

Location Marketing:
5 SIGNS
YOU SHOULD
PRIORITISE IT IN 2019

What Is Location Marketing?

Location marketing is the process of optimising the online presence of a business' physical locations. This helps to connect every business location with customers in the area who are searching for the goods and services that the business provides.

What Is Local SEO?

Local SEO involves creating accurate business listings for every brick and mortar store or location belonging to the business on multiple online directories. The aim of this tactic is to try and rank higher on local listings so that your business is more visible when consumers search for goods and services in their area. This practice is key to your successful location marketing efforts.

Why Is a Location Marketing Strategy Crucial?

New data from Google¹ reveals that 5 out of every 10 consumers who search online locally for goods and services will visit a store within 24 hours. If your business does not have a strong online presence locally, a large portion of 'good fit' consumers who are motivated to buy products or services you supply are potentially visiting your competitors' stores.



More consumers are searching online for local goods and services than ever before. If you are seeing any of the following signs, investing in local marketing should be your number one business resolution this year...

¹ Hubspot <https://www.hubspot.com/marketing-statistics>

01

Low Google Visibility (Means You're Failing to Generate Sales)

A survey conducted by Moz² indicates that being in the top three of the local listings (local 3-Pack) is a highly important factor to gaining foot traffic.

44% of people clicked
in the local Pack

19% clicked on the
paid results

29% clicked on the
organic listings

8% chose to load
"more local results"

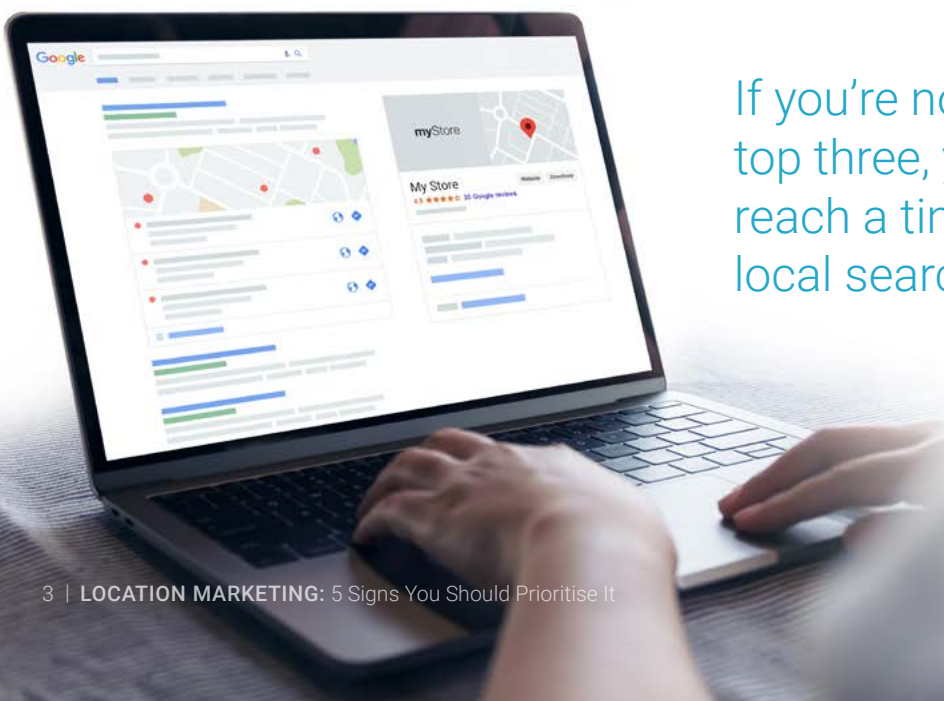
From this study we can see that:

**only
8%** of consumers are
clicking on 'more'
results

44% of consumers will make
their decision based on
the local 3-Pack

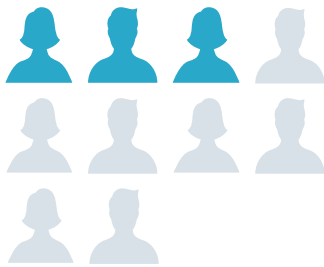
2 Moz <https://moz.com/blog/the-new-snack-pack-where-users-clicking-how-you-can-win>

If you're not ranking in the
top three, you will only
reach a tiny fraction of all
local searches.



