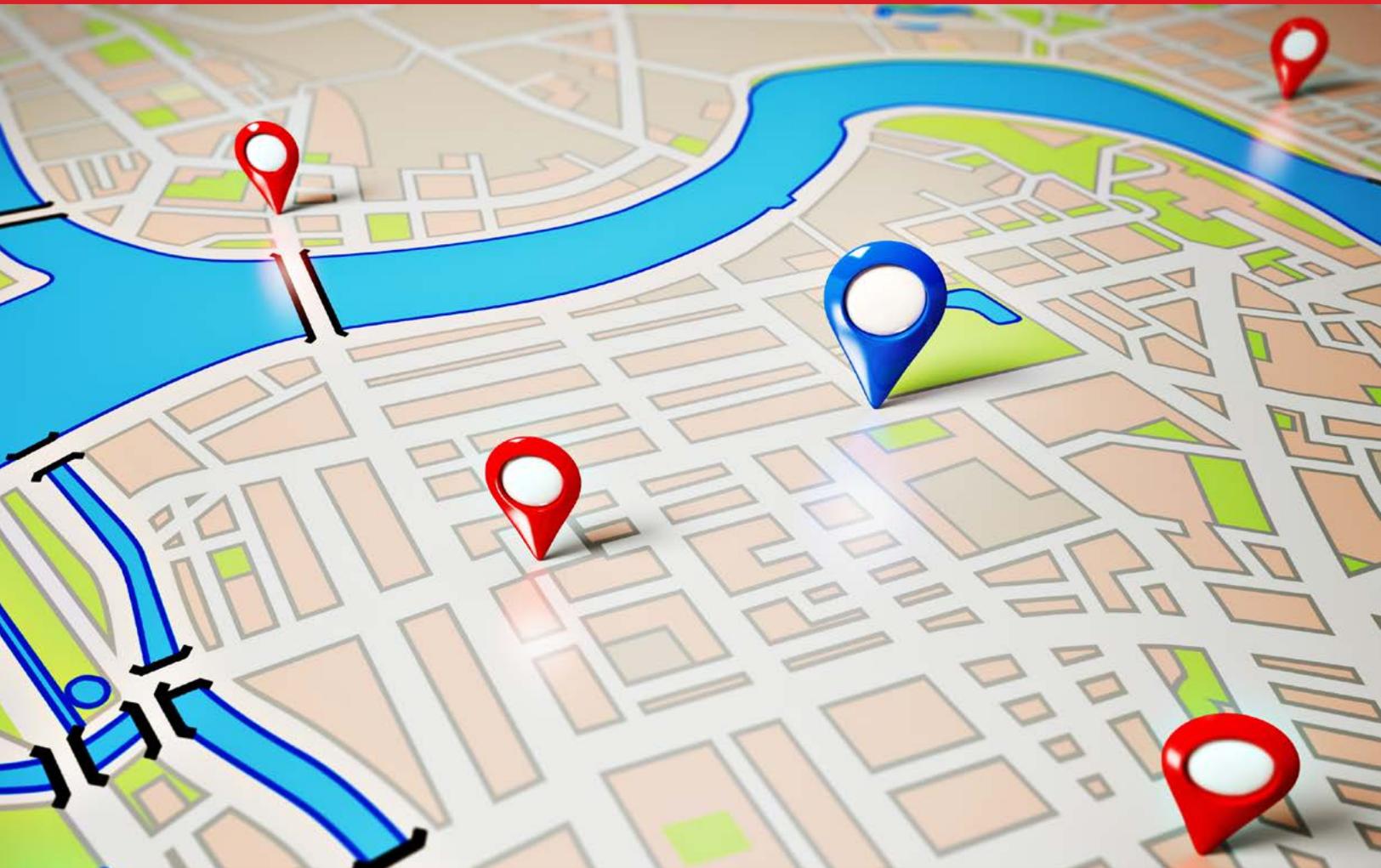


Top 4 Trends in Digital Marketing - 2014

New Opportunities for Multi-Location Brands



Driving Online Customers
into In-Store Sales

Social + Local + Mobile
www.localsearchdrs.com

Gartner predicts that multi-location brands that integrate local marketing

processes will see a 10-15% increase in revenue by 2015 ¹. The market will continue to see a growing shift of marketing dollars from traditional advertising and pay-per-click to more effective local Internet marketing channels including local search, social media, email marketing and mobile. Local marketing is much more than scaling advertising.

