

THE ULTIMATE LOCALIZED MARKETING TEMPLATE

For Restaurant Brands



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**SEARCH + SOCIAL
+ REPUTATION
= A WINNING
STRATEGY**



01

WHAT IS LOCALIZED MARKETING AND WHY IT'S IMPORTANT

As a multi-location marketer for a restaurant brand, you probably understand the importance of marketing at the local level. With 100s or 1,000s of restaurant locations, it can be challenging. There's a lot to consider, from training local teams, to understanding which efforts require the most attention, to finding the right solutions to help execute your strategy.

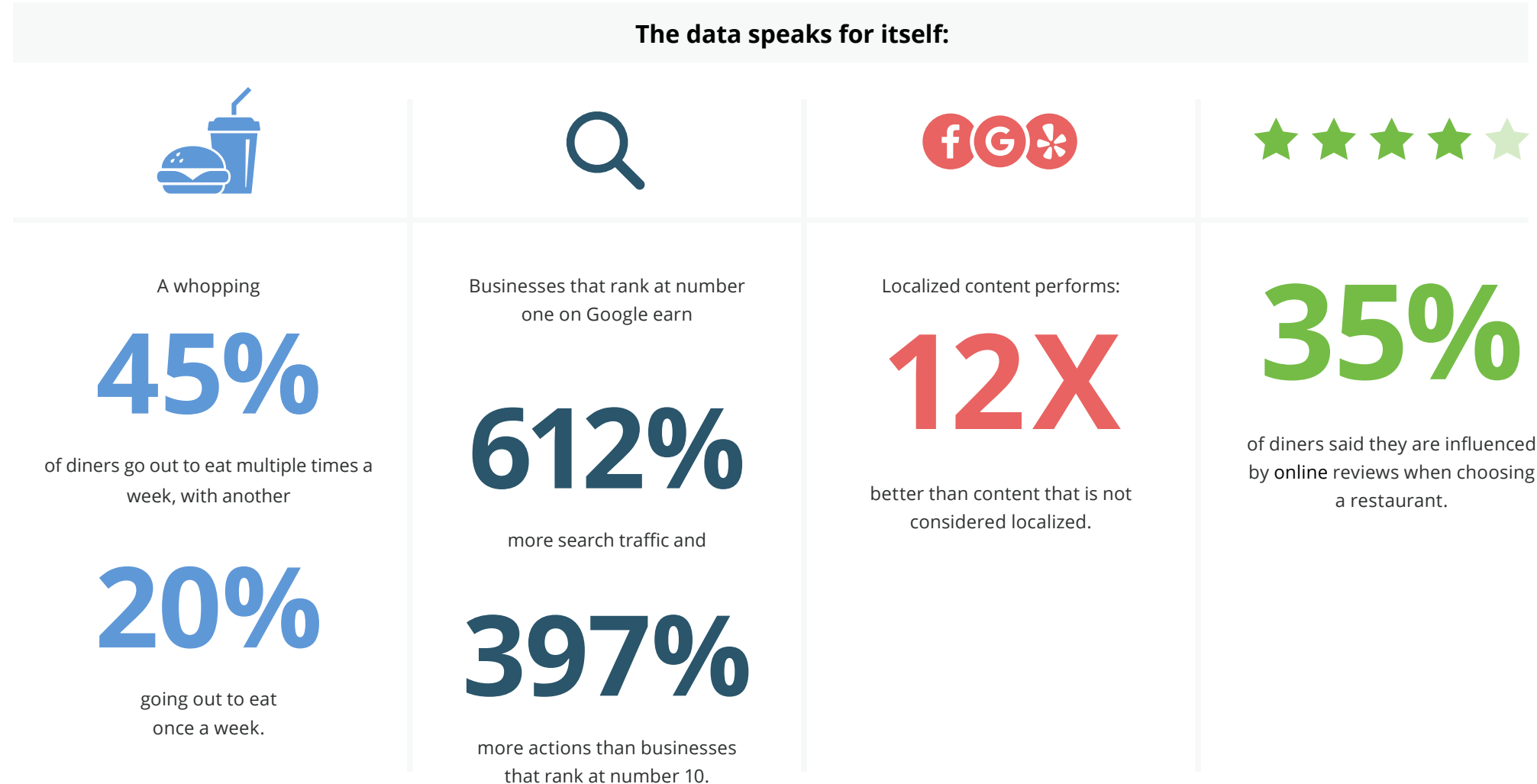
Often, multi-location marketers stray away from developing a robust localized marketing strategy because they don't know where to start. But, without a localized marketing strategy, your multi-location business is missing out.



