

wednesdaywise
WEBINARS

HOW TO LEVERAGE LOCALIZED INTELLIGENCE

December 9, 2020

SPONSORED BY





JAY OJEA

SOLUTIONS ENGINEER, DIRECTOR





THE AGENDA

1. Value of Localized Intelligence
2. Ways to Gather Local Intelligence
3. Upleveling 2021 Marketing Strategy

LOCALIZED INTELLIGENCE

Why it's Important

There are

4.5 BILLION


digital users worldwide
engaging online





CUSTOMERS ARE LOOKING TO BUY

Digitally




- 14:11 Can't find the blush  2



Like · Reply · 2d

 **Nordstrom**  - Here you go, Debra!
<http://bit.ly/2GWdyY2>. -Zelina


Like · Reply · 2d

 - I would like to get the extra spf 25 tinted moisturizing balm. Tough for me to get in store. Can u advise what is the shade most people get. I am armenian with light olive skin

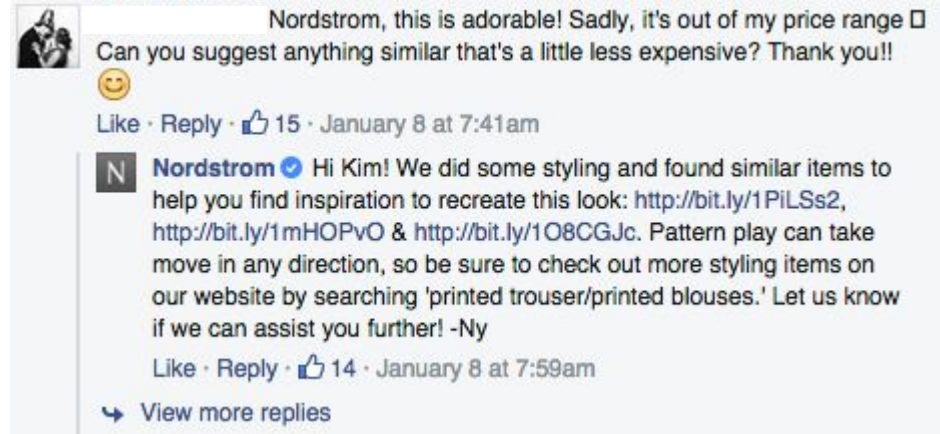
Like · Reply · 2d



 **Nordstrom**  - We suggest giving one of our stylist a call at 1.800.723.2889. They'd love to assist you! -Zelina


Like · Reply · 2d


 - Thank u



Like · Reply · 2d





 Nordstrom, this is adorable! Sadly, it's out of my price range 
Can you suggest anything similar that's a little less expensive? Thank you!!



Like · Reply ·  15 · January 8 at 7:41am

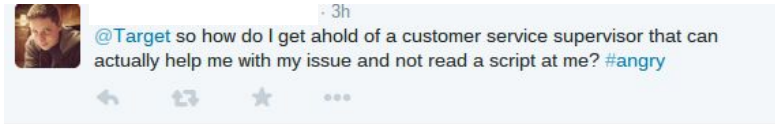
 **Nordstrom**  Hi Kim! We did some styling and found similar items to help you find inspiration to recreate this look: <http://bit.ly/1PILSs2>, <http://bit.ly/1mHOPvO> & <http://bit.ly/1O8CGJc>. Pattern play can take move in any direction, so be sure to check out more styling items on our website by searching 'printed trouser/printed blouses.' Let us know if we can assist you further! -Ny

Like · Reply ·  14 · January 8 at 7:59am

 [View more replies](#)

CUSTOMERS ARE AIRING GRIEVANCES

Digitally



AskTarget
@AskTarget



 Follow

@ [redacted] We'd like to help. Email your order and contact information to TGS.SocialMedia@target.com with case 01531787. Thanks!



1:42 PM - 24 Nov 2014



Nordstrom

January 22 at 2:44pm · Delray Beach, FL · 🌐

Had a major issue with Nordstrom online. Manager resolved the issue in a positive way. I deleted my post that explained the issue and am replacing it with this...

1 Like 1 Comment



Like



Comment



Share

Frederick Rothe III likes this.

