

THE ULTIMATE LOCALIZED MARKETING TEMPLATE

For Multi-Location 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, you probably understand the importance of marketing at the local level, but it can be challenging with 100s or 1,000s of business locations. 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 business should focus on in each important category. We even provide a checklist you can use to keep track of your efforts!

This template also provides information on how your multi-location business 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.



Businesses that rank at number one on Google earn

612%

more search traffic and

397%

more actions than businesses that rank at number 10.

The data speaks for itself:



Localized content performs:

12X

better than content that is not considered localized



50%+

of consumers have passed up a business due to their local ratings and reviews.

02

LOCAL SEARCH, LOCAL SOCIAL, AND ONLINE REPUTATION MANAGEMENT:

AREAS MULTI-LOCATION
MARKETERS SHOULD FOCUS ON

There are three categories of localized marketing your multi-location business should focus on when creating a comprehensive strategy. Next, we'll take you through each category, highlight the areas of importance, and provide a checklist for your business 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 multi-location business is visible when consumers conduct a relevant search. Roughly **97 percent** of people use online search to look for local businesses. If your multi-location business isn't visible online - you're missing a crucial lead generation channel.

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

When looking at local listings, if your multi-location business is just getting started, focus on Google and Yelp. You can expand beyond these two crucial sites after optimizing your listings and presence there. Local pages and the additional local SEO tactics included in the checklist focus on your business's website.

For a more in-depth look at how your multi-location business can improve its local search 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

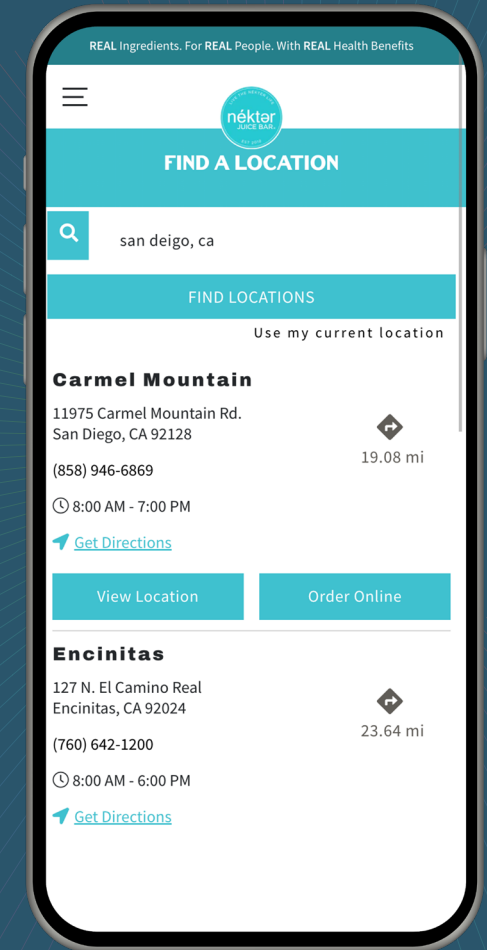
My multi-location business has:

- Its local listings claimed on Google and Yelp
- Updated and accurate business information in the local listings, including the business's name, address, and phone number
- 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 Google Q&A or through reviews

LOCAL LANDING PAGES

My multi-location business has:

- Local pages for each business location
- Crucial business information included in the local pages, such as:
 - Contact information
 - Business hours
 - Local address
 - Menus or products
 - Social media links
 - Images of the location
 - An interactive map
- Relevant keywords included throughout its local pages
 - CTAs on each local page to help convert a potential customer without leaving the page
 - Brand guidelines in place that can be used across local pages



LOCAL SEO

My multi-location business has:

A list of keywords your multi-location business 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 industry 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

74%

of consumers conduct local searches at least once a week, and 56% visit a business right after searching.*

*SOCi Local Search Consumer Survey, 2019

Local Social

Local social is another essential part of a comprehensive localized marketing strategy. While your multi-location business is likely already leveraging social media to some extent, are your efforts up to par? With **76 percent** of U.S. customers purchasing a product they've seen in a social media post, it is a must to provide a good customer experience on local social media.

