



Craft a Winning Local Game Plan

With Marketing Automation



Meet Your Local Marketing Expert



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Today's Playbook

What We'll Cover



1 The Rise of TikTok in Local Search

2 The Power of Reviews in Consumer Decision Making

3 How AI is Transforming Marketing for Franchises

4 Q&A?

The Rise of TikTok in Local Search

The Rise of TikTok in Local Social

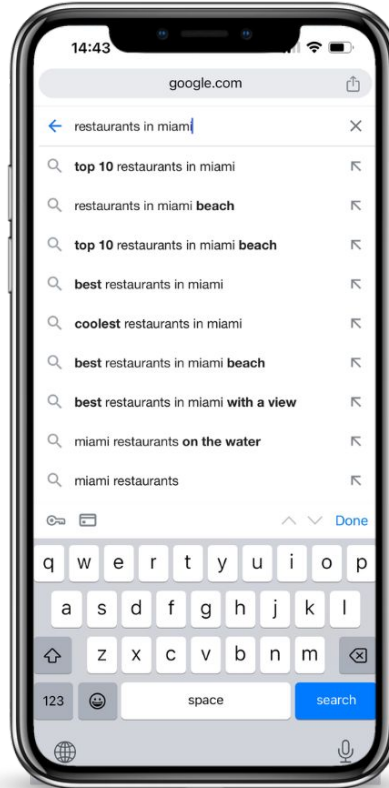
TikTok's Influence on Local Businesses



64% of Gen Z uses Instagram and TikTok for local search and discovery.

The Rise of TikTok in Local Social

How Social Media is Reshaping Local Search



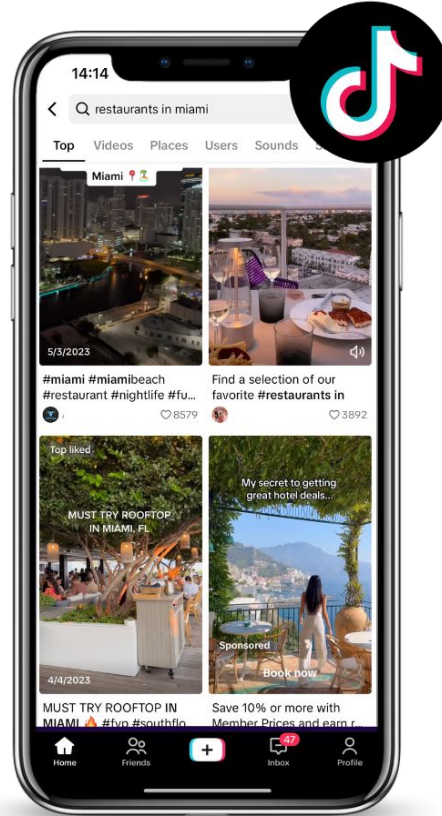
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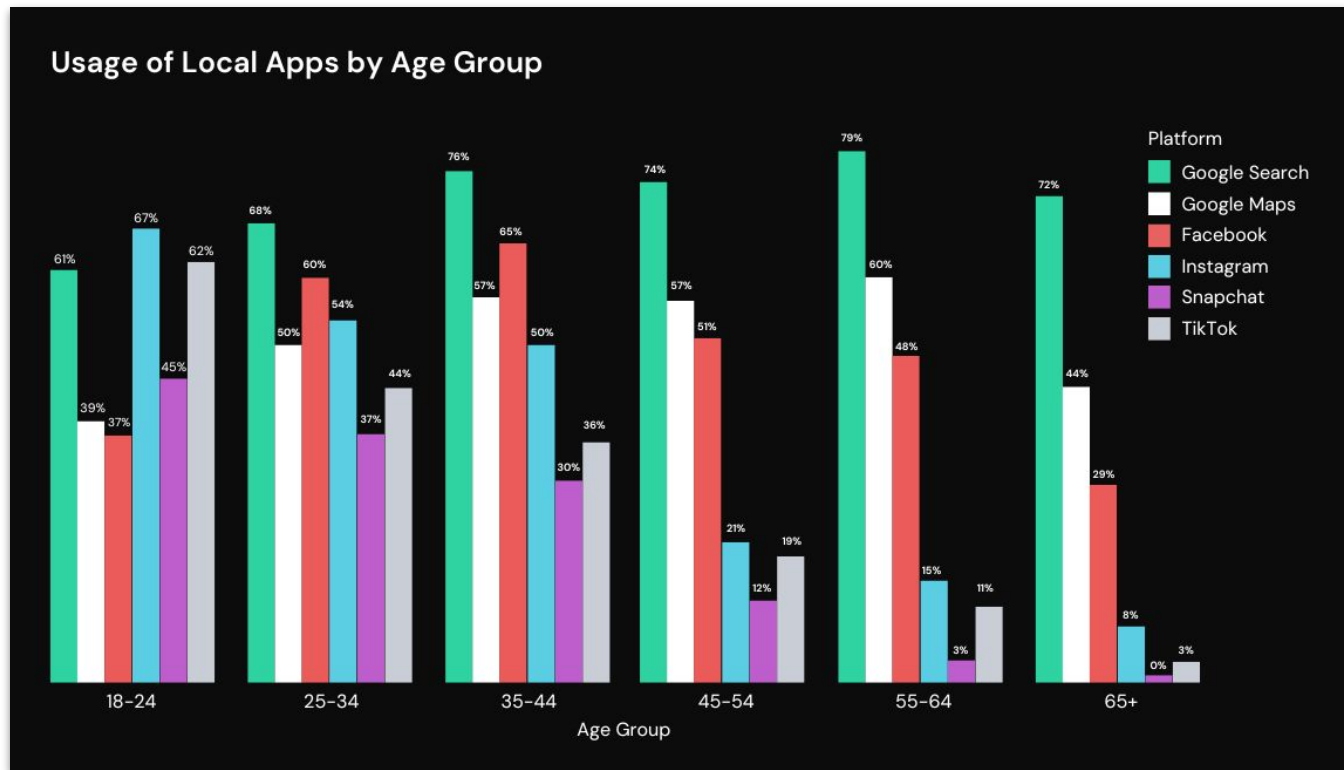
The Rise of TikTok in Local Social

