

SOCI<sup>↑</sup>

# Million-Dollar Local Marketing Strategies for 2025



# Meet Your Experts



**Michael Snow**  
Local SEO Evangelist



**Kelly Settino**  
Social Media  
Enablement Manager



# Social Strategies

# Poll #1

**Do you post localized content to your local social accounts?**

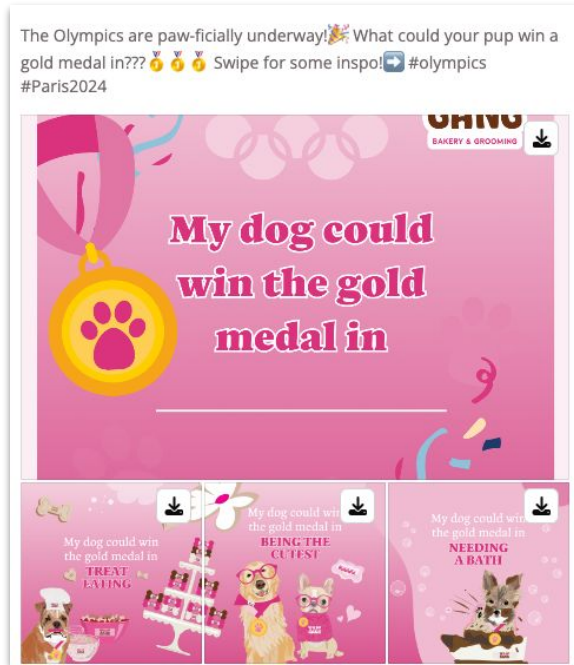
- A. Yes
- B. Trying to
- C. No
- D. I didn't know I should do this
- E. I don't know what this means

# Woof Gang Bakery & Grooming



Social 2024 Top Social Performer

**Social Strategy Objective:** Increase in-store traffic by reaching more audience members and getting them to engage



SOCi found that Woof Gang's engagements per post is 20% higher than the retail benchmark and 3% higher than the pet services benchmark

What is their secret?...

# Woof Gang Bakery & Grooming

Social 2024 Top Social Performer



## Woof Gang finds success by using social media to foster community

“ Our main focus of social is allowing the local users to make connections in their community. The goal is not to go viral and reach random people across the country. We want them to build that relationship with the people near them and who are going to come in and spoil their dog. ”

# Woof Gang Bakery & Grooming

Social 2024 Top Social Performer



## Social Best Practices

- Schedules a mix of corporate content and local content
- Partners with other businesses in the community
- Aligns on content pillars with local users
- Drives engagements by posting raffles and giveaways, as well as capitalizing on holidays and cultural dog days
- Utilizes engaging questions and CTAs in the captions

# Woof Gang Bakery & Grooming

Social 2024 Top Social Performer



## The results speak for themselves

In one year on SOCi, Woof Gang has seen...

- 125% increase in Facebook page likes
- 61% increase in Facebook page reach
- 15% increase in Facebook post engagements
- 364%+ followers on Instagram
- 433% increase in reach on Instagram
- 74% increase in engagements on Instagram

With...

- 4,771 posts published on Facebook
- 4,185 posts published on Instagram



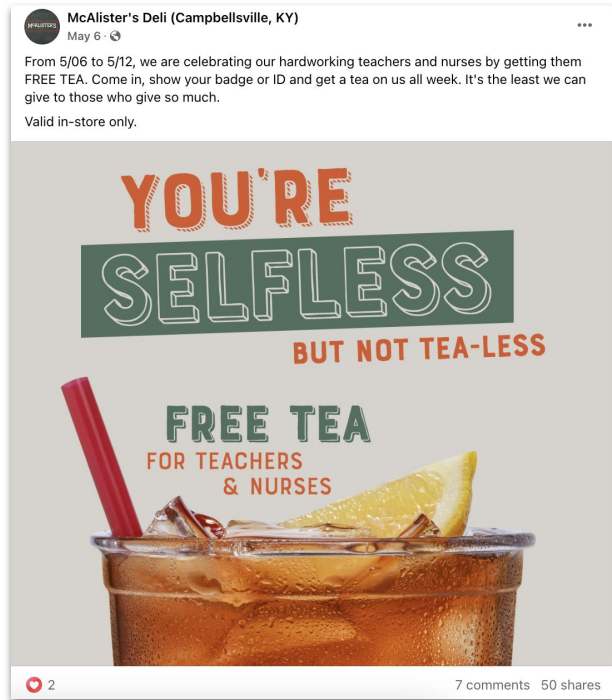


# Southern Rock

Social 2024 Top Social Performer



**Social Strategy Objective:** Increase in-store conversion by localizing social posts



SOCi found that Southern Rock's posting volume is 54% higher than the QSR benchmark

What is their secret?...