Start Improving Your Localized Marketing Efforts

That's where this template comes in! We break down localized marketing into three separate categories: **local search, local social, and online reputation management**, and highlight which factors your brand should focus on in each important category. We even provide a checklist you can use to keep track of your efforts!

It doesn't stop there—this template also provides information on how your restaurant brand can implement and track the success of your localized marketing efforts once they're in place. What're you waiting for? Let's get started.



02

LOCAL SEARCH, LOCAL SOCIAL, AND ONLINE REPUTATION MANAGEMENT:

AREAS MULTI-LOCATION
MARKETERS SHOULD FOCUS ON

As mentioned, there are three main categories of localized marketing your restaurant brand should focus on when creating a comprehensive strategy: local search, social, and reputation management. Next, we'll take you through each category, highlight the areas your restaurant brand should focus on, and provide a checklist for your brand to keep track of its marketing efforts.

1 Local Search 

2 Local Social 

3 Online Reputation Management 



LOCAL SEARCH

A local search strategy is critical to ensure your local restaurant is visible when diners conduct a relevant search. Roughly **97 percent** of people use online search to look for local businesses. If your restaurant brand isn't visible online—you're missing a crucial lead generation channel.

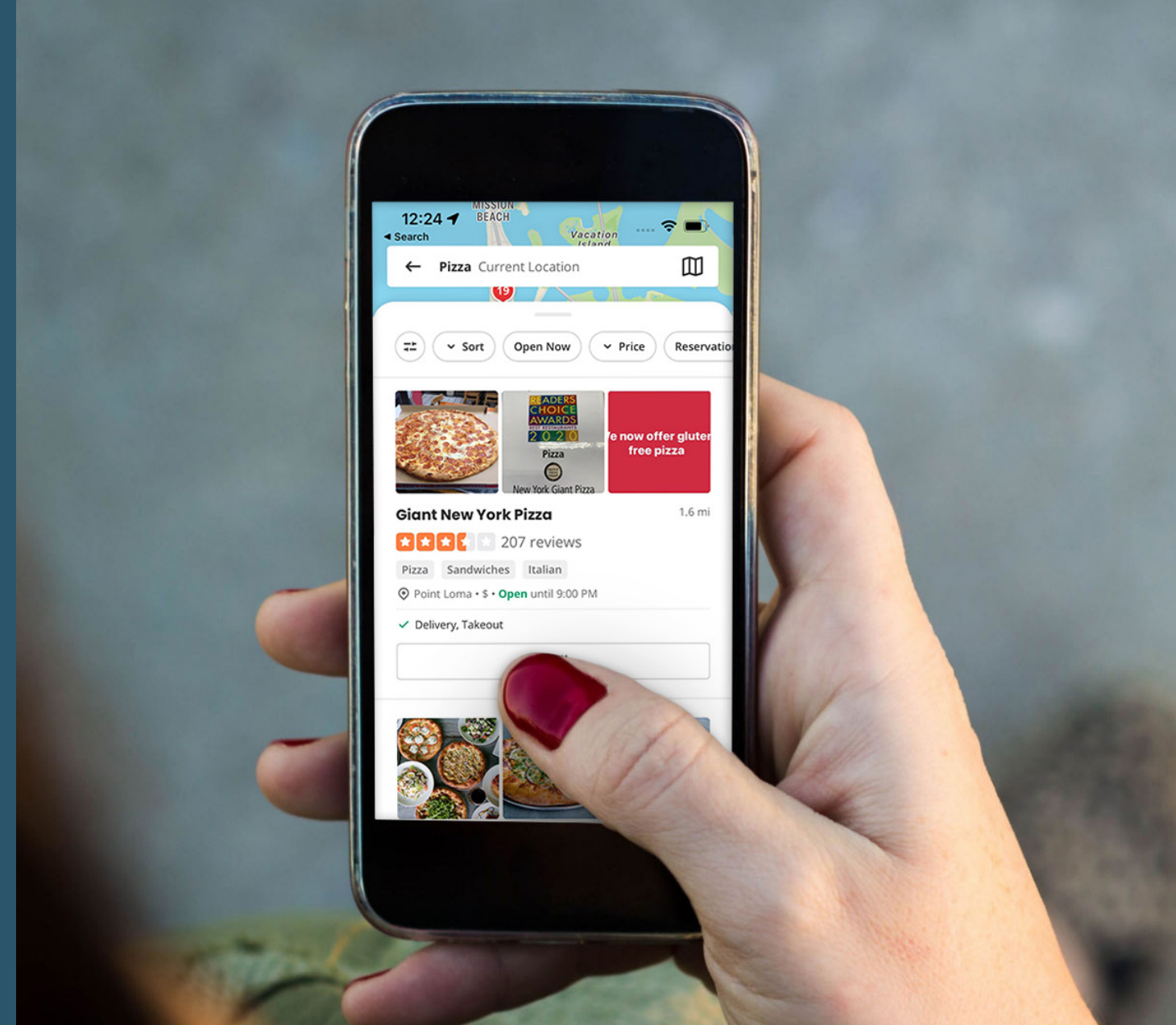
So when it comes to local search, where should your restaurant brand focus its efforts? We're rolling local listings, local pages, and a few additional SEO tactics into local search for this guide.

