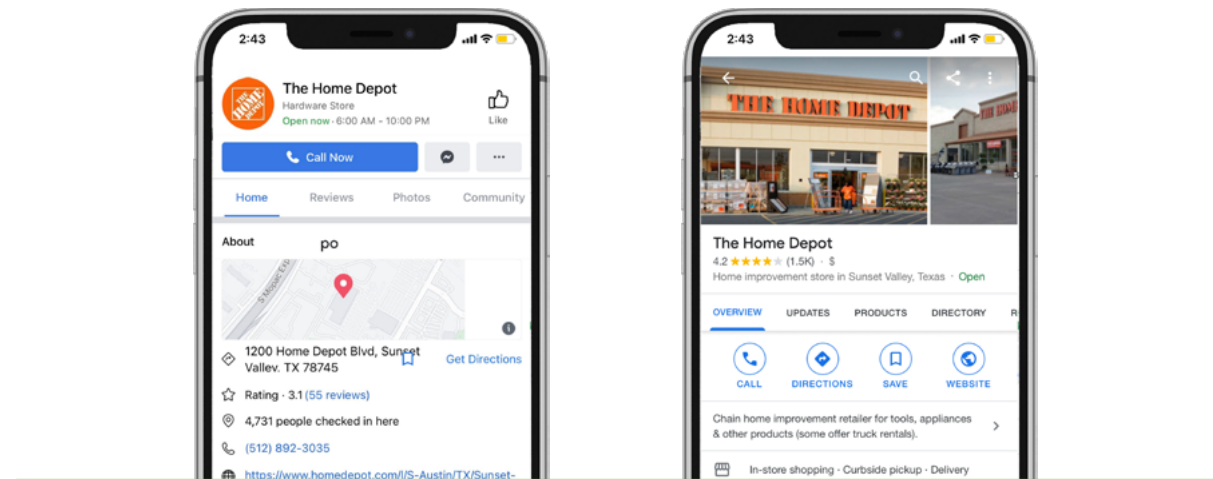
- Lower costs
- Increase brand awareness and exposure
- Drive higher return on marketing investment
- Boost traffic to your independent dealers and retailers

By focusing your localized marketing strategy efforts on retailers first, you can strengthen your relationship with your local sellers and, in turn, generate more sales by remaining top of mind with them and creating brand champions out of your most valuable channel partners.

2. Provide Retailers Content to Post on Their Local Social Profiles

Similar to the need to create **local pages and claim local listings** on Google, manufacturing marketers should encourage their dealers or retailers to have individual social profiles.

As you can see in the example image, the lines between local search and social have blurred. Many online users have shifted to social media to perform product research and find information about local retailers.



Therefore, as a manufacturing marketer, you need to recognize that this localized social presence helps both the manufacturer and retailer be more relevant and engaging to customers.

Your local dealers or retailers can become your biggest brand champions by showcasing the unique features and benefits of your products on their local social pages.

Retailers local social profiles must contain easily-accessible and up-to-date information about your products. Therefore, providing customers accurate and pertinent information on your dealer's local social profiles is just as important as it is on your own website. In addition, your manufacturing marketing team should consistently produce engaging content that helps you stay top of mind with your retailers' customers.

3. Help Highlight Your Products

Localized social content should have two purposes. One, attract new customers, and two, improve current purchasers' existing sentiment. The best way to achieve these actions is by posting engaging content that potential and current clients can interact with.

To attract new customers, consider posting the following type of localized social content:

- Feature available products and services via a photo slideshow or video
- Share industry news articles specific to the retailer's city or location
- Post useful content such as how-to guides, demonstrations, or examples of your products in use
- Highlight local retailer or dealer employees to help them feel appreciated and to showcase who potential clients will interact with

So how can your retailers take advantage of all this great content with the limited resources we just mentioned? We know that local dealer adoption can be challenging, so you need to get your retailers onboard your social media marketing program. Much of this can be automated with the right tools and workflows.

To recap, social media content should highlight your products and the local community. You want to help your local retailers make your products as enticing as possible to shoppers. While the tactics mentioned above will help, another way to help achieve this goal is by encouraging your dealers or retailers to engage with current followers or consumers on their local social profiles.

Interacting with current or former customers fosters more online engagements and helps keep them satisfied. It also showcases to potential clients your customer service. While creating local social content that targets online users, it's important to remember that you're trying to **nurture relationships**.



