wednesdaywise
WEBINARS

HOW TO LEVERAGE LOCALIZED INTELLIGENCE

December 9, 2020

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IFA INTERNATIONAL FRANCHISE ASSOCIATION
SUPPLIER FORUM

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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

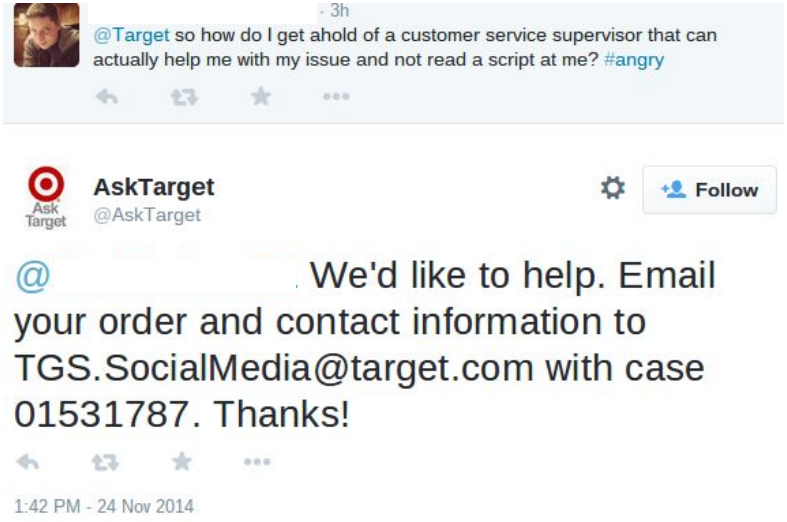
digital users worldwide engaging online

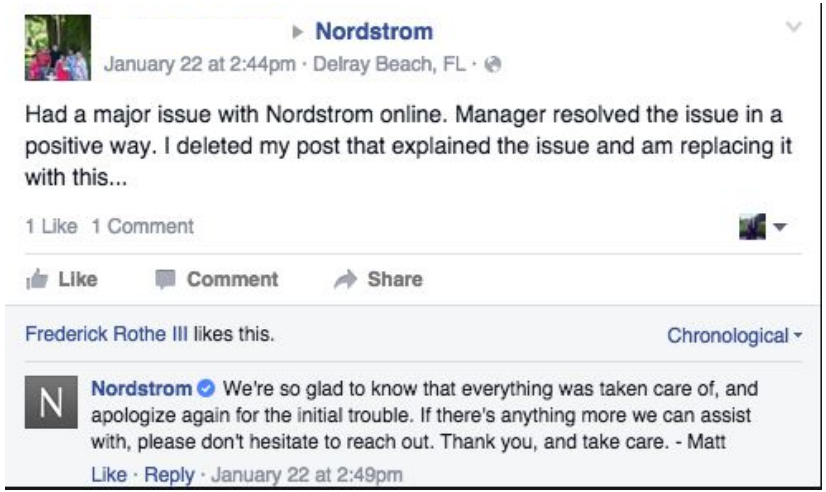
CUSTOMERS ARE LOOKING TO BUY

Digitally

CUSTOMERS ARE AIRING GRIEVANCES

Digitally





CUSTOMERS ARE SHARING THE LOVE

YOU GAIN COMPETITIVE INTEL

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

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

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

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

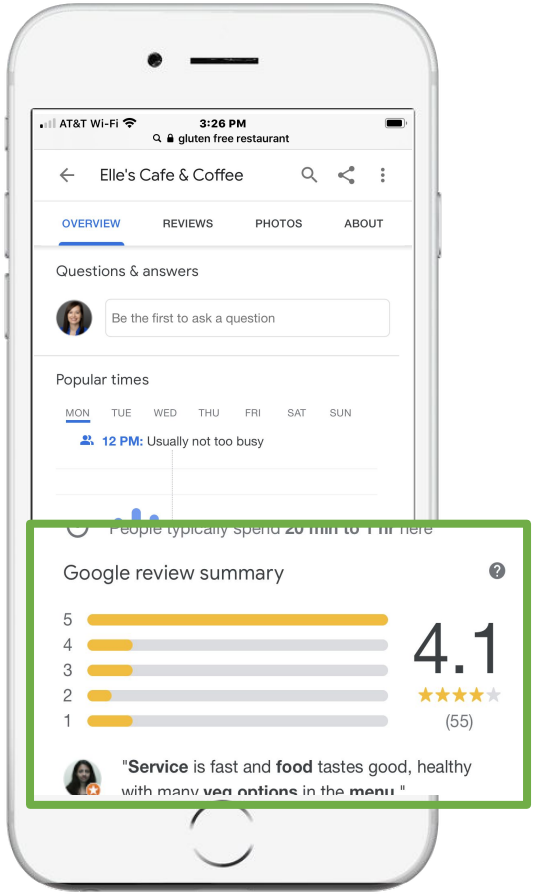
REVIEWS ARE NOW THE

SINGLE BIGGEST INFLUENCE

ON CONSUMER PURCHASE DECISIONS.