How Social Media is Reshaping Local Search



The Rise of TikTok in Local Social

The Importance of a Holistic Search Approach



The Rise of TikTok in Local Social

The Offline Purchase Journey Starts Online



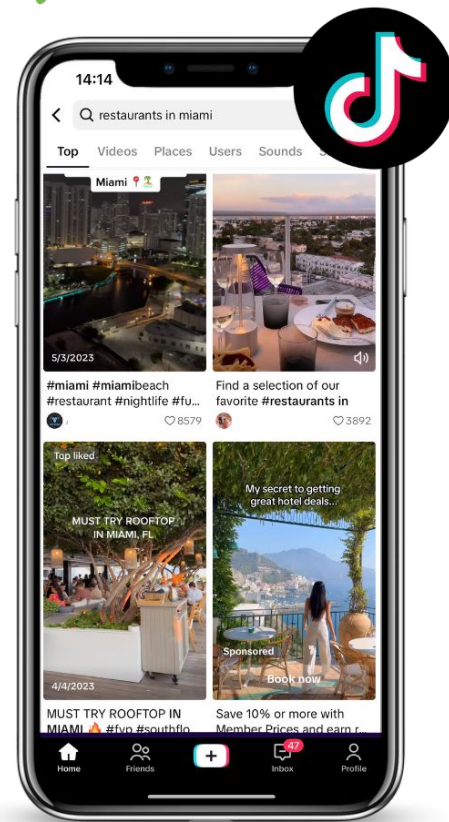
91% say that their offline purchase journey begins online.