Chronological ▾



Nordstrom We're so glad to know that everything was taken care of, and apologize again for the initial trouble. If there's anything more we can assist with, please don't hesitate to reach out. Thank you, and take care. - Matt

Like · Reply · January 22 at 2:49pm

CUSTOMERS ARE SHARING THE LOVE

 · Jul 31  

The car in front of me today at Starbucks paid for my order and told the guy at cash to tell me "have a nice day" my heart melted so i paid for the person behind me and told him to tell them the same! Random acts of kindness are amazing and just make people happy! 😊❤️ #bekind

 23  192  2.5K 

 **Starbucks Coffee**  [Follow](#) 
@Starbucks

Replying to _____

No act of kindness, no matter how small, is ever wasted. 

8:48 PM - 31 Jul 2018

2 Retweets 26 Likes 

YOU GAIN COMPETITIVE INTEL

  doesn't recommend [The Stinking Rose](#). ⋮

March 10 · 🌐

Worst service by a curly white waiter. Food was ok, nothing out of this world.

1 Comment

 Like  Comment  Share

 **The Stinking Rose** Thank you for sharing your feedback, .

We regret that your experience with us was less than ideal. We're disappointed to hear the service you received wasn't up to par. Providing our guests with exceptional service is something we take seriously. Please know this will be addressed with the appropriate members of our team so we may improve for the future.

We hope you'll give us another chance to show you the service we're truly capable of providing.

Like · Reply · 14w  1

 Follow ⌵

Over a month later we finally have wifi/cable. THANK YOU [@comcast](#) for making it so easy, don't know why we wasted time on [@ATT](#) to begin with

5:14 PM - 7 Sep 2017

6 Likes  

 1   6 

 Tweet your reply

 **Comcast** [@comcast](#) · Sep 7 ⌵

Replying to [@emlyherrngdne](#)

Thanks for the shout-out! We're happy to have you in the Comcast family! -Sami

   1 



YOU IMPROVE LOCAL SEO RANKINGS

Using E.A.T.

Factors that help determine the usefulness of information provided on your local pages and increase the inclusion of your pages and local content in search results like the 3-Pack

E-A-T is an acronym that stands for:

- Expertise
- Authoritativeness
- Trustworthiness

E

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

A

Encompasses the image of the creator as a whole using on and off-page (citations, social etc) factors

T

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

AT THE INTERSECTION OF

Local search, Local social and Local Reviews

- Expertise
 - Local posts on your local pages and across social
 - local ratings & reviews that are keyword rich
- Authority
 - Brand mentions across social
 - Sharing, or commenting on content shared via your local profiles and social
- Trustworthiness
 - local ratings & reviews
 - sentiment of your online conversations



WAYS TO GATHER

Local Intelligence

REVIEWS

Social Proof That Builds Trust

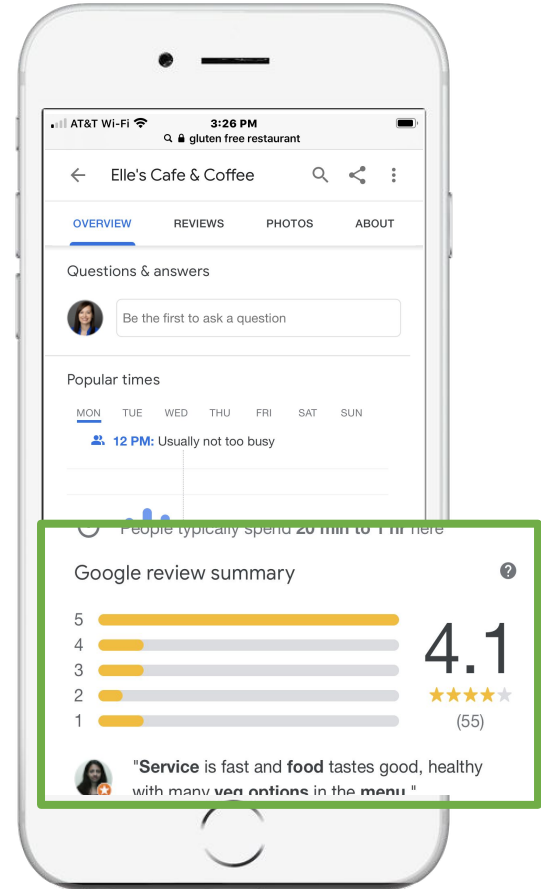
REVIEWS ARE NOW THE

SINGLE BIGGEST INFLUENCE

ON CONSUMER PURCHASE DECISIONS.