- A recent study showed that only 2% of local businesses found pay-per-click to be effective at a local level, the worst of any channel other than radio and tv advertising ².
- Another set of studies showed that local marketing is 16-20x more cost-effective than pay-per-click in industries as varied as low-price goods like pizza restaurants to high-priced goods such as automobile dealerships. ³

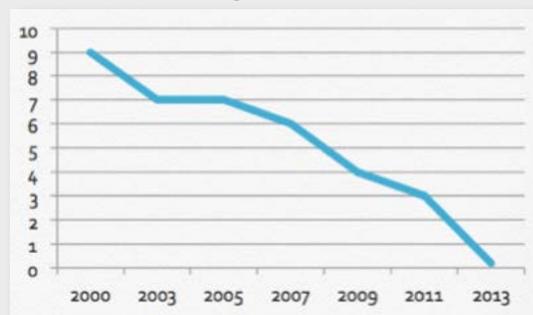
Beyond Advertising: Marketing in the Face of Declining Ad Performance

Multi-location retailers have traditionally depended on such advertising, despite the increased relative performance of other channels because advertising had been easier to scale and execute - until now.

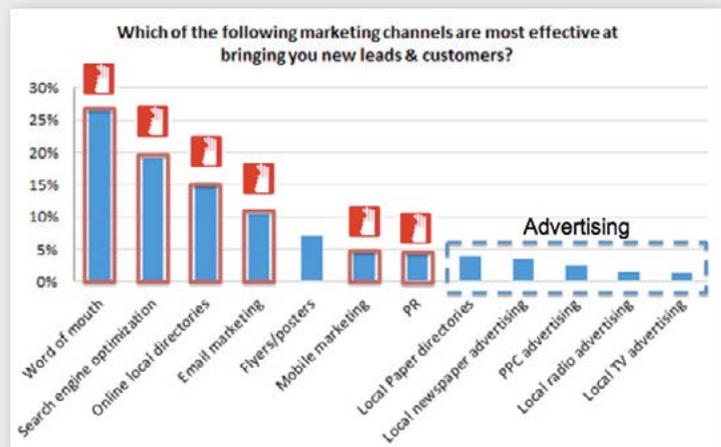
With new technologies better addressing the fragmented online distribution channels, 2014 presents a range of new marketing opportunities for multi-location brands – social, local search, mobile, native content syndication, etc – at scale.

Despite the rise of Amazon Prime, eBay Now and the continued growth of competing e-commerce providers, 95% of retail continues to be local. Online budgets will adjust to not just promote eCommerce, but local commerce at the store – and retailers, restaurants, hospitality businesses, child care and education brands are taking advantage.

Banner Ad Click Through Rates (%)



Effectiveness of Local Online Marketing Channels



¹ Gartner 2013: Integrate Corporate Marketing at the Local Level to Go 'Glocal'

² BrightLocal and Chamber of Commerce Study 2013
<http://searchengineland.com/smb-spend-an-average-46-of-marketing-budget-on-digital-177502>

³ BIA/Kelsey ILM East Presentation "The State of Local SEO" 2012 and LocalVox Auto Industry Local Marketing Analysis 2012

The Top 4 Digital Marketing Opportunities of 2014

- 1 Localized Content Marketing to drive brand awareness and engagement at individual locations
- 2 Local and Mobile Search Optimization to drive new customers at each store
- 3 Empowering managers at either a regional or store level to communicate with customers and enhance response to reviews and improve social reputation
- 4 Data Visualization to show how your regions/ locations perform on search, social and content

1 Localized Content Marketing to Drive Brand Awareness and Engagement

It's easier than ever to get in front of customers via social media, email and through local publishers, but consumers don't want ads. Click through rates continue to drop while costs-per click are increasing on search engines. Advertising ultimately devolves into price cuts via promotions, but it's easy to scale by spending more money.

While providing promotions can be part of your content marketing strategy, establishing your brand value requires telling a story with events, announcements and service differentiation. Luckily, there are new ways to localize and distribute content to every local touch point for each retail location.

Why a Top 4 Opportunity:

- **Effective:** 88% of marketers who ran localized campaigns said that it was their competitive advantage.⁴ Content marketing is 61% more cost effective than advertising.⁵
- **Distributable:** Content is the key to creating engaging customers on social media, email and publisher sites. Email marketing drives \$38 for every \$1 spent.⁶
- **Key to Search:** Original content is the key to dominating on search engines.