4. Know Your Target Audience

One of the most important social media tactics is knowing your target audience. For many manufacturers, it's challenging to determine who their consumer market and target audience are.

WHY YOUR TARGET AUDIENCE MATTERS

Knowing each consumer market's demographics will help you create more relatable localized social content. Knowing factors like age range, interests, geolocation, family status, and income level will help you target your marketing efforts appropriately.

For instance, if you're marketing a product to Gen Z or millennials on social media, the suggested caption, phrasing, and images you send to your dealers will be different than if you're targeting Gen X.

Additionally, knowing your local dealers' target audience will help you determine which social media platforms to prioritize and when to post to social media, which we'll discuss in the following sections.

HOW TO DISCOVER YOUR LOCAL RETAILER'S DEMOGRAPHICS

Your target audience's demographics and geographic location will vary widely depending on your sub-industry and the type of products or services you offer. For instance, a cosmetic company's target audience will look completely different than a tractor company's audience; therefore, their social media strategies will also differ greatly.

Here are a few ways to determine your demographic and geographic audiences:

GEOGRAPHIC AUDIENCE

You likely already have a ton of research on geographic areas from when you determined where to open local retailers or which distributors you wanted your products in.

Use that previous data to influence your current target audience on social media. Moreover, this data can also help you create targeted social media ads, which we'll discuss later.

Another geographic variable is climate. For example, a lawn equipment manufacturer's busy seasons will vary by several months depending on their audience's location. Potential buyers in Texas might search for lawn equipment in early March, while consumers in the Northeast might not look until late May.

DEMOGRAPHIC AUDIENCE

A potential customer's demographic makeup often contains a mix of these characteristics:

- Age
- Sex
- Ethnicity/Race
- Religion
- Family size
- Income
- Education level
- Occupation
- Marital status

Knowing these demographics will help you better determine your target audience's interests and needs and will help increase your ability to connect with your consumers on social media. Similar to geographic data, you likely already have lots of demographic data from local retailers. If you need more up-to-date information, consider using [Census.gov](https://www.census.gov) or similar sites to examine cities, counties, or states' demographics.



5. Decide Which Social Media Platforms Matter Most

Generally, your retailers or dealers should have local social profiles on multiple platforms. However, knowing your target audience will help you determine which social media platforms you should put more energy towards.

If you're stretched for resources, it's worth knowing which platform(s) to prioritize. For instance, with **2.93 billion people logging onto Facebook every month**, there's little question that members of your target audience are among the social network's many users. While Facebook is always a must, you should consider age when deciding on other social platforms to leverage.