95%

Of consumers say local online reviews influence their buying decisions





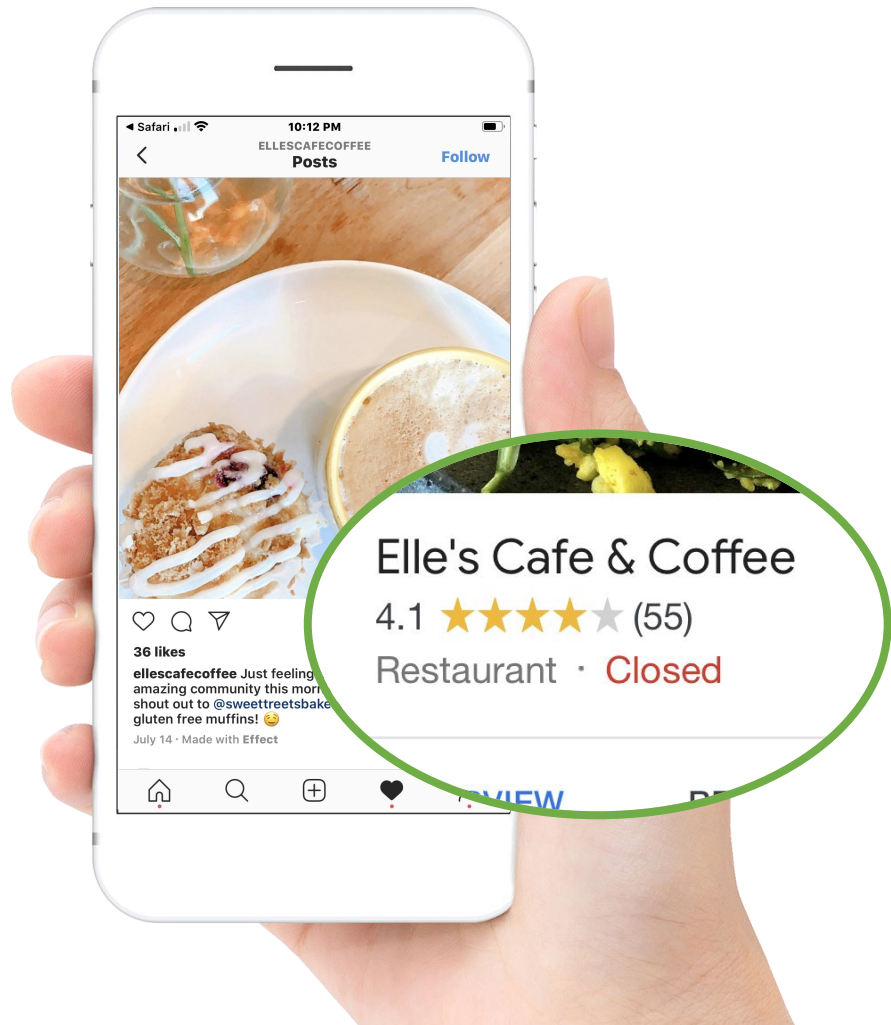
Of those who
read reviews,

97%

pay attention
to the responses business
owners & operators write

Nearly
1/2

of people would not
consider using a business
with less than 4 stars



WAYS TO GATHER LOCAL INTELLIGENCE

Through Reviews

#1

BE IN THE PLATFORMS

YOUR CUSTOMERS

USE EVERY DAY

WAYS TO GATHER LOCAL INTELLIGENCE

Through Reviews

#2

PAY ATTENTION TO YOUR OWN REVIEWS AND

RESPOND TO EVERYTHING

YOU CAN

WAYS TO GATHER LOCAL INTELLIGENCE

Through Reviews

#3

INTERACT WITH YOUR CUSTOMERS

AT A PERSONAL LEVEL

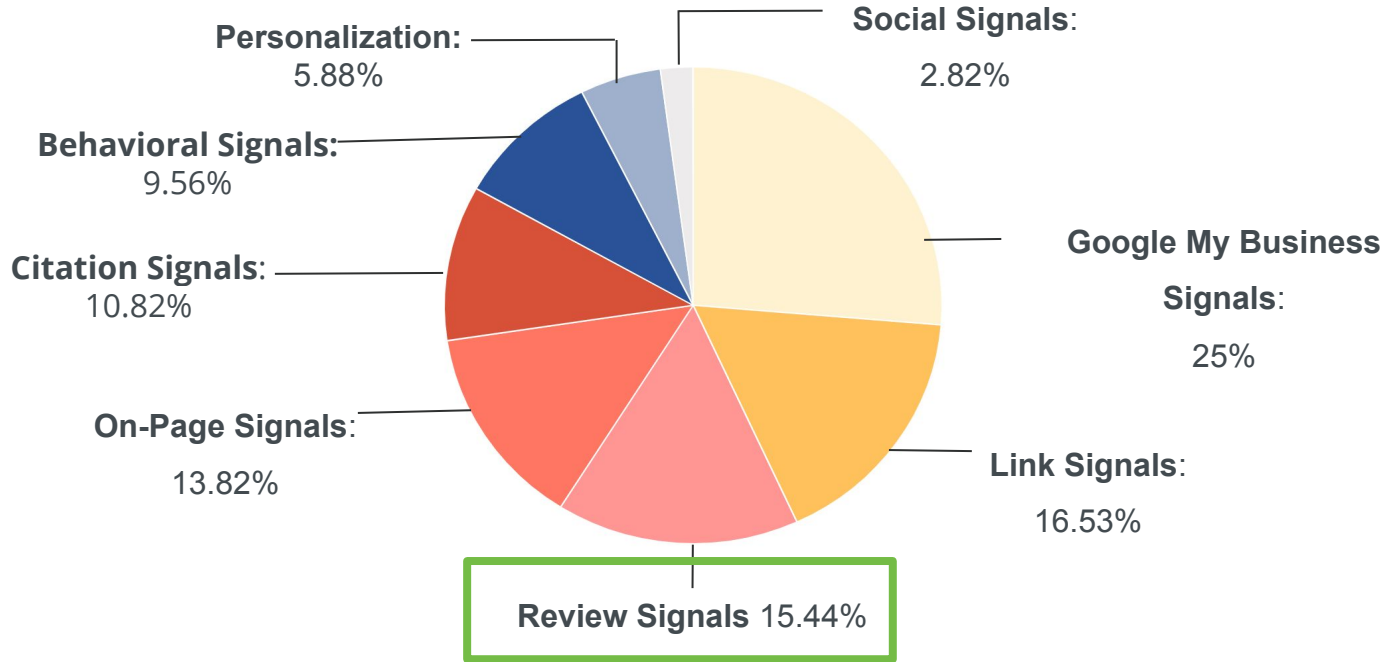
WAYS TO GATHER LOCAL INTELLIGENCE

Through Reviews

- SHARE REVIEWS ACROSS SOCIAL MEDIA AND YOUR WEBSITE
- ENCOURAGE CUSTOMER REVIEWS
- HIGHLIGHT CUSTOMER STORIES

LOCAL SEARCH

Ranking Factors



LOCAL REVIEWS

*Factors to consider
when comparing
reviews*

- Who are your key local competitors?
- How do you rank against them?
 - Number of reviews, average score, response time
- What search terms are most important to you? Do you rank for your top search phrases/keywords?

SOCIAL LISTENING

Surfacing Local Conversations That Fuel Growth

People now have more

DIGITAL CONVERSATIONS

than speak face-to-face

What are people
DIGITALLY
CONVERSING
about?

Sharing **opinions, experiences**
& **news** about your brands

Posting **unique content** about
your products

Telling us **when they need your**
products or services.



Topshelf.news @Topshelf_N... · 7/27/20
 Nékker Juice Bar— America's freshest juice bar experience — now open on North Academy | Sponsored



merica's freshest
 now open on...