## Southern Rock finds success in the power of localization

“ The main goal of our social media efforts is to focus on localizing content. SOCi allows us to do so with in-platform tools like dynamic text and scheduling.”

# Southern Rock

Social 2024 Top Social Performer



## Best Practices

- Highlights catering to each individual store
- Focuses on unique content for new store openings, free tea day, and other major in-store moments
- Spreads out posting cadence between the national page and local pages
- Utilizes food imagery to drive engagements on catering and online order posts

# Southern Rock

Social 2024 Top Social Performer



## The results speak for themselves

Since January, Southern Rock has seen...

- 448,732 post impressions
- 438,491 post reach
- Over 10,000 post engagements

With...

- 13,720 posts published on Facebook



## Poll #2

**What social tactic have you not tried yet but are most interested in?**

- A. Use a mix of corporate and local posts
- B. Partner with a local business for a giveaway
- C. Use more CTAs in captions
- D. Create content pillars



# Search Strategies

## Poll #3

**What do you think has biggest impact on your local search visibility?**

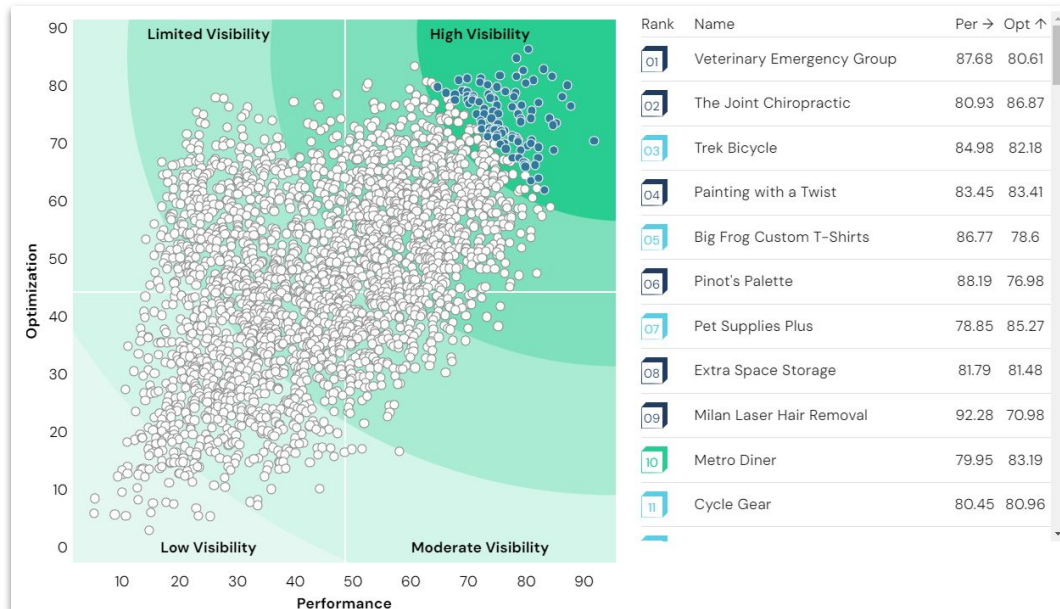
- A. Photos
- B. Google Posts
- C. Customer Reviews
- D. Social Posts
- E. GBP Business Description