Local Listings

If your restaurant brand is just getting started with local listings, concentrate on Google, Yelp, and Facebook. While you might think of Facebook as a social platform, having updated listings on the platform can help boost your brand's online visibility. You can expand beyond these three crucial sites after optimizing your listings and presence there.

Local Pages

Local pages are search-optimized brand pages at the local level that deliver a consistent presence across your restaurant locations and improve your local search visibility. As a restaurant brand, you should have a local page for each of your restaurant locations. We'll get into what each local page should include in the checklist.



Local SEO

An easy way to gain in-person and carry-out diners is to increase your restaurant's local SEO. Improving your restaurant's SEO (search engine optimization) means optimizing its online presence to appear on Google and other search engines when people search for where to eat.

SEO can help your restaurant brand:

1. Improve brand awareness
2. Increase traffic to your website
3. Multiply your reservations and online orders
4. Strengthen customer engagement
5. Grow your profit

For a more in-depth look at how your restaurant brand can improve its local SEO efforts, download our **Top 10 Things You Should Be Doing in SEO Now Guide**.



BUILD A WINNING SEO STRATEGY FOR YOUR MULTI-LOCATION BUSINESS

Our **Top 10 Things You Should Be Doing in SEO Now** guide provides additional tactics your business can use to boost its marketing efforts!

[DOWNLOAD NOW](#)

LOCAL SEARCH CHECKLIST:

LOCAL LISTINGS

My restaurant brand has:

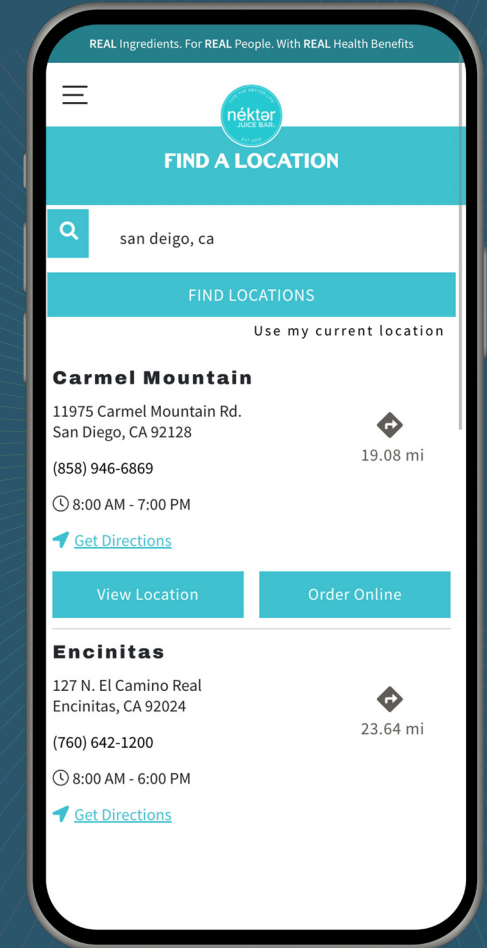
- Its local listings claimed on Google, Yelp, and Facebook
- Updated and accurate business information in the local listings, including the business's name, address, and phone number (NAP)
- Additional details provided in the local listings such as:
 - High-quality photos
 - Relevant primary and secondary categories
 - Applicable attributes
 - A CTA driving lead-generation
 - Fresh content—like timely Google Posts
- A strategy in place to manage and respond to any questions it receives on the local listing, like through Google Q&A or other review sites

LOCAL LANDING PAGES

My restaurant brand has:

- Local pages for each restaurant location
- Crucial information included in the local pages, such as:
 - Contact information
 - Business hours
 - Local address
 - Menus
 - Social media links
 - Images of the location
 - An interactive map
- Relevant keywords included throughout its local pages

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LOCAL LANDING PAGES

My restaurant brand has:

■ CTAs on each local page to help convert a potential customer without leaving the page. These can include CTAs to:

- Order online
- Schedule delivery
- Book a reservation
- Join a waitlist

■ Brand guidelines in place that your brand can use across local pages

LOCAL SEO

My restaurant brand has:

■ A list of keywords your restaurant brand wants to rank for that are included in your:

- Website
- Local pages
- Title tags
- Review responses
- Meta-description

■ Backlinks from reputable sites including:

- Local and national publications
- Local directories
- Local blogs and event pages
- Local community websites

■ Additional plans to improve on-page SEO such as:

- Incorporating alt text to images on your website
- Adding internal links across your website
- Including a meta description on all pages of your website
- Incorporating primary keywords into your URL structure
- Placing targeted keywords in your title tags

Local Social

Local social is another essential part of a comprehensive localized marketing strategy. While your restaurant brand is likely already leveraging social media to some extent, are your efforts up to par?

45%

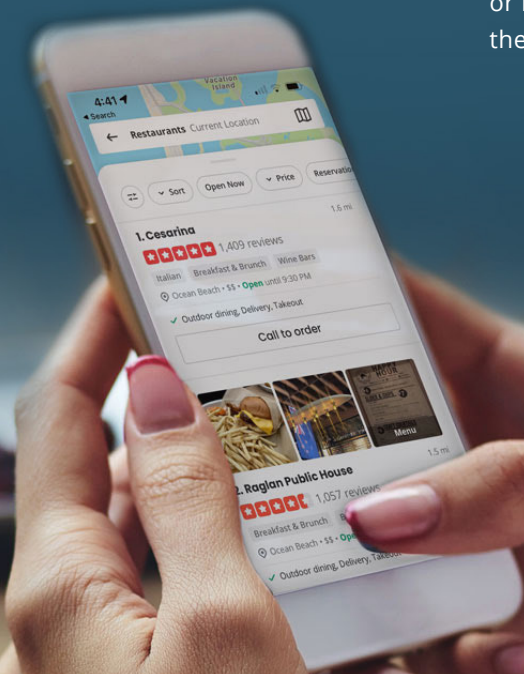
of diners said they've tried a restaurant for the first time because of a social media post made by the restaurant itself.