While the checklist below shares some of the most critical aspects of creating a solid local social strategy, remember that the most important thing is to have a presence. If your multi-location business is hesitant to take the plunge, creating local social pages on Facebook is an excellent place to start. You can expand to other social media platforms as you become more advanced.

Also, remember that the lines between search and social media have become blurred. Search platforms like Google and Yelp also provide opportunities to post locally and are something your multi-location business should consider when developing a local social plan.



SOCI

The Localized Social Content Guide

For Multi-Location Marketers



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 multi-location business 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
- 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 customer testimonials
- Specials or discounts that are happening at your local store
- Pictures of local team members or the store location
- Ways your local business 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

82%

of consumers have purchased something they discovered via social media.*

*The Influencer Marketing Factory, Social Commerce 2022 Report.

Online Reputation Management

Online reputation management is the last component of a winning localized marketing strategy. **82 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.

The data speaks for itself. Consumers will notice if your multi-location business isn't keeping up with the reviews it receives and responding in a personalized and timely manner. When getting started with reputation management, your business 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 multi-location business 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 customers will notice.
3. The sooner you can respond to reviews, the better. **40 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 **Multi-Location Marketer's Guide to Online Reputation Management** guide can help.

[DOWNLOAD NOW](#)

ONLINE REPUTATION MANAGEMENT CHECKLIST:

My multi-location business 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 business location

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



03

TRACK METRICS AND MAKE OPTIMIZATIONS:

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



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](#)

The metrics used in the report are a good baseline for what your business should be keeping track of, but don't be afraid to add additional metrics useful to your specific business.

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
-----	-----	-----	-----

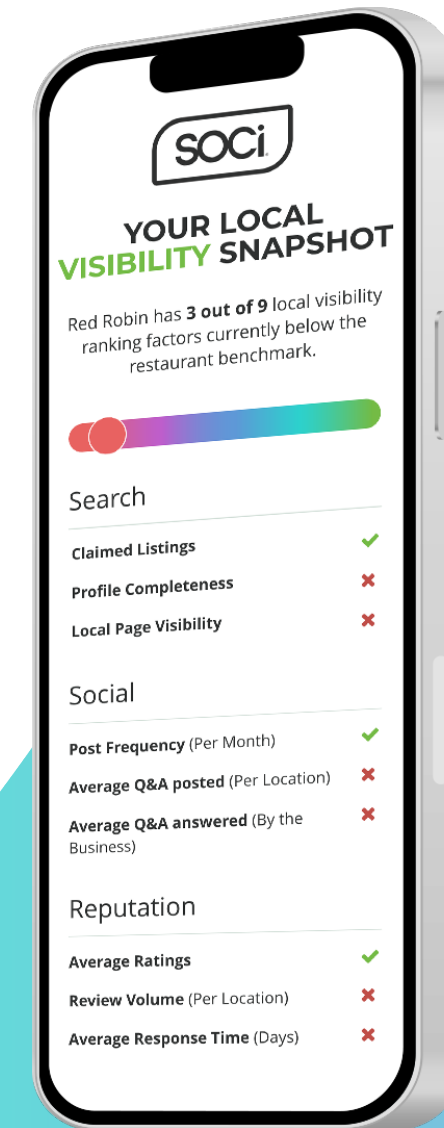
While tracking these metrics is critical, it's also important to understand where your business is starting. Before you kick off a new quarter or begin implementing your localized marketing efforts, report where your business is currently at for each of the metrics. This will help your multi-location business measure progress month over month or quarter over quarter.

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 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? The report can provide this information.

It's not worth tracking the success of your localized marketing efforts if your multi-location business 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 business still needs to improve, which drives us into our next topic - making sure local teams are on board.