# Top Search Performers

Common Strategies for Success



## What do top performers have in common?





# Top Search Performers

## Common Strategies for Success



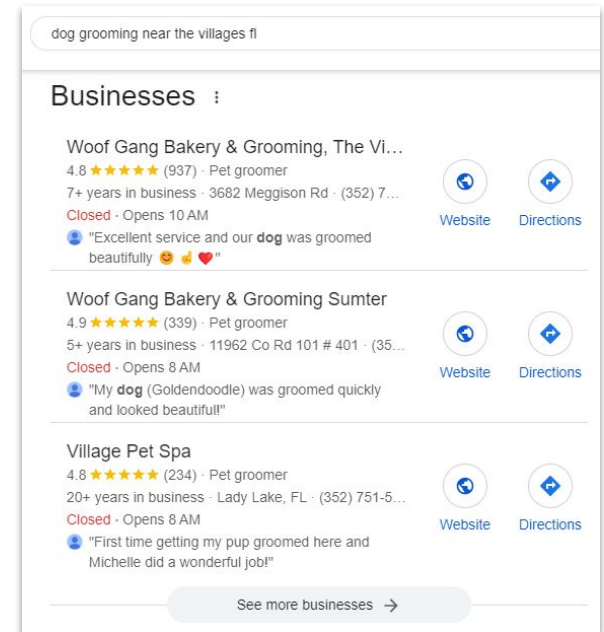
## Highly Rated with a Large Volume of Customer Reviews

### Top performers:

- Had an **Average Rating of 4.7**
- **Overperformed** in Review Volume vs. Competitors.

### Why is this important?

- Per Google's own help page on [How Google determines local ranking](#), "Google review count and review score factor into local search ranking."
- Top SEOs agree Review Rating and Volume are among the top 10 most influential individual ranking signals according to the latest [Ranking Factor Survey](#).



# Top Search Performers

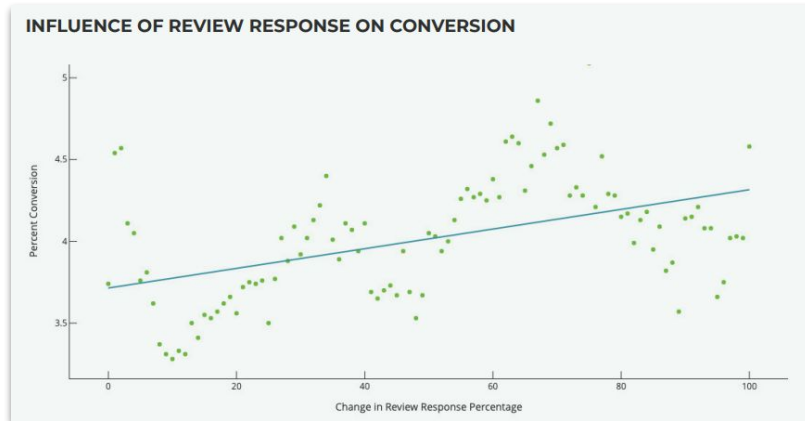
## Common Strategies for Success



## Responded to Customer Reviews

### Why is this important?

SOCI's [State of Google Reviews](#) study shows the influence of reviews on the likelihood that a consumer will choose a business among available alternatives.



### Key Takeaways:

- Conversion improves by 2.8% for every 10 new reviews earned.
- Conversion improves by 4.4% for every 0.1 star rating increase.
- Conversion improves by 16.4% when 100% of reviews are responded to.

# Top Search Performers

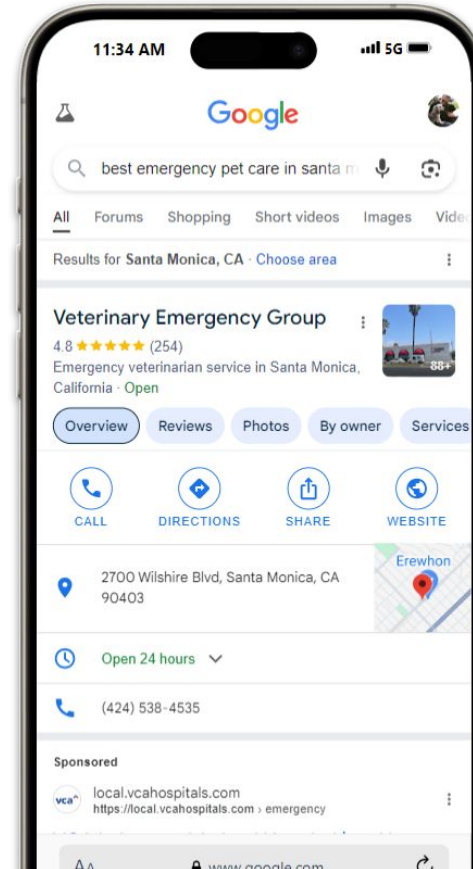
Common Strategies for Success



## Veterinary Emergency Group

VEG has had improved their **Response Rate by 13%** in 2024. That has translated to a:

- **46%** increase in Website & Phone clicks
- **34%** increase in Directions
- **98%** increase in Review Volume



# Top Search Performers

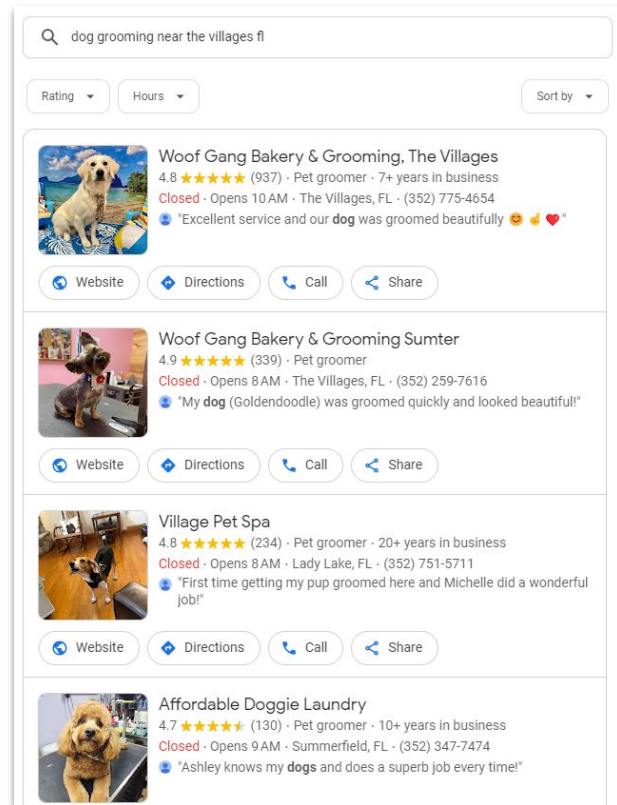
## Common Strategies for Success



## Post Quality Photos

### Why is this important?

- Google's Vision AI applies keywords to photos upload to Google Business Profiles that help Google understand more about the products and services a business offers.
- Photos can be a ranking factor when tags applied by Google's Vision AI align with customer search intent.
- Photos may provide additional search visibility in local quad packs that appear for some mobile search result.