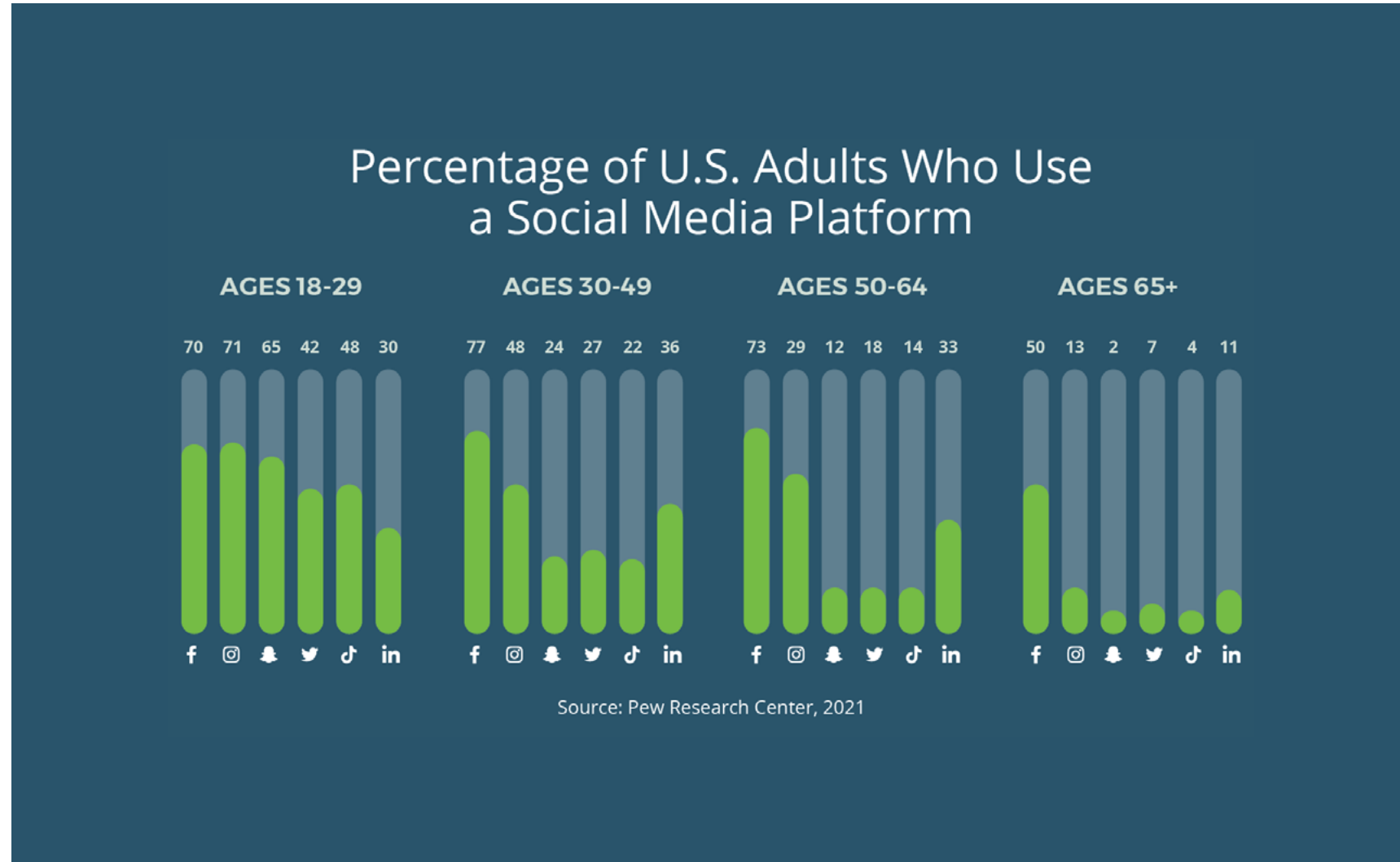
To the right, you'll find a breakdown of the most popular social media platforms for each age group in 2021 from the **Pew Research Center**.

Using the information in these charts will help you understand which platforms your manufacturing company should leverage based on the average age of your target audience.

As we can see, Facebook is by far the most popular social media platform for all age groups, followed by Instagram.

While local social profiles on Facebook are a priority, what about other social media platforms? According to **one survey** by Content Marketing Institute, LinkedIn was the most often used social media platform by manufacturing marketers. However, LinkedIn doesn't allow for localized content or geo-targeting.

Therefore, if time and resources allow, it may be worth having your localized social efforts expand to other social platforms such as Twitter and TikTok, which have localized content and local targeting capabilities. We'll dive deeper into how to choose which additional social platforms to leverage later in this guide.



6. Run Targeted Ads

One aspect of a localized social content strategy is advertisements. All major social media platforms allow marketers to run local ads on their platforms. These targeted ads help your manufacturing company reach more qualified and interested consumers.

Meta (Facebook, Instagram, and Messenger) and Twitter allow companies to target users based on demographics, location, interests, and in-platform and online behaviors.

If you're not running social media ads, you're not only missing qualified customers but likely losing them to competitors. Nearly **eight out of ten** manufacturers who use paid content distribution channels use social media advertising.

If you need an in-depth guide to social media advertising on the top social networks, read our [blog on social advertising](#).

7. Optimize the Timing of Your Posts

Another factor to consider when it comes to your localized social content strategy is the timing of your posts. You want to assess when your target audience is most active on social media — what time of day are they online, which days of the week, and are there seasonal changes to account for?