To see where your multi-location business currently stacks up to industry leaders across local search, social, and reputation, request your **LMBR Audit!**

REQUEST AUDIT



04

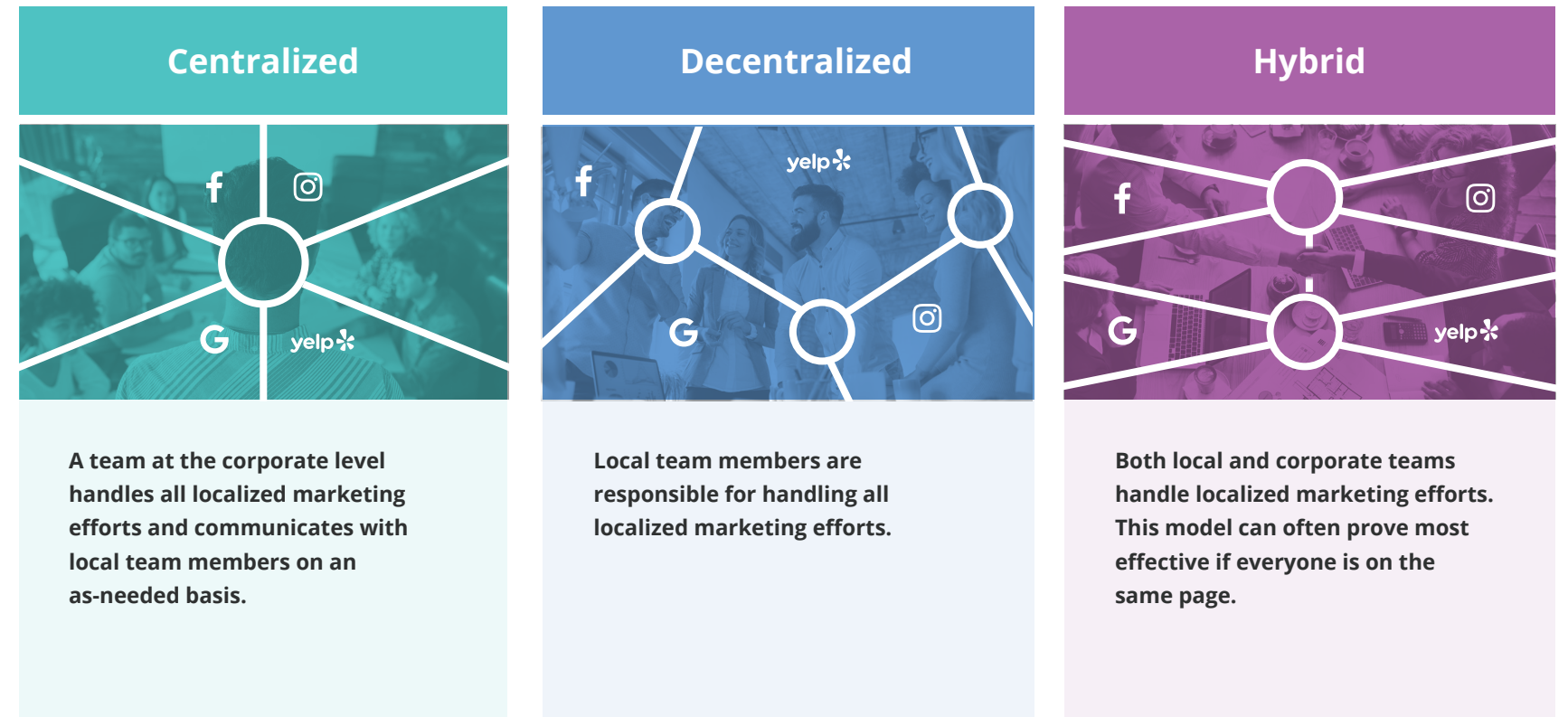
GAIN LOCAL TEAM ADOPTION AND SELECT A MARKETING MODEL

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.

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 business locations, while local teams could be in charge of handling local social efforts.

If your multi-location business does decide to leverage the hybrid model, all teams must have the training and resources needed to execute effectively. Often, local teams juggle a lot at once, so it is vital to ensure they have the proper training to market effectively and efficiently. We'll get into how to select a solution that can help both corporate and local teams work together next.