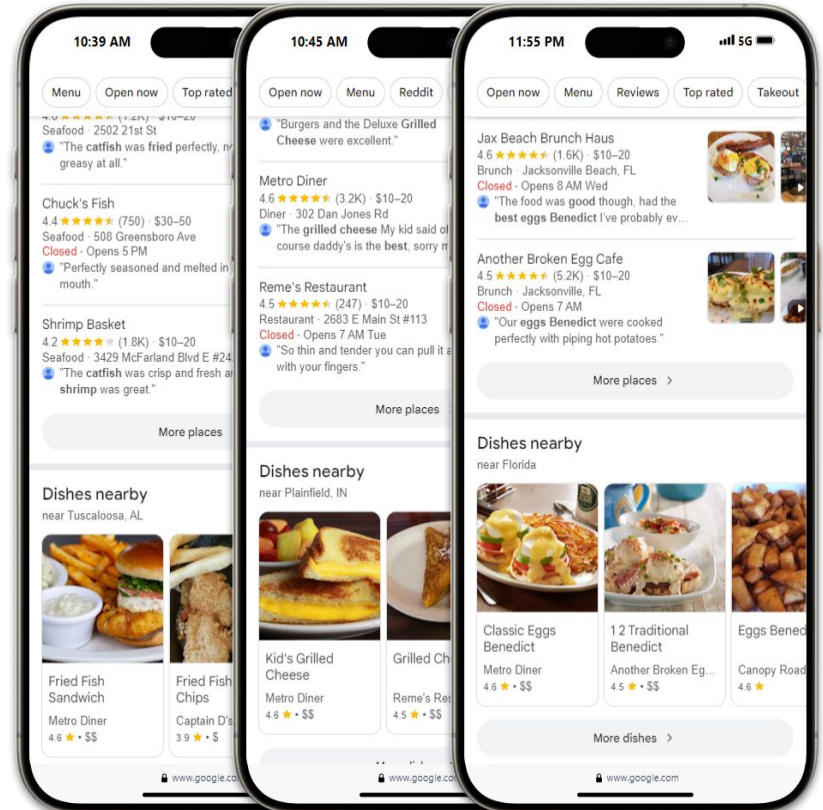
# Top Search Performers

## Common Strategies for Success



### Metro Diner

Metro Diner locations gain additional search visibility by appearing in mobile SEPR feature **Dishes nearby**.



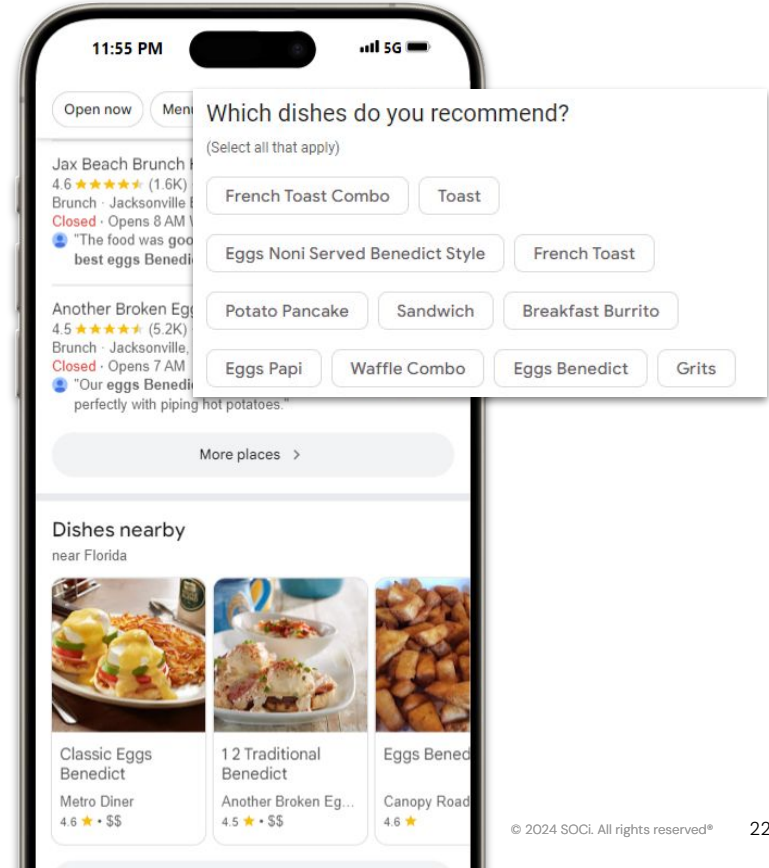
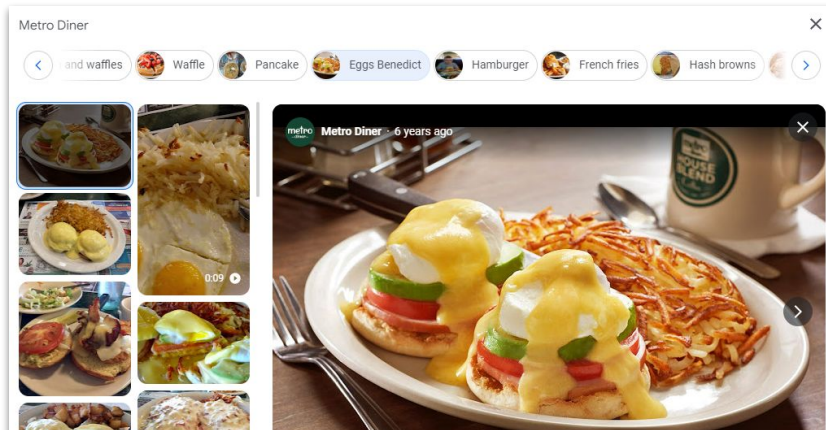


# Top Search Performers

## Common Strategies for Success

### How do they do it?

- Metro Diner uploads dozens of high quality photos of their menu items.
- Customers provide Prominence to the items by posting photos of their own and verifying dishes through reviews.