95%

Of consumers say local online reviews influence their buying decisions



Of those who read reviews,

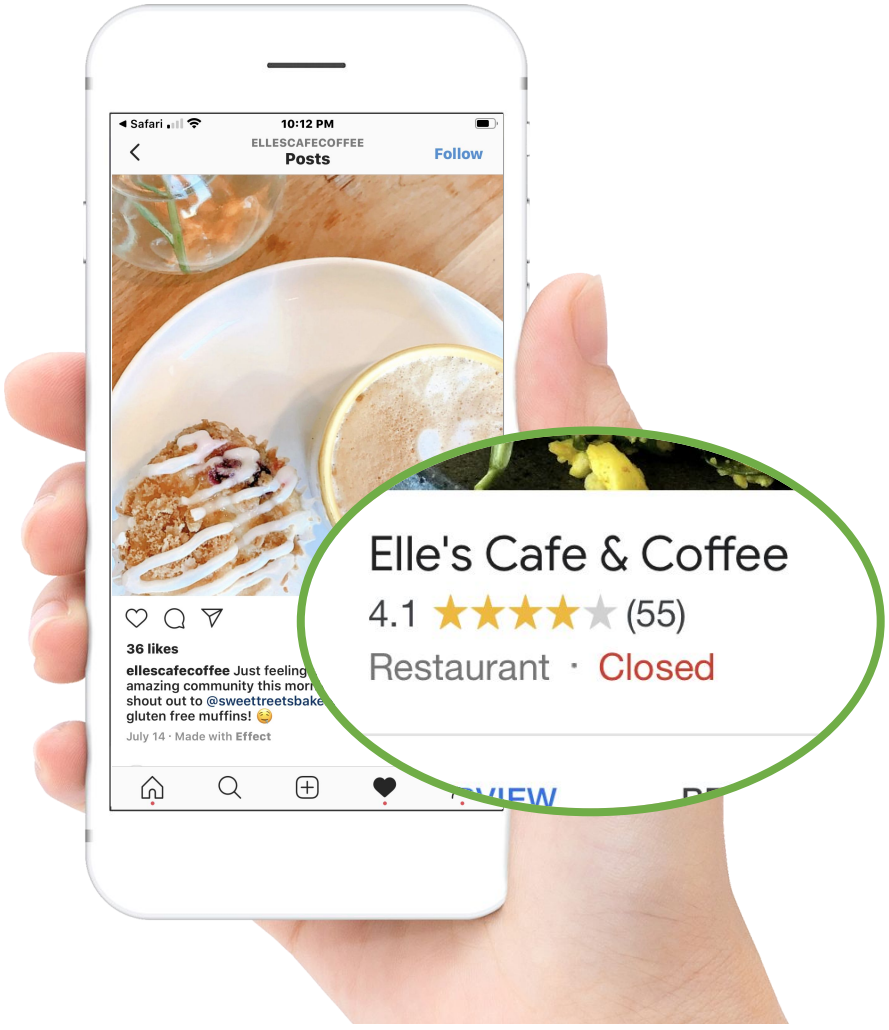
97%

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

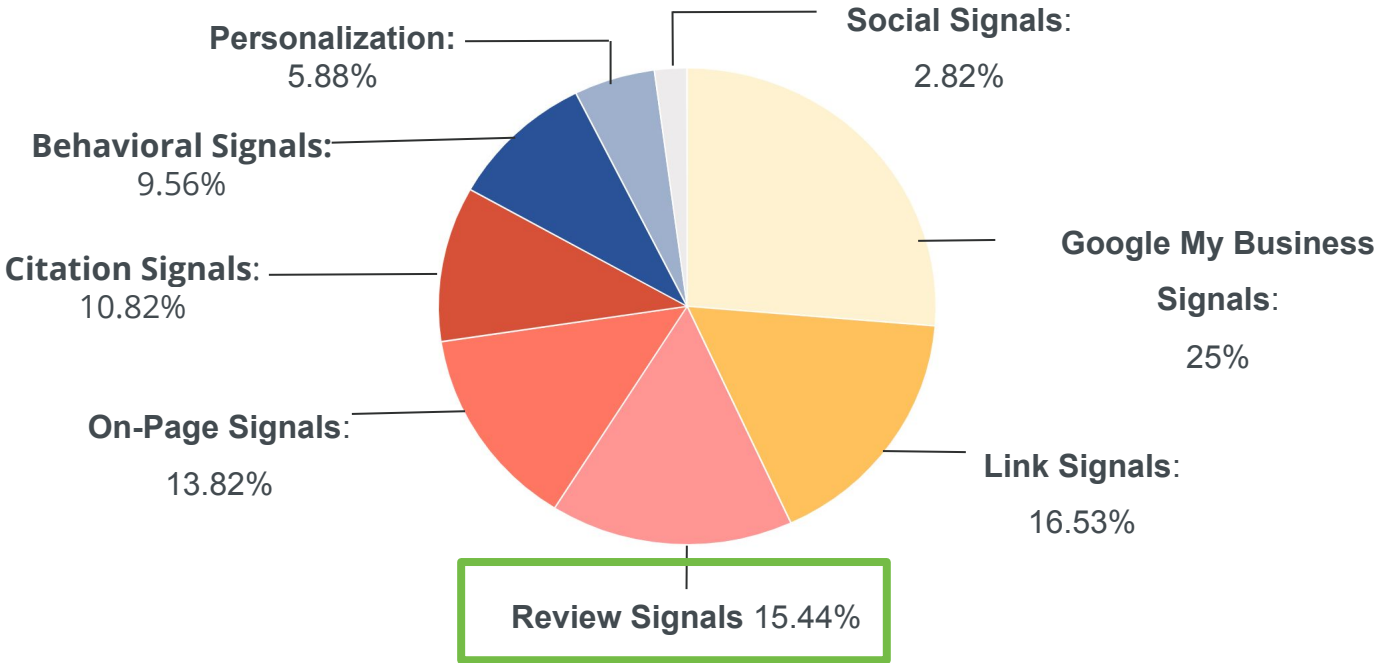
WAYS TO GATHER LOCAL INTELLIGENCE

Through Reviews

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

LOCAL SEARCH

Ranking Factors