89%

of U.S. diners are active on social media.

Below are a few factors that cause consumers to discover a new restaurant on social media:

1. Seeing friends engage with or tag local restaurants can lead to discovery.
2. Consumers spend so much time on social media daily that it only makes sense for them to discover there.
3. Social platforms make it increasingly easier for restaurant brands to feature their products and services online, leading to discovery.
4. Social media's emphasis on imagery helps drive discovery. If a potential diner can visualize the restaurant or food, it might be easier to grab their attention.



Local Social

The checklist shares some of the most critical aspects of creating a solid local social strategy, but remember that the most important thing is to have a local presence. If your restaurant brand is hesitant to take the plunge, creating local social pages on Facebook is an essential first step. You can expand to other social media platforms as you become more advanced.

It's also important to remember that the lines between search and social media are blurred. Search platforms like Google and Yelp also provide opportunities to post locally and are platforms your restaurant brand should consider when developing a local social plan.



GAIN AN EDGE WITH A STRONG LOCAL SOCIAL STRATEGY

Check out our **Localized Social Content Guide** for a more in-depth look at what it takes to create a winning local social strategy.

[DOWNLOAD NOW](#)

LOCAL SOCIAL CHECKLIST:

My restaurant brand has:

- Its local store pages claimed on Facebook
- Updated and accurate business information in the local social profiles, including the business's name, address, and phone number (NAP)
- A local social presence across the social platforms that my target audience leverages. Includes, but is not limited to:
 - Facebook - *PRO TIP: Facebook is always a must!*
 - Instagram
 - TikTok
 - LinkedIn
 - Twitter
 - Google
- Localized content included in its local social strategy such as:
 - Promotions of local events
 - Local testimonials from diners
 - Specials or discounts that are happening at your restaurant
 - Pictures of local team members or the store location
 - Ways your local restaurant is giving back to the community
 - Current events that are happening in your local area
- Trained local teams on:
 - What to post per platform
 - Video content should be included in local social efforts when possible!
 - How to post on Facebook and other social platforms
 - How often to post on each platform
 - How to moderate comments and other interactions
 - A plan in place for engaging with our target audience on local social

Online Reputation Management

Online reputation management is the last component of a winning localized marketing strategy. **Eight-two percent** of consumers overall read online reviews. Similarly, consumers said they tend to read **10 reviews** before deciding on a business. Of those who read reviews, **97 percent** said they pay attention to the responses business owners and operators write.

Diners will notice if your restaurant brand isn't keeping up with the reviews it receives and if you're responding in a personalized and timely manner. When getting started with reputation management, your restaurant brand should focus on the reviews it receives on Google, Facebook, and Yelp.

While the checklist below shares various aspects you should consider when developing your reputation management strategy, there are a few things to remember:

1. Negative reviews happen! Don't stress if your restaurant location receives a negative review. It's all about how you handle it.
2. Personalized responses go a long way. It's important not to cut and paste responses to every review because diners will notice.
3. The sooner you can respond to reviews, the better. **Forty percent** of consumers expect a response no more than 24 hours after a negative review is posted.



TAKE YOUR ONLINE REPUTATION MANAGEMENT STRATEGY TO THE NEXT LEVEL

If you're looking for a more comprehensive guide on online reputation management, our **Online Reputation Management Guide for Restaurant Brands** can help.