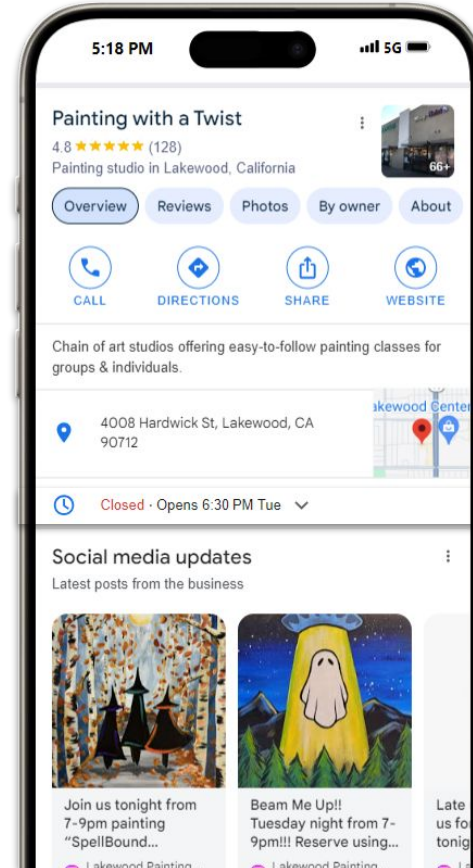
# Top Search Performers

## Common Strategies for Success

### Define Links to Associated Social Accounts on GBP

#### Why is this important?

- Per Google “Business that add their social links may find their most recent or relevant associated social media posts appear on their Profile.”
- Google indicated that social channels are beginning to play a larger role in influencing EEAT signals through customer interaction and feedback.





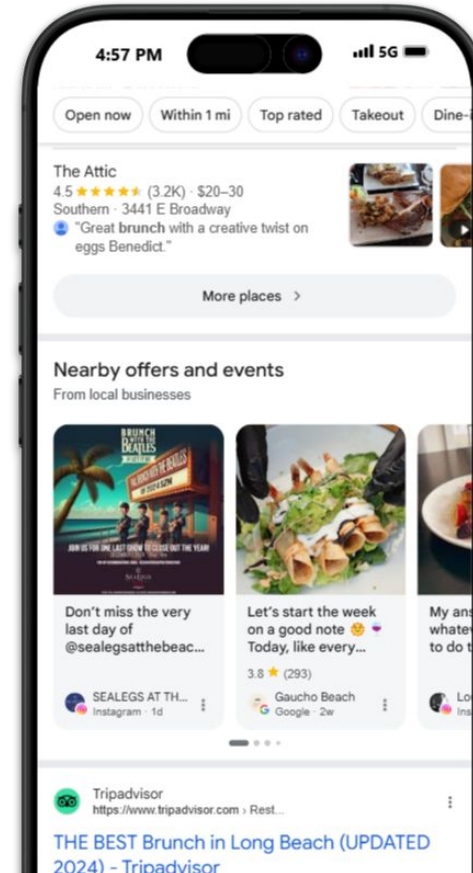
# Top Search Performers

## Common Strategies for Success

### Take Advantage of Google Posts

#### Why is this important?

- Offer & Event posts for the Food and Beverage industry are routinely highlighted in a carousel separate from the listings providing an additional opportunity for visibility.
- Posts can affect ranking when with copy that aligns with customer search intent.