02

Inaccurate or Missing Company Listings = Negative Customer Experience



Inaccurate local listings online are hugely detrimental to a business.

3 out of 10 customers who receive inaccurate data around a location are lost for life.

Even more disturbing than this statistic is the fact that nearly every business is failing to update holiday operating hours. In a recent Uberall Study, we analysed a sample of 800 global enterprise businesses and found that only 7 had updated their opening hours for the holidays - that's less than 1%.

Not updating opening hours can easily lead to a loss of trust, repeat business and negative word of mouth when a customer does the online research, turns up on your doorstep and find that the business is closed (even though it says you are open online).

03

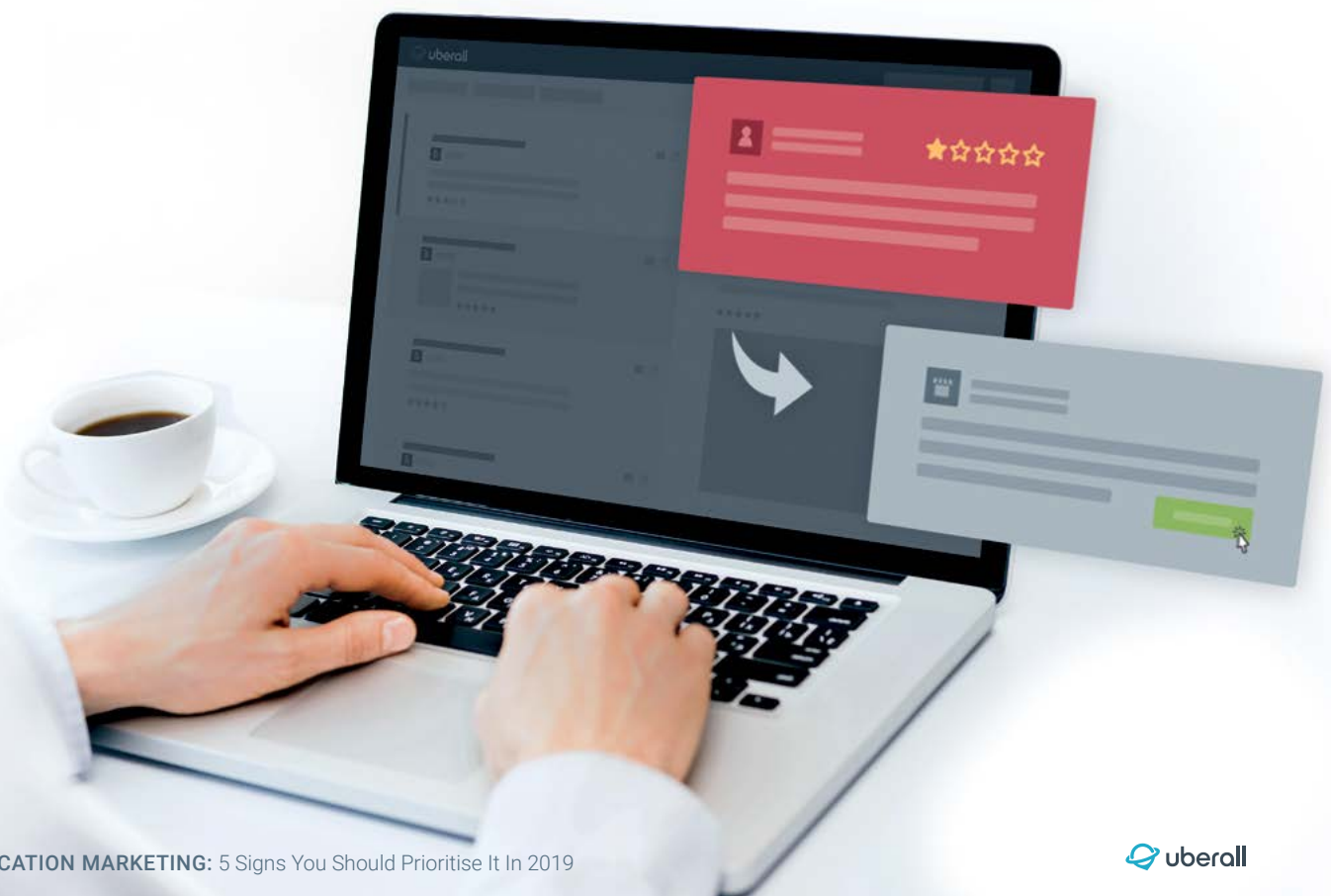
You Want to Improve Your Negative Reviews

In an Uberall Survey of 1,000 consumers, 45% stated that they had left a review online after making a purchase.