How to Make the Most of the Opportunity:

The primary challenges to content marketing for multi location businesses is in localizing the content so it is authentic and relevant, and distributing it to local touch points associated with each location to achieve scale. Manually managing content production on a location basis and trying to establish local distribution relationships in every region is daunting at best. But success creates long-term differentiation from your competitors.



Integrated platforms let you publish everywhere with a single click and measure performance consistently across all channels

⁴ CMO Council 2012

⁵ State of Inbound Marketing 2012, Hubspot

⁶ Direct Marketing Association 2013

- **Scale Through Content Localization:** Find a platform that can target content by location, localize each post and leverage the advantages in local SEO and personalization.
- **Leverage Local Distribution:** Hit every touch point by distributing your localized messaging to localized Facebook pages, Twitter accounts, email lists, local publishers and directory profiles.
- **Claim Your Facebook Location Pages:** Claiming Facebook location pages can increase social media reach by 10-20% and they will grow faster when you leverage them as a content engagement channel.
- **Build Your Brand Narrative:** Move beyond discounting and promotions and leverage the power of brand stories, events and announcements to drive consumer behavior.

2 Local and Mobile Search Optimization to Drive New Customers

Local search is increasing rapidly. Mobile data usage is doubling every year as potential customers are constantly searching on their mobile devices for what to do, where to go and where to eat.

Are they finding your business? Are you monetizing the 7.5 billion local searches to drive in-store revenue?



Why a Top 4 Opportunity:

- **High Volume:** 7.5 billion searches per month
- **High Conversion:** 88% of local mobile searches convert to a phone call or visit within 24 hours⁷
- **Badly Broken:** 83% of local Google searches have Google + Local on them, but 70% of Google + Local profiles are unclaimed. Over half of business listings have phone or address errors. 15% of customers go to a competitor when they encounter these errors.⁸

How to Make the Most of the Opportunity:

Local and mobile search engine optimization requires a completely different set of strategies and tactics than traditional SEO. Local and mobile SEO is focused around location – each location’s Google + Local page, Yelp and directory pages, location tagging, etc. Find the technologies and partners that can help scale to tens, hundreds of thousands of locations in a way that’s manageable, measurable and effective.

- **Optimize Google+ Local First and Foremost:** Claim and optimize your Google+Local (Place) pages. Use local keywords for each. Use bulk claiming to make it scalable and report duplicates.
- **Claim Directories and Citations:** Claim and optimize local directories, publish real time calls to action and have a long term citation building strategy
- **Prioritize Location Pages on Your Website:** Optimize your website for local search including location pages, schema codes and location-specific keywords in your website SEO optimizations
- **Increase Reviews as a Social Signal:** Build up your social reputation through active monitoring, response and review building programs
- **Measure by Location and in Aggregate:** [Monitor organic and Google map rankings and impressions and rankings of directory profiles across each location.](#) You can’t improve what you can’t measure.

	Basic Listings Information	Categories	Web Site	Status
Yahoo!	NOT FOUND	✗	✗	✗ Not found
YellowBot	NOT FOUND	✗	✗	✗ Not found
Yelp View Listing	D & Y Kitchen 1266 Peninsula Blvd (516) 612-2440	✓	✗	✓ Listed
WhitePages View Listing	Dry Rest Inc 1266 Peninsula Blvd (516) 612-2440	✓	✗	! Alert
MapQuest View Listing	D & Y Restaurant 1266 Peninsula Blvd (516) 612-2440	✓	✓	✓ Listed
Superpages View Listing	DNY Rest INC 1266 Peninsula Blvd (516) 612-2440	✓	✗	! Alert
Citysearch View Listing	Dry Rest Inc 1266 Peninsula Blvd (516) 612-2440	✓	✗	! Alert
Yellowbook View Listing	Dry Rest Inc 1266 Peninsula Blvd (516) 612-2440	✓	✗	! Alert

Free Analysis Tools Let You Know Where You Stand Now on the Leading Local Directories

⁴ Google Mobile Movement Study, 2011

⁵ Yext study 2012

3 Empowering Store Managers to Respond to Reviews to Improve Social Reputation

Customers rely on reviews as much as on personal recommendations. Across every industry, word of mouth is ranked the number one most important factor in client acquisition. Reviews and reputation are having greater effects on revenue than ever.