# Top Search Performers

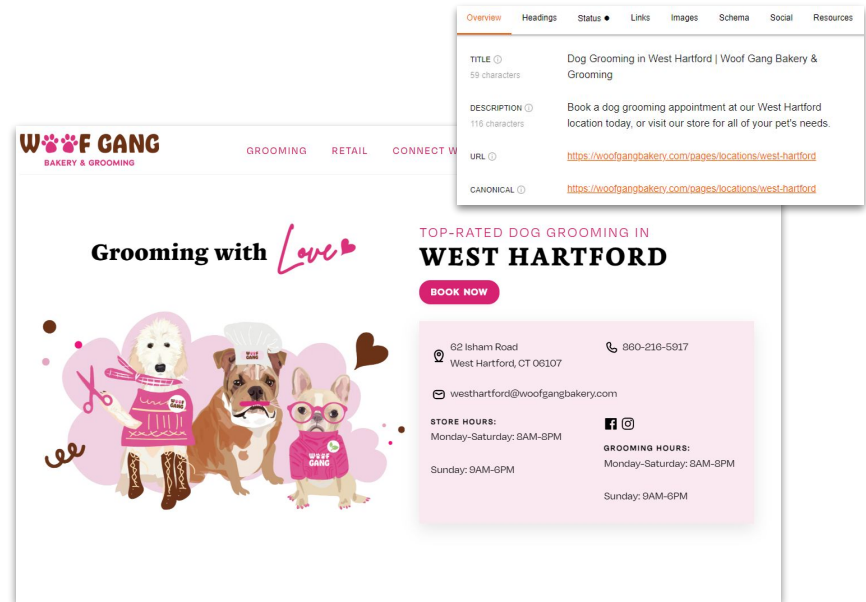
## Common Strategies for Success



## Have a Well-Optimized and Linked Local Landing Pages

### Why is this important?

- Per Google's own help page on [How Google determines local ranking](#), "Your position in web results is a factor, so search engine optimization (SEO) best practices apply."
- Top SEOs agree Local Landing Pages provide more than 30% of the signals that inform GBP Ranking according to the latest [Ranking Factor Survey](#).



# Top Search Performers

## Common Strategies for Success

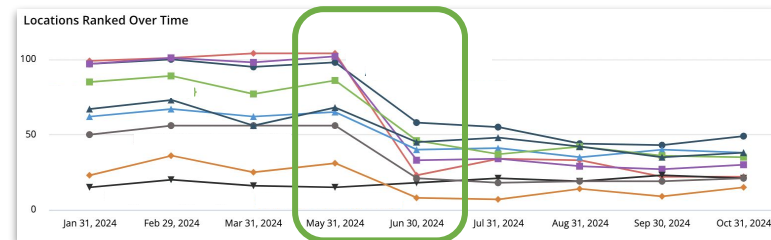
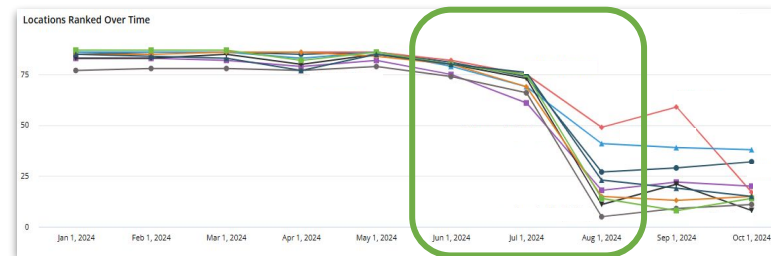
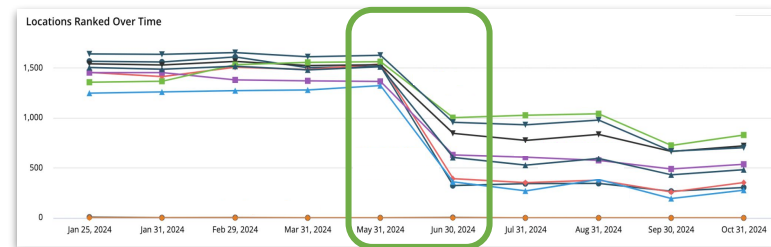


SOCi has observed a noticeable decrease in GBP rankings for some businesses across all industries in late June into July. This drop seems to coincide with Google's June Spam update.

Despite being a page focused update, GBP ranking was likely affected due to ranking penalties applied to linked local pages..

2024	
SUMMARY	DATE
June 2024 spam update	20 Jun 2024
March 2024 spam update	5 Mar 2024

Source: SOCi's Keyword Tracking Tool



Source: SOCi's Keyword Tracking Tool

# Get Your Performance Baseline for 2025

See a detailed audit of your digital marketing performance across search, social, and reputation.

Limited Visibility

High Visibility

SEE MY RANKING

Low Visibility

Moderate Visibility

Scan or visit:  
[ww2.soci.ai/audit/ifa](https://ww2.soci.ai/audit/ifa)