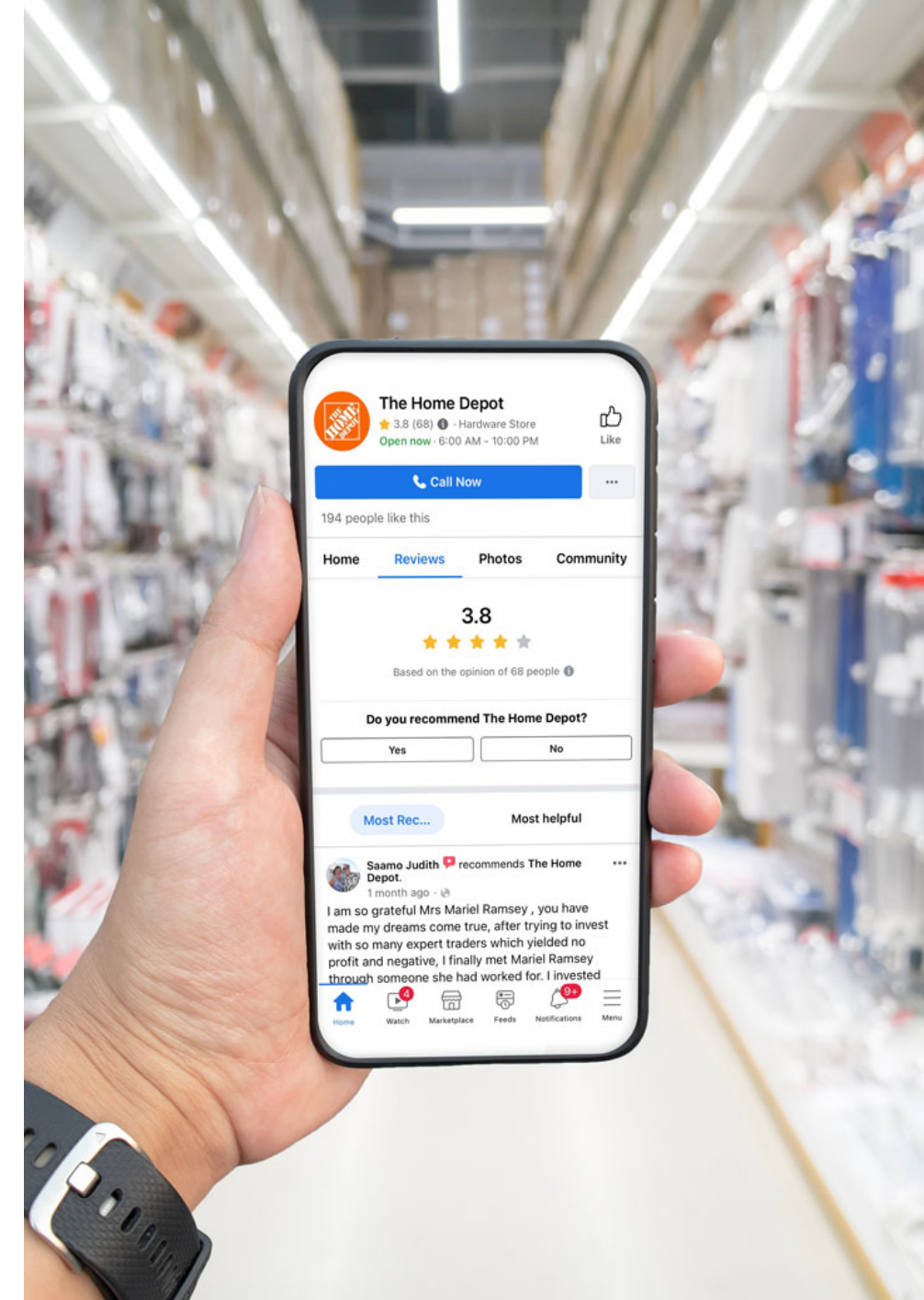
Knowing your target audience will help with timing your social media posts. A [recent CoSchedule study](#) found the following information:

Note, all times are for your target audience's time zone.

- The best **overall times** to post on social media are 7:00 p.m., 3:15 p.m., and 8:41 a.m. on Friday, Wednesday, and Monday.
- The best times to post on **Facebook** are 9:00 a.m., 7:00 a.m., and 10:00 a.m. on Friday, Wednesday, and Monday.
- The best times to post on **LinkedIn** are 11:00 a.m., 10:00 a.m., and 12:00 p.m. on Tuesday, Thursday, and Wednesday.
- The best times to post on **Instagram** are 9:00 a.m., 8:00 a.m., and 10:00 a.m. on Wednesday, Friday, and Tuesday.
- The **best days** to post on social media to generate engagement are (best to worst): Friday, Wednesday, Monday, Sunday, Thursday, Tuesday, and Saturday.