A further **34%** who submitted a review but did not receive a reply from the business have not shopped there since.

According to research³ by CRM software company RightNow, one out of every three consumers who receive a retailer response to their online complaint end up reposting a positive review and 34% end up deleting their negative review altogether.

³ RightNow <https://www.businesswire.com/news/home/20110301007409/en/Right-Now-Study-Finds-Retailers-Win-Unhappy>



04

Your Paid Advertising Is Not Generating ROI

Advertising itself isn't the problem; advertising relevance is.

Gathering data from your local marketing efforts and geo-targeting in your local paid ads will allow you to create better targeted advertising that is more relevant for the customer.

In a study by TechnologyAdvice⁴, it was discovered that...

79% of internet users almost never look at online ads

90% of users that click on ads never end up following

through on a purchase commitment or submitting their contact information.

The number one reason given by online users for their lack of advertising engagement was... the lack of advertising relevance.



⁴ Technology Advice <https://technologyadvice.com/blog/marketing/study-online-paid-media-still-effective-2015/>

05

Growth of Voice and 'Near Me' Search Requires a Change in Targeting



According to Google⁵,

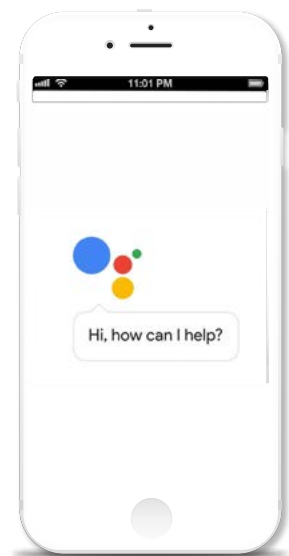
9 out of 10 consumers

are not looking for a specific brand when they begin searching online with their smartphones.

By focusing your efforts on optimising your business information according to how consumers are searching online locally, you are putting your business in the best possible position for 90% of consumers to interact with your brand.

Voice Search

According to Google's most recent data⁶, 1 in 5 mobile searches is currently being conducted via voice and with the increased accuracy of voice recognition software, this is expected to grow exponentially and become essential to consumer purchasing in the near future.



⁵ Think with Google <https://www.thinkwithgoogle.com/consumer-insights/consumer-habits/>

⁶ Econsultancy <https://econsultancy.com/the-future-of-voice-search-2020-and-beyond/>

Taking the Next Step in Your Location Marketing Efforts...

Customers are increasingly using online local search as a means to find a way to get what they want right now. Companies that adapt to these changes in behaviour will be better equipped to target potential customers who are ready to make a purchase. This is why location marketing can provide the ultimate ROI and why it's a must-invest area for future sales growth.

If your business aim is to have more 'good fit' sales prospects this year, more visibility online and an easier way to manage your online presence, Uberall can help you to improve and reach more of the right prospects through the Uberall Location Marketing Cloud. This is not a magic bullet, just smart management of your store locations, company information and brand management.





Uberall is a leading Location Marketing solution, providing global organisations a single, powerful, and streamlined point of control over their entire digital brand footprint or ecosystem - amplifying brand, boosting traffic, and driving local in-store sales. Uberall helps businesses manage their presence, reputation and interactions in real-time - using powerful micro-moments to connect with consumers across all mobile, voice, and desktop platforms - including websites, store locators, search engines, maps, GPS, social platforms, and apps.

Founded in 2013, Uberall's Location Marketing Cloud is widely used by businesses all over the world, leveraging the latest technology in listings and reputation management, locator-as-a-service, and personalised geo-targeted advertising. The cloud-based platform includes products such as; Control Center, Listings, Engage, Locator + Pages and Ads.

Call us for a demo

to discover how we can help you drive local sales.

Uberall Berlin

+49 30 346 467 900

Uberall London

+44 20 3769 3000

Uberall San Francisco

+1 415 463 7064

Uberall Paris

+33 1 8122 1243

Uberall Amsterdam

+ 31 20 707 3685

Uberall Cape Town

+27 073 866 8890

 uberall.com

 sales@uberall.com