[DOWNLOAD NOW](#)

ONLINE REPUTATION MANAGEMENT CHECKLIST:

My restaurant brand has:

■ A plan in place to monitor reviews across all business locations and all relevant platforms

■ Google

■ Facebook

■ Yelp

■ A best practices guide for review responses

■ Tactics in place to personalize review responses

■ An understanding of how corporate and local teams will work together to manage reputation management efforts

■ Brand-approved responses to negative reviews

■ A timeline for how quickly each location should respond to reviews

■ A strategy for driving more reviews to each local restaurant

■ A goal in place for what its average star rating should be across local search platforms



03

TRACK METRICS AND MAKE OPTIMIZATIONS

Once your restaurant brand has developed a localized marketing plan, it's time to start thinking about how your restaurant brand will track its success. Our **2022 Localized Marketing Benchmark Report (LMBR)** is a great tool to help your restaurant brand understand which metrics it should focus on. The report looked at leaders in localized marketing in various industries and analyzed their performance in various areas of local search, local social, and online reputation management.

Within the report, there's a section specific to restaurant brands. The metrics used in the report are a good baseline for what your brand should be keeping track of, but don't be afraid to add additional benchmarks useful to the restaurant industry.



DIVE INTO THE MOST COMPREHENSIVE REPORT FOR MULTI-LOCATION MARKETERS

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

[DOWNLOAD NOW](#)

Here are a few of the key metrics the 2022 LMBR looks into for each category:

Local Search: 

Percent of locations in the Google 3-Pack (Google-specific)

Q 1	Q 2	Q 3	Q 4
-----	-----	-----	-----

Average local rank:


Q 1	Q 2	Q 3	Q 4
-----	-----	-----	-----

Percent of locations claimed:

Q 1	Q 2	Q 3	Q 4
-----	-----	-----	-----

Percent of profiles complete:

Q 1	Q 2	Q 3	Q 4
-----	-----	-----	-----

Local Social: 

Percent of locations claimed:

Q 1	Q 2	Q 3	Q 4
-----	-----	-----	-----

Average posts per month:


Q 1	Q 2	Q 3	Q 4
-----	-----	-----	-----

Percent of posts with video:

Q 1	Q 2	Q 3	Q 4
-----	-----	-----	-----

Average engagement rate:

Q 1	Q 2	Q 3	Q 4
-----	-----	-----	-----

Online Reputation Management: 

Average review count per location:

Q 1	Q 2	Q 3	Q 4
-----	-----	-----	-----

Average star rating:

Q 1	Q 2	Q 3	Q 4
-----	-----	-----	-----

Percent of positive reviews:

Q 1	Q 2	Q 3	Q 4
-----	-----	-----	-----

Average response time (Days):

Q 1	Q 2	Q 3	Q 4
-----	-----	-----	-----

While tracking these metrics is critical, it's essential to understand where your brand is starting. Before you kick off a new quarter or begin implementing your localized marketing efforts, report where your restaurant is currently at for each of the metrics. Knowing these benchmarks will help your restaurant brand measure progress month over month or quarter over quarter.

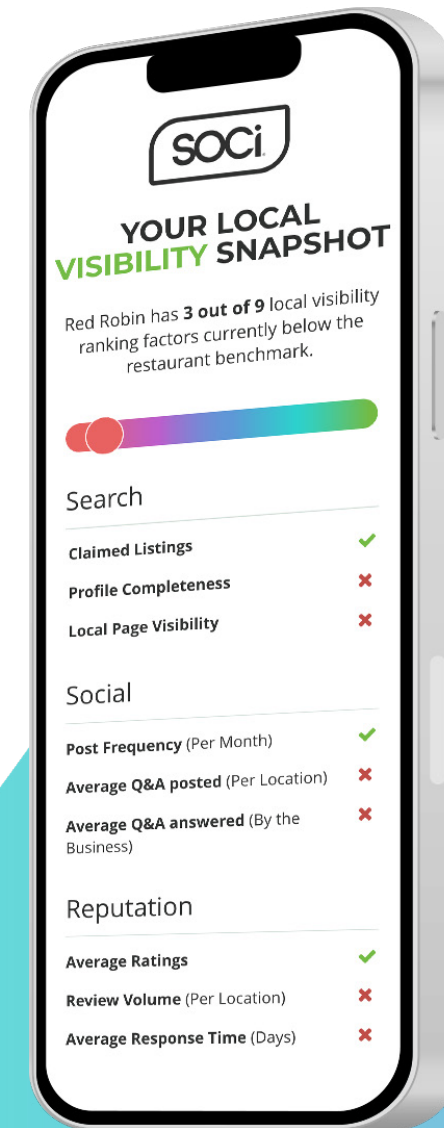
You can have multiple goals, but you need to prioritize them. You also need to track and analyze the data for each post to understand how they perform and if you're meeting your goals. To best measure content performance, restaurant brands should track various metrics such as impressions, engagements (likes, comments, and shares), call-to-action (CTA) clicks, online rank, review response rate, and conversions.