Source: Moz

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

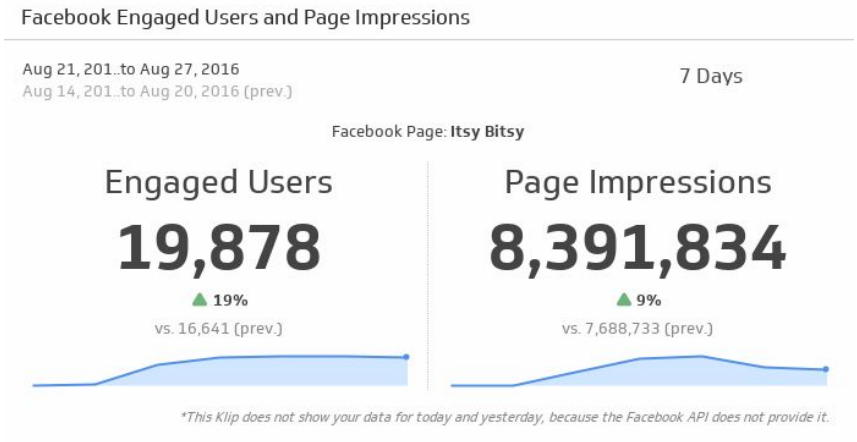
Telling us **when they need your products or services.**

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.



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.

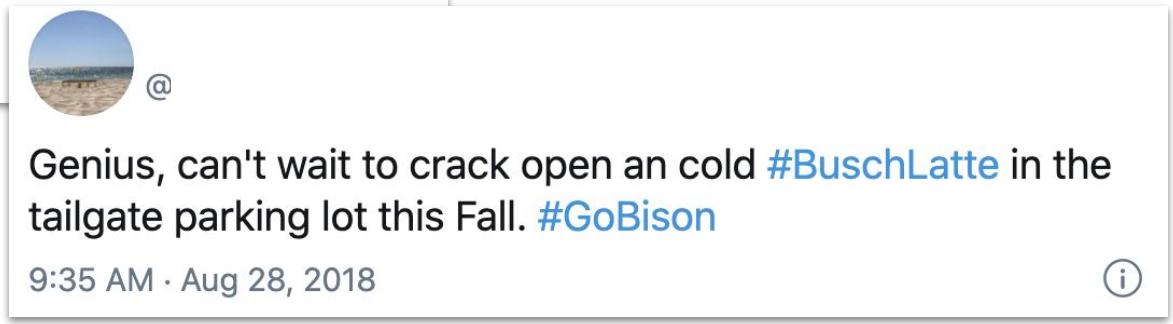
"I love the pastries here, especially the croissants."