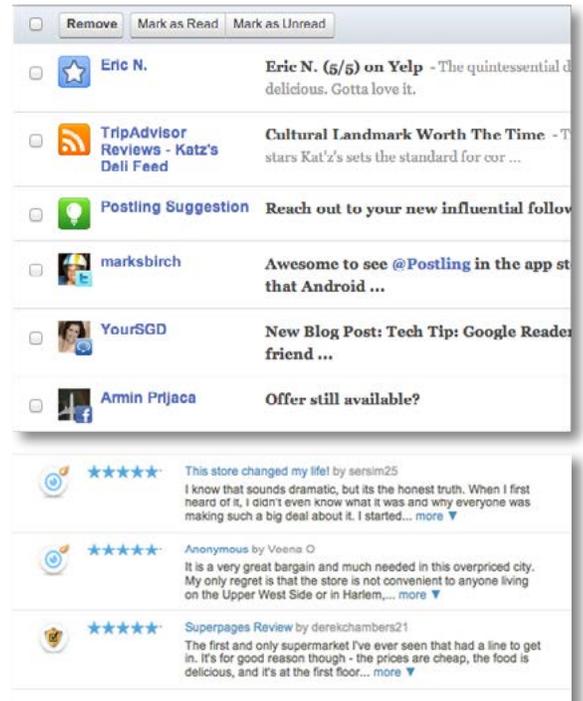
Why a Top 4 Opportunity:

- **Massive Consumer Adoption:** 79% of consumers trust online reviews as much as personal recommendations from real people.⁹ Yelp is visited by 117 monthly unique customers and Google+ Local reviews are in 83% of Google local searches.
- **Effective:** Restaurants with 3.5 stars are 63% more likely to be full than those with just 3 stars.¹⁰ A star difference means a 5-19% improvement in revenue.¹¹
- **Badly Broken:** 86% of social media feedback is ignored by multi-location brands.¹² Could you imagine a store manager walking the other way from an in person customer giving feedback? Most brands are doing exactly that online and consumers are taking notice.

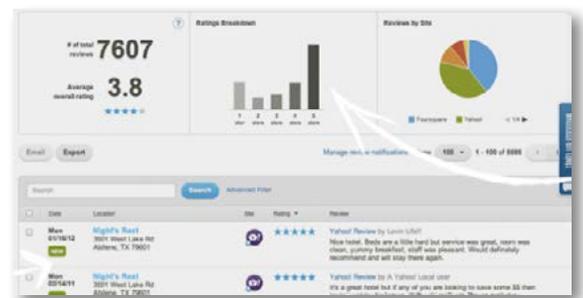
How to Make the Most of the Opportunity:

Simply responding to negative reviews can lead to significant improvements in ratings and responding to positive reviews increases customer loyalty, namely how of ten customers return. The challenge for multi-location businesses is responding to the volume of reviews, both negative and positive, which is why the vast majority of feedback is unanswered.

- **Distribute Responsibility and Train:** Reviews are a customer service communication and can include messages about coming back to the location (ex. "ask for John next time you come in."). Train each store manager to process the feedback and identify a resource to respond in a brand consistent manner.
- **Adopt Simple Location-Organized Tools for Responding:** To create distributed responsibility, simple tools with basic task level inboxes are crucial. Hootsuite, Tweetdeck and stream-based tools are too complicated and require too much training.
- **Monitor by Location and Process Aggregate Trends:** Make sure you have the infrastructure to measure the reputation each store as they can indicate potential problems. Look at aggregate trends and feedback on products and services to influence strategic direction.



View Aggregate Reporting Data Across Each Location and Directory



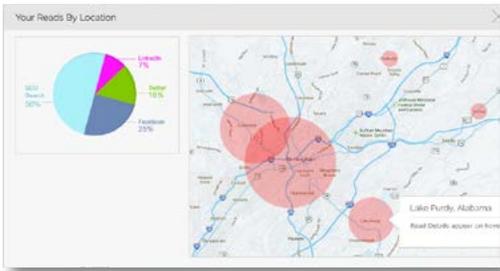
⁹2013 Local Consumer Review Survey BrightLocal

¹⁰UK Guardian 2012

¹¹Harvard Business Review suggesting 5-9%and Yelp showing 19% (2013)