Each manufacturing sub-industry should know when their busy seasons are and when locals are most likely to purchase certain products or use specific services. It's essential to work with your local dealers to increase your post rate or dip into your co-op marketing fund to boost your posts before and during your busy seasons.

This increase in posting helps to ensure that nearby competitors don't drown out your localized content and take potential consumers with them



8. Utilize Brand Ambassadors and User-Generated Content

One popular tactic businesses implement in their social media strategy is to use local brand ambassadors or influencers to gain more online visibility.

Manufacturing companies can hire or contract well-known people as brand ambassadors or sponsors. These local ambassadors can promote your manufacturing company and its products or services on social media or at in-person events, from which you can create social media posts.

Another option is to have these ambassadors promote your local retailers on their social media profiles or make cameo appearances on their local social profiles.

Your manufacturing marketing team can also get approval to deploy user-generated content (UGC) from customers, including images, videos, or reviews they share. For instance, if a customer leaves a review raving about one of your products on one of your retailer's social media profiles or a review site, you can ask them to do a video testimonial or get permission to use their review in a social media post.

As you work with your retailers to build your localized social content strategy, incorporating the tactics above can help you boost engagement and ultimately win more customers.

9. Track and Analyze Data

Lastly, understanding how your manufacturer's localized social content performs is essential to your localized social content strategy. When planning your localized social content strategy, you must define how each retailer will measure success. For instance, is a retailer's primary goal to get clicks on their social content? Grow their audience? Or get more in-person shoppers?

You can have multiple goals, but you need to prioritize them. You also want to track and analyze the data for each post to understand how they perform and if you're meeting your goals. To best measure content performance, manufacturing marketers should track social media metrics such as impressions, engagements (likes, comments, and shares), CTA clicks, and conversions.

Once you determine which metrics you'll be tracking, you can decide how often you'll report on them. Is it monthly, quarterly, or something different?

As you track and analyze your localized social content's performance over time, you can better optimize your content, which eventually translates to more engagements, awareness, and interest from prospective buyers.



80%

of consumers say UGC highly impacts their purchase decision, a whopping **6.6x** more than brand content.

05

Tips for Managing Your Localized Social Content

It's challenging to manage localized social content across 100s or 1,000s of locations, especially when each retailer has a different target audience, unique needs, and multiple campaigns.

Before implementing your localized social content strategy, it's crucial to determine who is responsible for which content. Ask yourself if a corporate marketing team or independent dealers and retailers should create the content. Who's scheduling the content? Who's responsible for reviewing content before publishing it? And who's gathering and measuring social media metrics and analyzing the data?

We recommend using a hybrid model that relies on corporate manufacturing marketing teams and local retail teams. Local teams understand what's happening at the local level and can create engaging content that speaks to their target audience. Still, it's beneficial to have some corporate oversight. A corporate marketing team can ensure local content adheres to brand guidelines.

There are two hybrid approaches to localized social content for manufacturing companies.

LOCAL AND CORPORATE TEAMS CREATE CONTENT TOGETHER

One approach is to have both local and corporate teams create content. For this model, we recommend that corporate marketing teams give local dealers and retail teams content ideas that they can then localize and implement.