There are three different types of marketing models your multi-location business can choose from, including:



A team at the corporate level handles all localized marketing efforts and communicates with local team members on an as-needed basis.

Local team members are responsible for handling all localized marketing efforts.

Both local and corporate teams handle localized marketing efforts. This model can often prove most effective if everyone is on the same page.

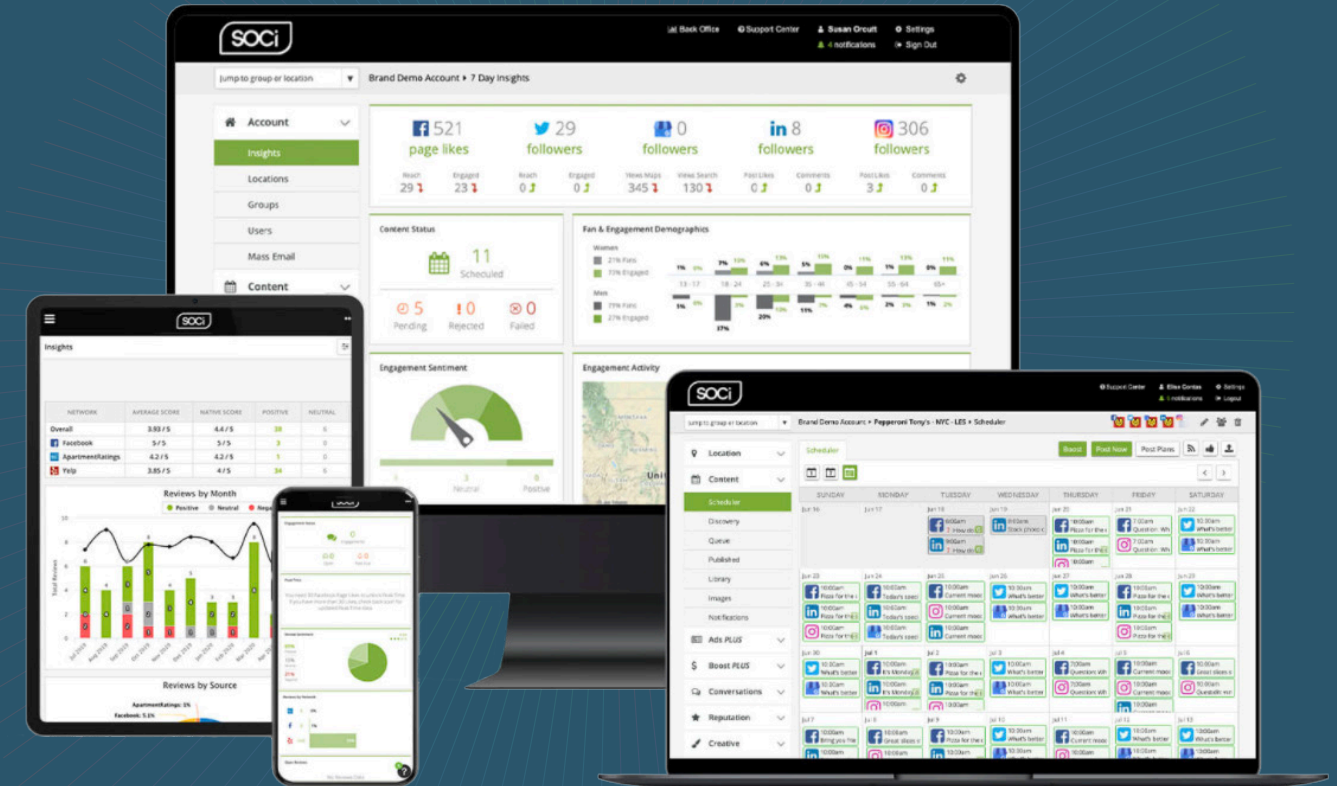
05

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 business locations, managing your local search, local social, and online reputation management efforts across all locations is no easy task.

To help, your multi-location business must find a solution that can help manage all three areas of localized marketing across business locations. While you might already have a platform helping you manage your local social and another platform that focuses 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 multi-location business 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. **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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