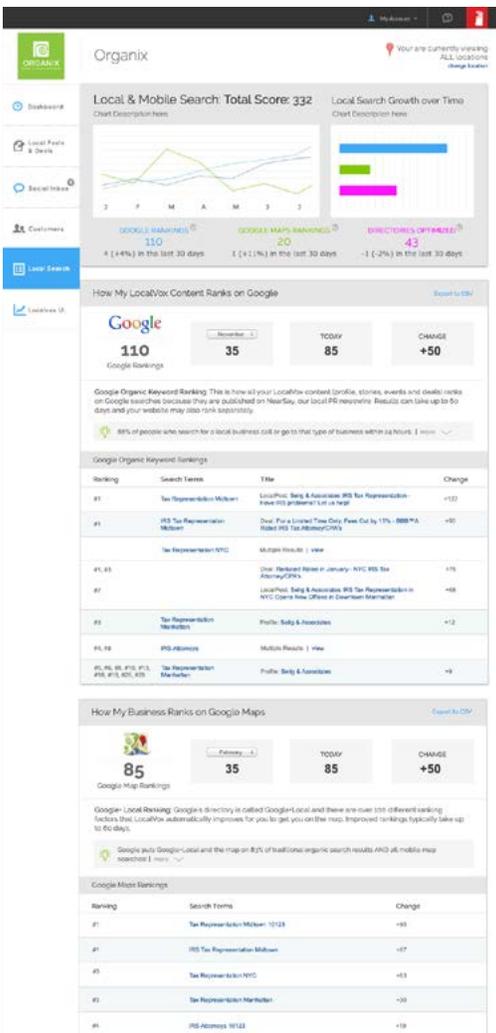
¹²VenueLabs 2013

4 Data Visualization to Show How Your Regions / Locations Perform on Search, Social and Content



Visualize performance by location and channel and correlate to what actions drive consumer behavior

Once you begin leveraging the many local touch points that influence your customers buying habits, you must measure your success across each channel – social, search, local, mobile, email, etc. Aggregate data can give good directional signs of improvements and product feedback, and location-level data can identify new opportunities, locations that are struggling or excelling, etc. With the right data, a centralized marketing strategy can be executed and localized, creating a competitive advantage.



See local and mobile search improvements by location and region and where content is driving consumer discovery.

Why a Top 4 Opportunity:

- **Prove ROI:** Software and optimization costs money, often hundreds of dollars per location per month or more. Measurement is crucial to prove ROI and shift less effective pay-per-click budgets to local marketing that's 16-20x more cost effective.
- **Understand Regional/Location Differences:** Certain products, promotions and messaging will perform better in different regions and locations and there is a tremendous amount of useful customer feedback that can be analyzed and understood.
- **Understand What Channels Customers Engage On:** A good content marketing platform will provide metrics on where customers are engaging with your marketing messages, where growth is occurring and how to best influence consumer behavior.

How to Make the Most of the Opportunity:

- **Leverage an Integrated Marketing Platform:** Piecing together data across social, local, search and mobile is too difficult to get a clear view of local marketing.
- **Choose Platforms That Are Organized by Location:** Your business is organized by location. So should your marketing platform so it can report metrics the same way you do.
- **Create an ROI Model and Measure on a Location Level:** You will need to justify long term spend. Create a metrics framework that justifies your investment including: rankings, clicks to call and directions, reads, customer community growth, overall engagement, social reputation, etc. It can be difficult to process those numbers in aggregate, so make the case on a per location basis.
- **Commit and Measure for the Long Term:** Channel development, brand building and search engine optimization take time. Committing for the long term and measuring regularly are the keys to long-term success.

Developing a Local Marketing Roadmap for 2014



Developing a local marketing plan requires a clear understanding of where you stand now and what opportunities are available. Which of the 4 top opportunities are you leveraging now? Where do you need to make investments? Get a local SEO assessment ([Top Questions to Ask If Your Agency Understands Local SEO vs. Traditional SEO](#)) or simply [run a local SEO report on one of your locations](#) to see where you stand.

If you are not publishing content locally, [start working with an integrated local content marketing platform](#) and begin measuring the results. Start with the same messaging you are putting out at a national level and then start working regionally. Building a content footprint takes time and the metrics will begin to justify further investment. Lastly, your social reputation is simply too important to your business success. Begin by monitoring and then create an action plan for responding and improving your reputation to drive incremental revenue.

10-15% revenue improvement is a sizable opportunity. Local marketing should be a significant part of your online spend starting in 2014 to take advantage.

If you have any additional questions or would like a free strategy assessment or a local SEO audit please contact us at marketing@businesscreatorplus.com or call 610-437-8822.



Contact LocalSearchDrs.com for a Free Local SEO Audit of Your Business