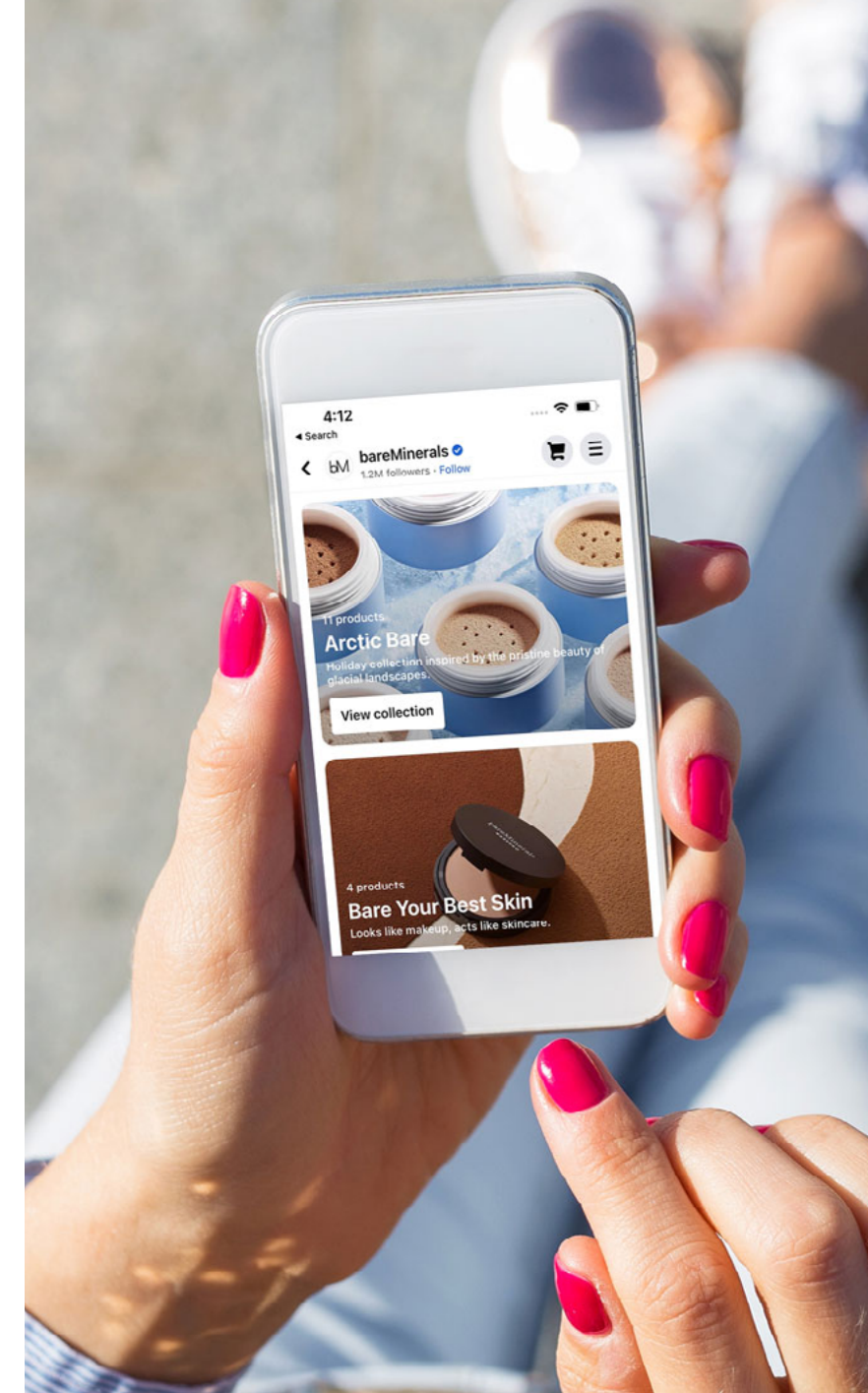
This model lets manufacturing marketers better compare how content across multiple business locations performs. It's best to still get input from the local teams on what's happening at their local dealerships and include that in the social content plan.

For example, suppose a national holiday or special product promotion is coming up. In that case, the corporate manufacturing marketing team can create graphics or images that local retailers can use in their social posts. Local retailers can then draft the copy or text to announce what they're doing at their locations or holiday events locals can attend.

LOCAL TEAMS CREATE ALL CONTENT WHILE CORPORATE APPROVES

The other option is to have local distributors and retail teams create all social content and then have the corporate manufacturing marketing team approve the content. The benefit of this model is that it gives the power to local team members to post content they believe resonates best with current and potential clients.

The downside is that content can vary significantly across retailers, making it challenging to gather analytics around which content performs best for each retailer and across all business locations.



06

How SOCi Can Help You Create and Manage Your Localized Social Content Strategy

You now have the knowledge and information needed to create a comprehensive localized social content strategy. What you're missing are the right tools. That's where **SOCi** can help.

SOCi Social is the perfect platform for all manufacturing marketers and their retailers or dealers. SOCi's social media management solution empowers corporate and local teams to:

- Schedule and publish localized social content
- Manage content libraries
- Respond instantly to engagements
- Analyze post performance

Did we mention you can do all of this within one powerful platform?

With **SOCi Social**, we can help you maximize dealer adoption through our outreach and adoption services. Additionally, local teams can post to social with ease while maintaining brand consistency, and corporate teams can approve content across all locations before it's published. You can also manage critical conversations and quickly respond to engagements on corporate and local social profiles.

Gain more insight into how SOCi can help your manufacturing company dominate its localized social content strategy and reach new heights!



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