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

EXAMPLE

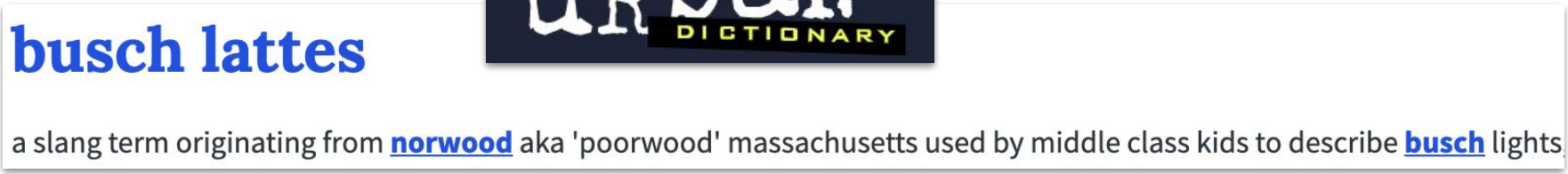
SOCIAL LISTENING

Busch Light Example



SOCIAL LISTENING

Busch Light Example



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#BuschLatte
BUSCH Latte
A

BUSCH
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SOCIAL LISTENING

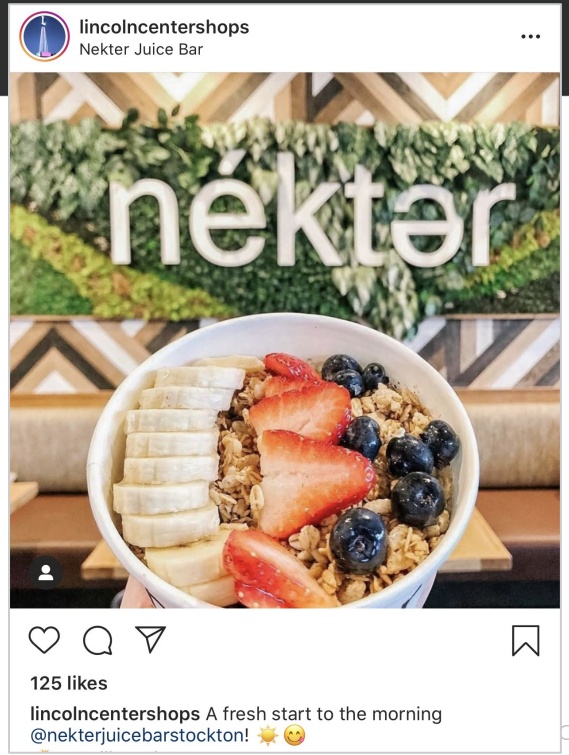
Real Time Lead Generation