@TakeOffQC · 4d

I want a smoothie so bad, somebody bring me one 🥺

🗨️ ↻️ ❤️ 1 📤



Replying to @

Oh is that **Nekter juice bar**? I love that place 🍓👏🥰 Looks delicious though!

🗨️ 1 ↻️ ❤️ 📤



2,395 likes

Have been loving fresh juices and acai bowls from Nekter to cool me down during this summer

But

96%

of online conversations are not directed at your brand

We can try to reach these people with our own content, **but all we get back are metrics of how well we reached them,** but not much else.

Facebook Engaged Users and Page Impressions

Aug 21, 2016..to Aug 27, 2016

Aug 14, 2016..to Aug 20, 2016 (prev.)

7 Days

Facebook Page: Itsy Bitsy

Engaged Users

19,878

▲ 19%

vs. 16,641 (prev.)

Page Impressions

8,391,834

▲ 9%

vs. 7,688,733 (prev.)

**This Klip does not show your data for today and yesterday, because the Facebook API does not provide it.*

Imagine for a minute...

You own a coffee shop.

You're making a latte, and overhear two customers in line talk about your food selection.

"I love the pastries here, especially the croissants."

"Yeah, the croissants are great, but I'm not too crazy about cookies. Way too dry."



EXAMPLE



SOCIAL LISTENING

Busch Light Example



@

Can't wait to get out of work and open a ice cold can of freedom. [#lattelife](#) [#BuschLatte](#)

10:07 AM · Aug 28, 2018 from Orlando, FL



@

Genius, can't wait to crack open an cold [#BuschLatte](#) in the tailgate parking lot this Fall. [#GoBison](#)

9:35 AM · Aug 28, 2018



SOCIAL LISTENING

Busch Light Example

busch lattes



a slang term originating from [norwood](#) aka 'poorwood' massachusetts used by middle class kids to describe [busch](#) lights

STARBUCKS COFFEE



Busch Beer
@BuschBeer



The beer lover's latte.
#BuschLatte





SOCIAL LISTENING

Real Time Lead Generation

- Proactively monitor and take action on local sales opportunities
- Respond to feedback/questions on local products and services
- See what potential leads are saying about your brand vs. competitors

The screenshot displays three social media posts, likely from Instagram or Facebook, arranged vertically. Each post features a circular profile picture on the left, a date on the right, and a text-based message. Below each message are four icons: a speech bubble, a retweet symbol, a heart, and an upward-pointing arrow. The first post is from a user with a profile picture of a woman, dated 9/20/18, with the text "I need my carpets cleaned ASAP and don't want to do it myself 😞". The second post is from a user with a profile picture of a woman, dated 11/6/19, with the text "I need to clean my car smh! Dropped the whole ashtray I need my carpets cleaned and everything 🙄". The third post is from a user with a profile picture of a woman, dated 8/10/17, with the text "Alli Everhart @ I need my carpets cleaned right now/ today & no one is available -- any recommendations".

9/20/18
I need my carpets cleaned ASAP and don't want to do it myself 😞

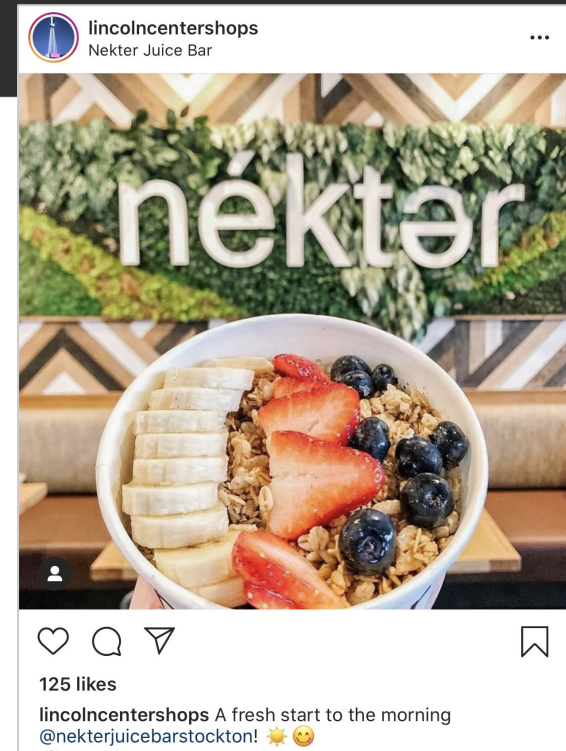
11/6/19
I need to clean my car smh! Dropped the whole ashtray I need my carpets cleaned and everything 🙄