The Rise of TikTok in Local Social

Top Takeaways

Therefore marketers must:

- Be on TikTok and Instagram (have an account!)
- Create native content for TikTok
- Lead with education and entertainment when creating content



The Power of Reviews in Consumer Decision Making

The Power of Reviews

Online Reviews are a Driver of Customer Trust



87% frequently read
online reviews before
choosing a local business.

The Power of Reviews

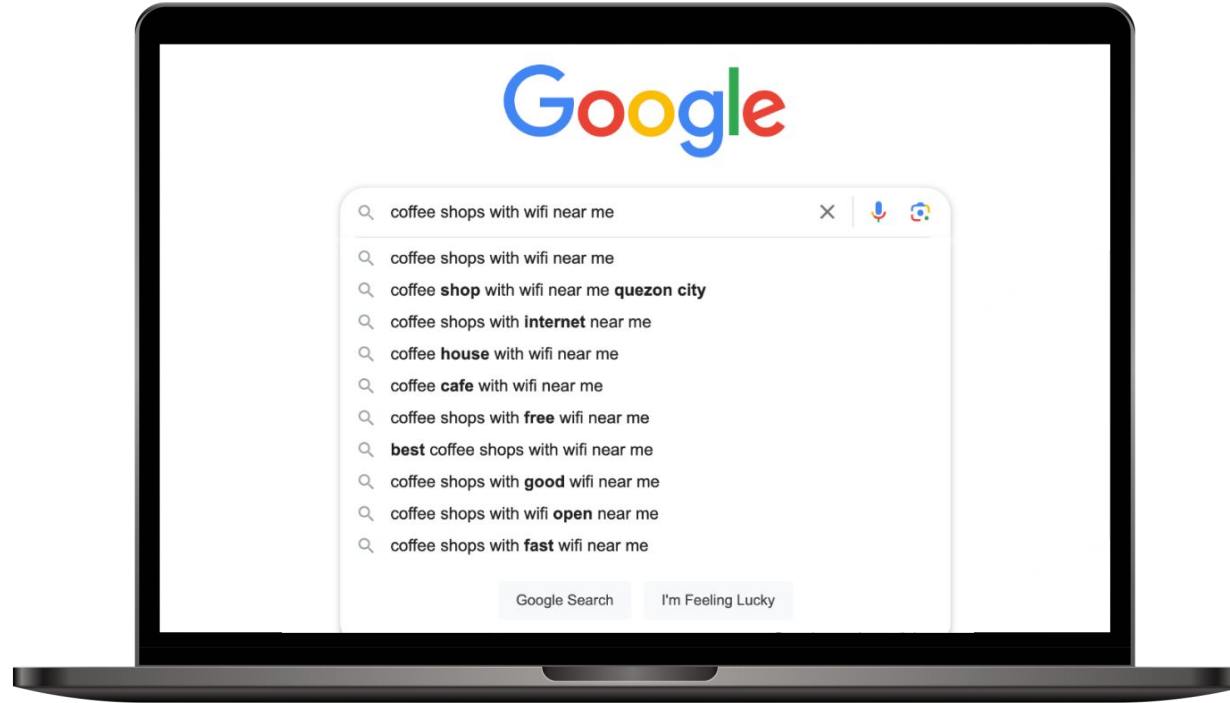
Online Ratings Are Just as Important



81% won't visit a business with less than a three star rating.