- 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

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

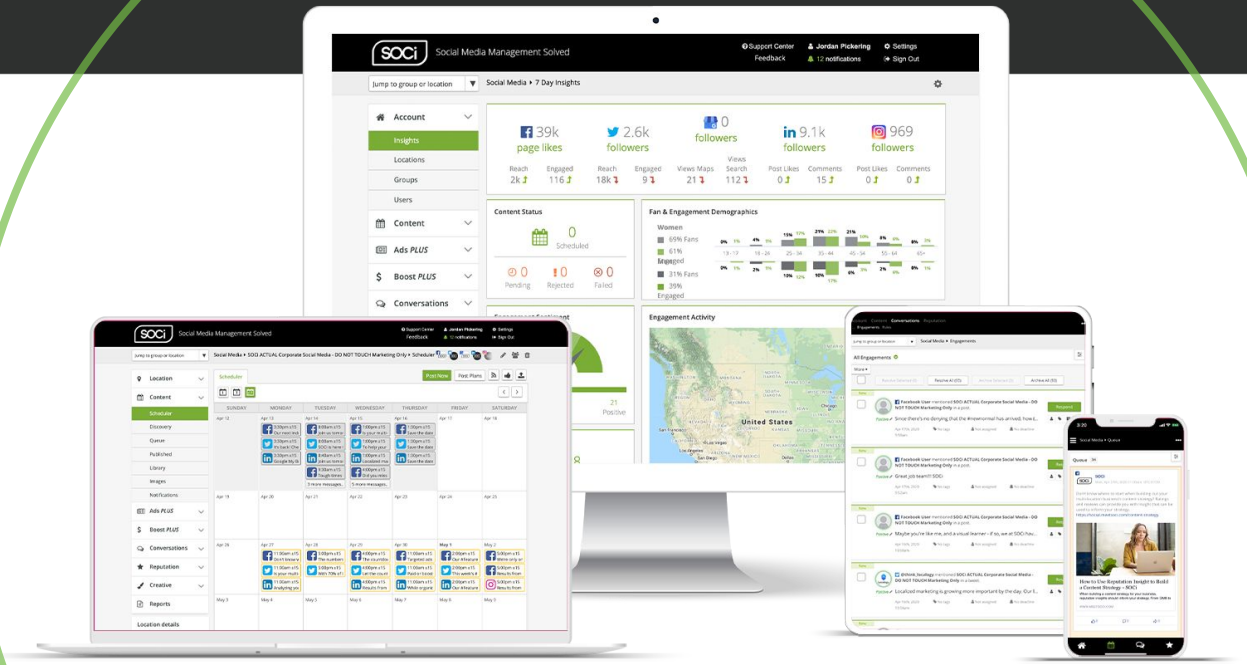
- Be in the platforms your customers use every day
- Pay attention to your own reviews and respond to everything you can
- Share Reviews Across Social Media
- Encourage Customer Reviews
- Highlight Customer Stories

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.