

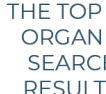
A GUIDE:

HOW TO SHOWCASE THE REAL RESULTS FROM YOUR LOCALIZED MARKETING EFFORTS

The ROI Behind Your Localized Marketing Efforts

What is localized marketing?

Marketing efforts focused on building a presence around a specific location or property. 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.



DRIVE INCREASED TRAFFIC AND SALES TO YOUR LOCAL BUSINESSES.

Why your business should care.

Marketers need to think and act locally in the age of COVID-19 and beyond. If you have 100s or 1000s of locations, and you treat those locations as one big entity versus individual local businesses - you are missing out on a big opportunity. Consider these facts:

97%

CONDUCT A LOCAL ONLINE SEARCH WHEN IN NEED OF A BUSINESS/SERVICE.

5X

CONSUMERS ARE NOW SEARCHING FOR NON-BRANDED TERMS—"NEAR ME"—FIVE TIMES THE RATE THAT THEY SEARCH FOR BRAND NAMES.



90%

NOW - OVER 90% OF KEYWORD SEARCHES INCLUDE A 3-PACK LISTING WHICH ARE THE FIRST ORGANIC RESULTS ON THE PAGE.

93%

TOP PAGE SEARCH RESULTS RECEIVE 93% OF THIS ORGANIC TRAFFIC.

What's in it for you?

Localized marketing helps you crush your marketing goals by boxing out your competition while driving increased store traffic and sales through top visibility in search results, authentic local content, and stellar local brand reputation.

SOCIAL MEDIA HELPS YOU DRIVE TRAFFIC.

LOCAL PROFILES AND CONVERSATIONS OFTEN RANK IN SEARCH RESULTS.

SOCIAL INCREASES YOUR CONTENT REACH/ENGAGEMENT.

CONSISTENT NAP (NAME, ADDRESS, PHONE) ACROSS PLATFORMS INCREASES YOUR LOCAL PAGE RANKING.

All and of these factors increase your chance of appearing in the Google 3-Pack - where business is won.

What Needs to be Measured?

A localized marketing strategy can unlock tremendous business and customer value for those brands that tackle it effectively. However, marketers struggle to make this vision a reality due to the complexities of executing this strategy across 100s or 1000s of locations, and doing so at scale. A localized marketing program for a multi-location business takes a tremendous amount of work and collaboration from both corporate and local teams; however, when done effectively, the pain is worth the gain.

WHAT TO INCLUDE IN THE MEASUREMENT OF LOCALIZED MARKETING EFFECTIVENESS?

#1

Google My Business page elements represent the most important grouped ranking factor(s) for local pack rankings.

60%

Today, 6 out of 10 mobile searches are now zero-click, meaning consumers find what they need within the local search results and do not click on to other sites/resources

#1

Google My Business pages are the biggest winners of zero-click searches.

2. Local Ratings & Reviews

#1

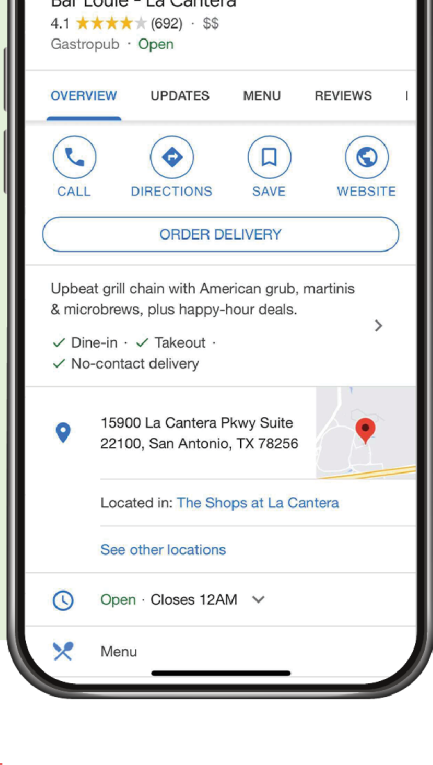
Ratings and reviews have become the #1-factor customers use to determine which company to do business with.

70%

of consumers look at local reviews before buying or for customer care.

#2

Online reviews are now the second most important factor for local pack rankings.



3. Local Social

75%

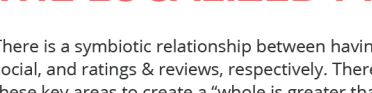
of brand engagement is NOW happening at the local page level.

78%

of purchase decisions are influenced by social content.

#1

Facebook is the #1 discovery engine for consumers



SEARCH + REPUTATION + SOCIAL = THE LOCALIZED PRESENCE TRIFECTA

There is a symbiotic relationship between having a strong localized presence across local search, local social, and ratings & reviews, respectively. There is tremendous benefit in optimizing ranking factors across these key areas to create a "whole is greater than the sum of its parts" advantage, wherein rankings build on each other.