8/10/17
Alli Everhart @ I need my carpets cleaned right now/ today & no one is available -- any recommendations

SOCIAL LISTENING

Local User-Generated Content (UGC)

- Discover, save, and reshare authentic UGC from Facebook, Instagram, and Twitter
- Request and receive users' permission to reshare UGC across all your key channels
- Monitor hashtag contests and sweepstakes that drive local engagement



IN SUMMARY

Uplevel Your 2021 Strategy With Local Intelligence

LOCAL REVIEWS

Monitor and Manage Reviews

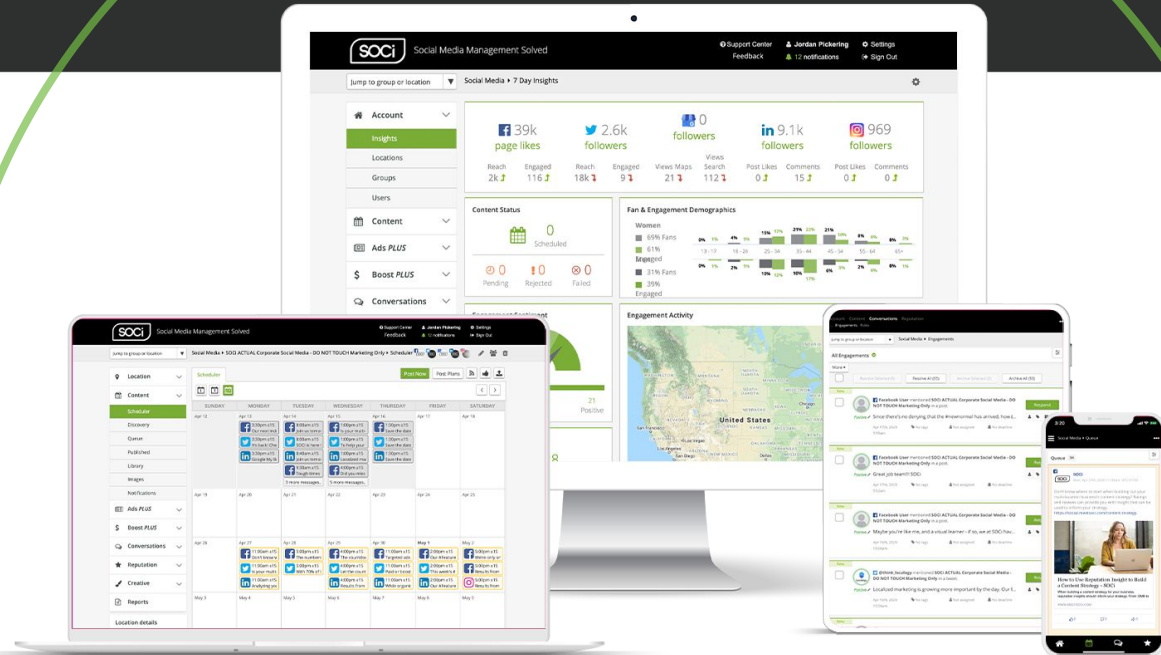
- Be in the platforms your customers use every day
- Pay attention to your own reviews and respond to everything you can
- Share Reviews Across Social Media
- Encourage Customer Reviews
- Highlight Customer Stories

SOCIAL LISTENING

Monitor Direct and Indirect Content

- Proactively monitor and take action on local sales opportunities
- Respond to feedback/questions on local products and services
- See what potential leads are saying about your brand vs. competitors

SOCI - CENTRAL COMMAND FOR MULTI-LOCATION MARKETING



THANK YOU FOR JOINING US!

Continue the conversation on our recently launched LinkedIn Group
“Modern Multi-Location Marketers.”

And if you'd like to learn from the latest localized marketing industry news & updates,
check out our blog at meetsoci.com/resources/blog.