After you've had your localized marketing strategy implemented for a few months, you'll understand which tactics are working and where there's room for improvement. **The previously mentioned 2022 LMBR is another excellent tool to determine how your business is performing compared to other localized marketing leaders.** While your metrics may be improving, are they up to par with industry leaders? Our report can provide this information.

It's not worth tracking the success of your localized marketing efforts if your restaurant brand isn't going to continue to make adjustments and keep improving. Set a time each quarter where local teams and corporate can get together to discuss what has been accomplished and where your restaurant brand still needs to improve, which drives us into our next topic — making sure local teams are on board.

To see where your restaurant brand currently stacks up to industry leaders across local search, social, and reputation, request your **Local Visibility Snapshot!**

REQUEST SNAPSHOT



04

GAIN LOCAL TEAM ADOPTION AND SELECT A MARKETING MODEL

As mentioned a few times in different parts of the checklist, it's essential to make sure all your local teams are buying-in and adopting the localized marketing programs. Both corporate and local teams should fully understand who is responsible for what.

The hybrid model is often the most effective. It's important to note that a hybrid model doesn't mean that corporate and local teams have to split up every aspect of the localized marketing strategy. For instance, corporate could be solely responsible for monitoring reviews across all restaurant locations, while local teams could be in charge of handling local social efforts.

If your restaurant brand decides to leverage the hybrid model, all teams must have the training and resources to execute effectively. Often, local teams juggle a lot at once, so it's vital to ensure they have the proper training to market effectively and efficiently. We'll learn how to select a solution that can help corporate and local teams work together next.

There are three different types of marketing models your restaurant brand can choose from, including:



05

CHOOSE A LOCALIZED MARKETING SOLUTION THAT CAN STREAMLINE YOUR EFFORTS

Now that we've covered the basics and broken down how to create a comprehensive localized marketing strategy, it's time to start thinking about how to make it happen. With 100s or 1,000s of restaurant locations, managing your local search, local social, and online reputation management efforts across all locations is no easy task.

To help, your restaurant brand must find a solution that can help manage all three areas of localized marketing across locations. While you might already have a platform helping you manage your local social and another platform focusing on online reputation management, consolidation is critical. The fewer platforms both local and corporate teams have to learn how to use and remember logins for, the better.