THE IMPORTANCE OF E-A-T.

Your digital presence is dependent on how you think and act locally, and it comes down to optimizing your local search, social, and ratings and reviews to build E-A-T at the local business or entity level.

E A T

Expertise

Refers to the level of knowledge the creator has about a particular keyword or topic.

Authority

Encompasses the reputation or image of the creator as a whole.

Trustworthiness

This builds on E and A above and refers to how trustworthy the creator is based on sentiment of conversations and local reviews etc.

What is E-A-T?

E-A-T stands for Expertise, Authority, and Trustworthiness — three factors that Google uses to decide which businesses appear in local search results (Google 3-pack), and which ones don't.

How to build E-A-T

- Claim and optimize all local listings, and fill the profiles with keyword rich details about your properties.
- Look for high trafficked terms that you can build authentic, localized content around.
- Encourage customers to leave local reviews, ideally with rich keywords.

Authority:

- Invest in original, localized content that others will re-post, link to, and/or share.
- Ensure name, address, phone number (NAP) is consistent across all local listings.

Trustworthiness:

- Actively manage your local conversations and reviews.
- Respond to reviews with both comprehensiveness and speed. Be aware, be timely, and respond appropriately.
- Listen to and manage your brand sentiment in consumer conversations, comments, and questions happening across search and social.



Localized Marketing Works - But Just How Much?

Brands are seeing results from localized marketing. In fact, leaders in localized marketing outgrow their peers in annual revenue growth rate by 3x! The top reasons why brands say they are struggling to measure localized marketing ROI have to do with the measurement of the program, not the associated results.

1

POOR MEASUREMENT OR REPORTING ON TOOLS AND PLATFORMS.

2

INABILITY TO TIE LOCALIZED MARKETING TO BUSINESS OUTCOMES.

3

LACK OF ANALYTICS EXPERTISE OR RESOURCES - ESPECIALLY AT THE LOCAL LEVEL.

4

ANALYTICAL APPROACHES VARY BY LOCATION AND BY PLATFORM.

Additionally, marketers fail to use the three channels of localized marketing as key drivers of engagement with their local audiences.

Local SEO

Local listings are arguably the most impactful area of producing positive ROI from localized marketing programs, but many marketers are not utilizing all of the capabilities GMB provides - such as responding to Google Q&A, posting localized content on Google, and fully building out local profiles with proper categories and rich imagery.

Local Ratings & Reviews

Local ratings and review sites should be providing marketers with the critical information that they need about their business to make proactive changes.

Local Social

There are different content perspectives on how marketers should be developing engagement on social. Social media content tends to focus on products and selling, versus developing those genuine local connections.

MARKETERS DON'T USE THEIR CHANNELS IN THE PROPER WAY.

BENEFITS OF LOCALIZED MARKETING - ACCORDING TO FORRESTER.

According to Forrester's latest study, [The Localized Marketing Imperative](#), multi-location businesses agree that optimized marketing at the local level promotes greater alignment, trust, and awareness for their brands; improves marketing effectiveness; and drives store traffic, among other benefits:

38%

Greater alignment between our brand promise and our customers' experiences.

34%

Improved marketing performance and effectiveness at the local level.

34%

Increased store traffic.

34%

Greater brand trust and reputation in the markets we serve.

32%

Greater brand visibility and strength at the local market/ location level.

31%

Better understanding into how to service, market, or create products for specific customer needs.

How can I begin tracking ROI for my localized marketing programs?

Generally speaking, localized marketing ROI is the sum of all actions taking place across local search, ratings and reviews, and social sites that create value. This checklist will walk you through the fundamental components of what actions you need to take in each critical component of localized marketing to begin tracking ROI.

STEP ONE SET SPECIFIC AND MEASURABLE GOALS.

- Goals need to be Specific, Measurable, Attainable, Relevant, Time-Based (SMART).
- Track your performance with KPIs.
- Key Performance Indicators (KPIs) are used to evaluate the success of an initiative. Success is usually measured by benchmarks based on where a tactic sits currently and the associated goals.



STEP TWO TRACK CONVERSIONS BY IMPLEMENTING PROPER ANALYTICS TRACKING.

Top tools to measure campaign success:

- Web Analytics, such as Google Analytics
- Email Marketing Software Analytics
- Leads from Contact Forms
- Social Media Monitoring
- Call Tracking

STEP THREE DETERMINE CURRENT LOCALIZED MARKETING PERFORMANCE - THE CHECKLIST.

Search:

- Claim all local listings.
- Complete profiles on local listings.
- Remove any duplicate listings.
- Ensure consistent NAP (name, address, and phone) data - local business information - across all local listings.
- Include rich imagery on your local listings.
- Post localized content to local pages.
- Respond to Google Q&A.