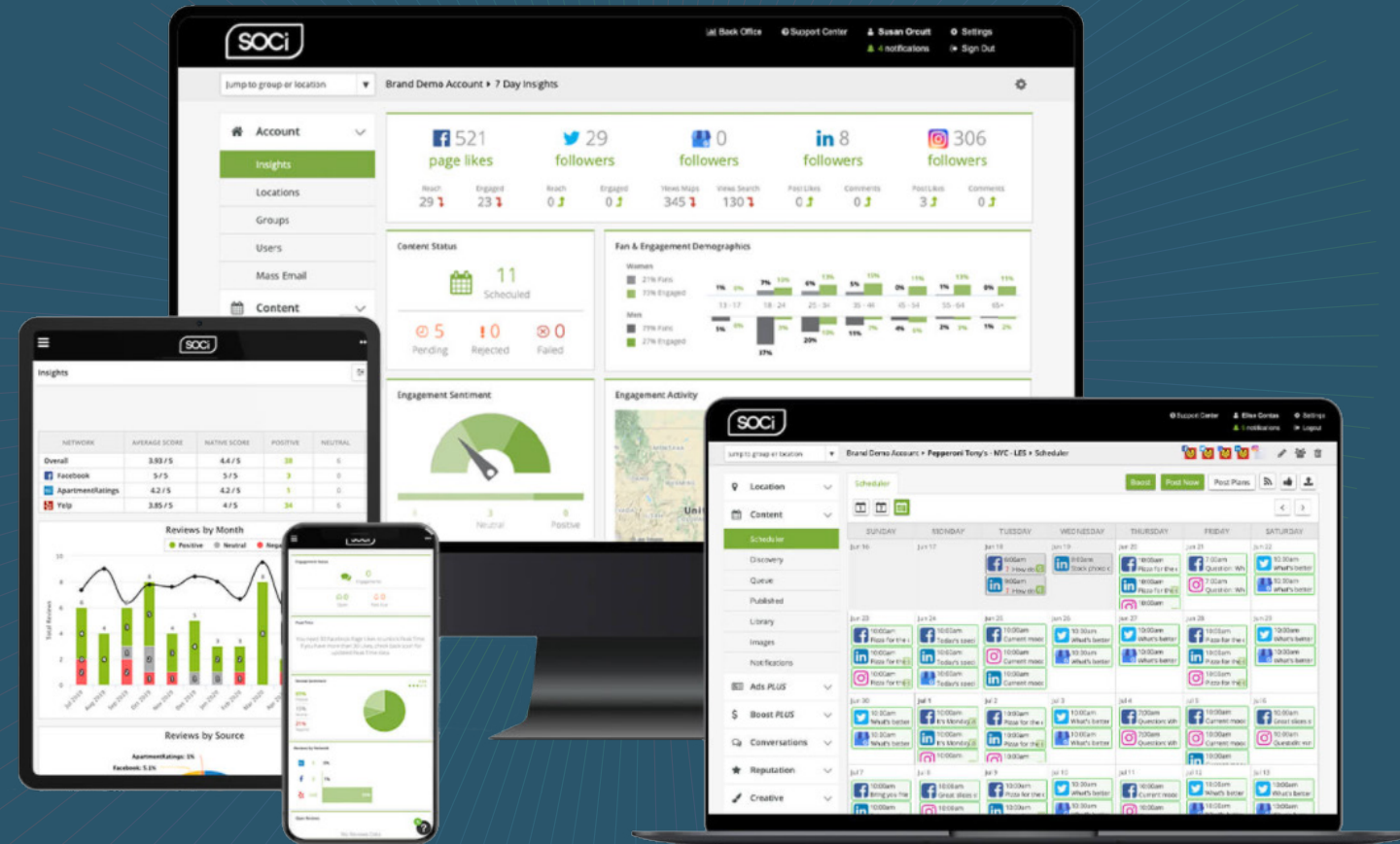
That's where **SOCi** comes in. **SOCi** is *the* marketing platform for multi-location brands. SOCi has everything your brand needs to dominate its localized marketing strategy within a single login. From **local listings** to **local pages** to **local social** to **reputation management**, and more, SOCi has you covered every step of the way.

SOCi can also help you when it comes to partnerships with third-party delivery services! **SOCi recently partnered with Olo**, one of the leading online ordering SaaS platforms for restaurants. In 2019, Olo integrated with Google to allow consumers to order on Google Search and Maps if the restaurant uses Olo's software.

SOCi's partnership and integration with Olo allows restaurants to track orders and gain further ROI insights around the success of their online listings. With Olo and SOCi, restaurants can track the number of orders that come directly from clicking the "Order ahead" URL in your business listing. As you can see, SOCi has everything your restaurant brand needs to find success.

Request a demo today for more insight into how SOCi can help you crush your goals and stand out from the competition!





DISCOVER WHAT SOCI CAN DO FOR YOU.

MEETSOCI.COM | HELLO@MEETSOCI.COM



THE MARKETING PLATFORM FOR
MULTI-LOCATION BRANDS

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