Reviews:

- Claim all local listings.
- Claim all review sites relevant to your industry.
- Ensure local business information up-to-date across all review sites.
- Obtain average star rating benchmark of 4.16 for your locations*.
- Obtain average review response rate benchmark of 49% for your locations*.
- Obtain average review response time benchmark of 3.6 days for your locations*.
- Increase your recency and frequency of reviews. Encourage happy customers to leave reviews at each location!
- Utilize best practices for review response:
 - Be personal.
 - Offer a solution.
 - Be apologetic.
 - Provide a way to follow up.
 - Take the conversation offline, if needed.

Social:

- Claim all local social pages.
- Setup proper parent/child relationship of pages.
- Ensure all local business information is up-to-date across all local social pages.
- Create a posting strategy
 - Localize your posts. Localized content leads to a 12X lift in engagement rate compared to general posts.
 - Create a posting plan with both corporate and local posts. Content needs to focus on building connections, not sales.
 - Create funny posts.
 - Create feel-good posts.
 - Mix types of content.
 - Create visual posts. Focus on authentic content - no need to overthink design.
 - Create video posts. Keep them under 30 seconds!
- Create an engagement strategy.
 - Respond to all on-page actions and engagements, including all comments, private messages, and mentions.
 - Create engagement benchmarks to obtain.
 - Establish average likes/reactions per post. _____
 - Establish average comments per post. _____
 - Establish average shares per post. _____

HOW ARE YOU PERFORMING IN LOCALIZED MARKETING RIGHT NOW? REQUEST YOUR COMPLIMENTARY LOCALIZED MARKETING BENCHMARK AUDIT TODAY!

STEP FOUR CLARIFY VALUE BY CHANNEL.

- Local search metrics needed to establish value.
 - Traffic to your local pages.
 - Conversion rate by local page.
 - Average transaction amount.
- Reputation management metrics needed to establish value.
 - Establish a benchmark for your average rating
 - Keep track of the changes to your ratings over time. Per the latest

research, every positive 0.1 shift in your ratings & reviews increases your conversion from local search 25 percent.

- Social media metrics needed to establish value
 - Social reach by channel.
 - Social engagement by channel.
 - Average cost per impression in other media.
 - Average cost per engagement across other media.

IN ORDER TO BEGIN TRACKING ROI, YOU MUST UNDERSTAND YOUR CURRENT STATE IN THESE AREAS OF LOCALIZED MARKETING - LOCAL SEARCH, RATINGS AND REVIEWS, AND LOCAL SOCIAL. WHAT IS YOUR POTENTIAL LIFT? TALK THROUGH YOUR PERFORMANCE WITH ONE OF OUR ASSOCIATES TO LEARN MORE.

The Formula

Let's take a look at a high-level example of a local search program and how the metrics above can be used to establish program value and ultimately ROI.

- Average transaction amount for the business: \$50
- Average traffic to each of the businesses local GMB page: 1,009
- Note: the latest research shows that on average, each local GMB page receives 1,009 searches per month (source: BrightLocal: GMB Insights Study, July 2019)
- Average conversion rate from this local traffic: 5%
- The average conversion rate found from local GMB pages is 5% per the same BrightLocal GMB Insights Study

1,009 MONTHLY GMB VISITORS
(X12 = 12,108 ANNUAL VISITORS)

5% CONVERSION RATE
(.05 X 12,108 = 605 CUSTOMERS)

\$30,250 IN ANNUAL REVENUE
(605 X \$50 = \$30,250)

Now, to determine ROI. Let's say you spend \$10,000 on the local search program per year. Then, you can use the traditional ROI formula to determine your listings program ROI, which would be a 2 to 1 return or for every \$1 invested, this business received \$2 in return.

ROI FORMULA

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

$$ROI = \left(\frac{\text{AMOUNT GAINED} - \text{AMOUNT SPENT}}{\text{AMOUNT SPENT}} \right) \times 100\%$$

$$2 = \left(\frac{\$30,250 - \$10,000}{\$10,000} \right) \times 100\%$$

Determining ROI is different for everyone. What that means to our client's and prospect's localized marketing strategy depends on their organization's objectives (brand awareness, revenue, customer satisfaction, number of customers or community members, etc.). So, although the definition of ROI seems simple, it's very specific to each business.

The "X" Factor

TECHNOLOGY IS A KEY TO SUCCESS.

Multi-location marketers that have to execute a localized marketing program at scale need to do so through technology. If you're a local marketer and need to manage this program at the local level, it's scalable. But if you have 100s or 1000s of locations, you need a technology solution to manage results and to understand the true value of a localized marketing program. After all, according to Forrester, 71 percent of marketers who have a solution that can aggregate and manage all localized content across locations and sites report a positive impact on their localized marketing efforts as a result.

TO LEARN MORE ABOUT THE ONLY ALL-IN-ONE PLATFORM BUILT SPECIFICALLY FOR "NEXT-LEVEL" MULTI-LOCATION MARKETERS, VISIT US AT MEETSOCI.COM.