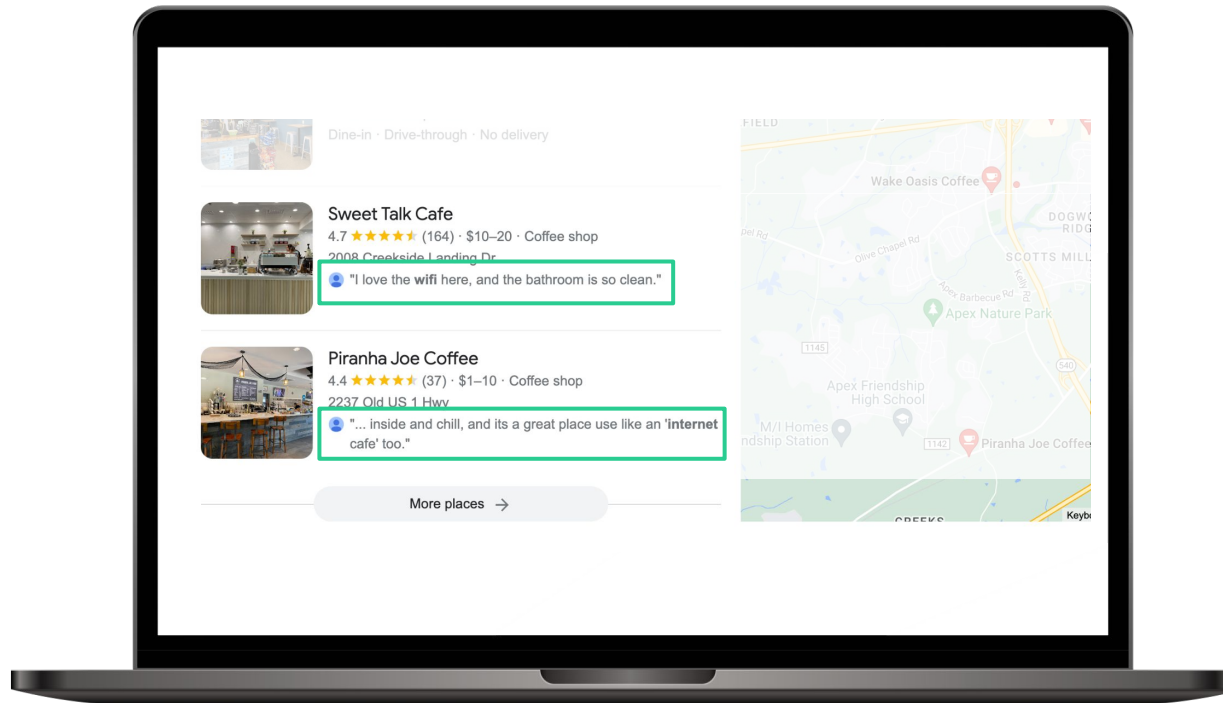
The Power of Reviews

Turning Reviews into Revenue



The Power of Reviews

Turning Reviews into Revenue

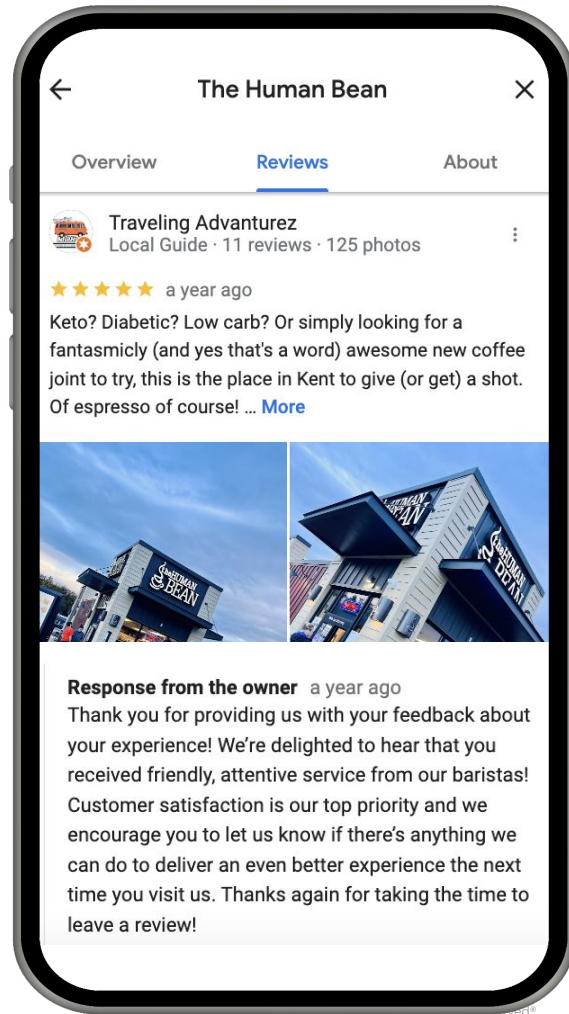


The Power of Reviews

Top Takeaways

Therefore marketers must:

- Use reviews as a signal to improve business practices
- Respond in a timely manner to reviews both positive and negative
- Respond to other forms of consumer feedback online (questions, social posts)



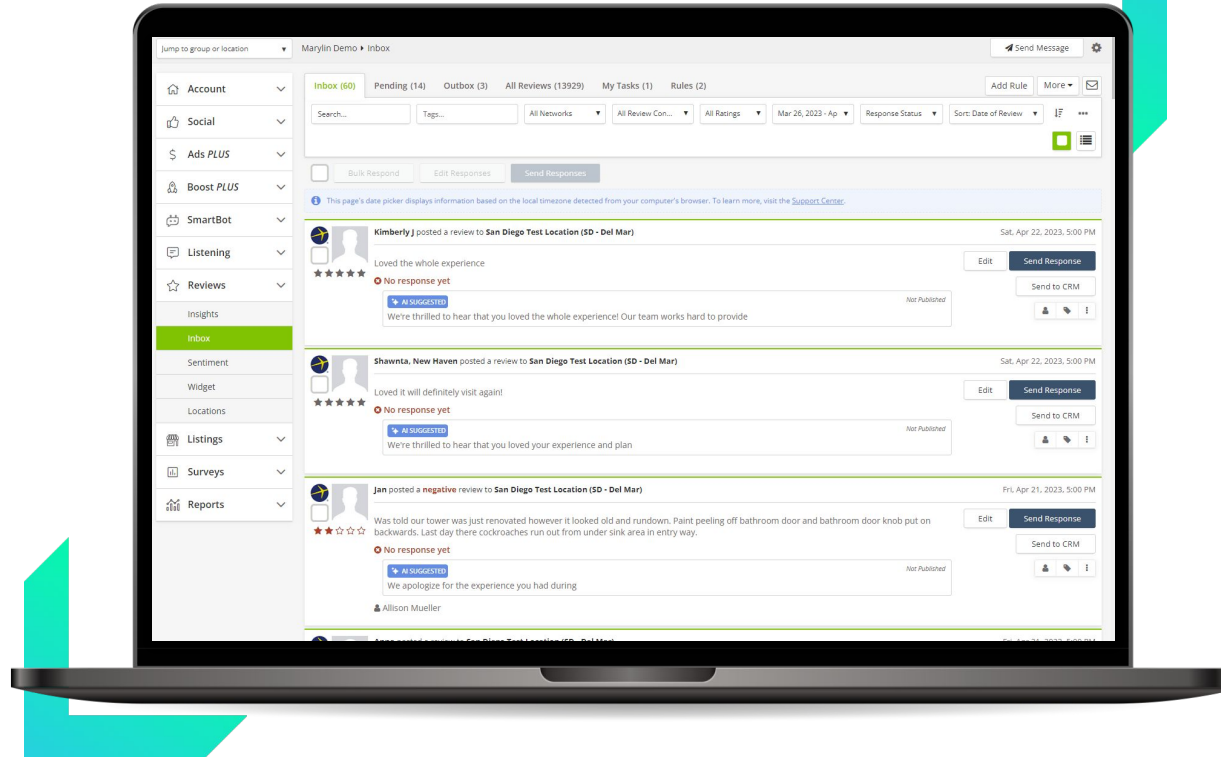
AI for Automation for Local Marketing

AI Automation for Local Marketing

GENIUS REVIEWS

- 100% On-Time
- 100% On-Brand
- Authentic & Unique
- Always Hyper Local

For every location!



AI Automation for Local Marketing

How Multi-Location Businesses Manage Marketing at Scale is Changing



41% of customers are okay with businesses using AI as long as it improves their experience.

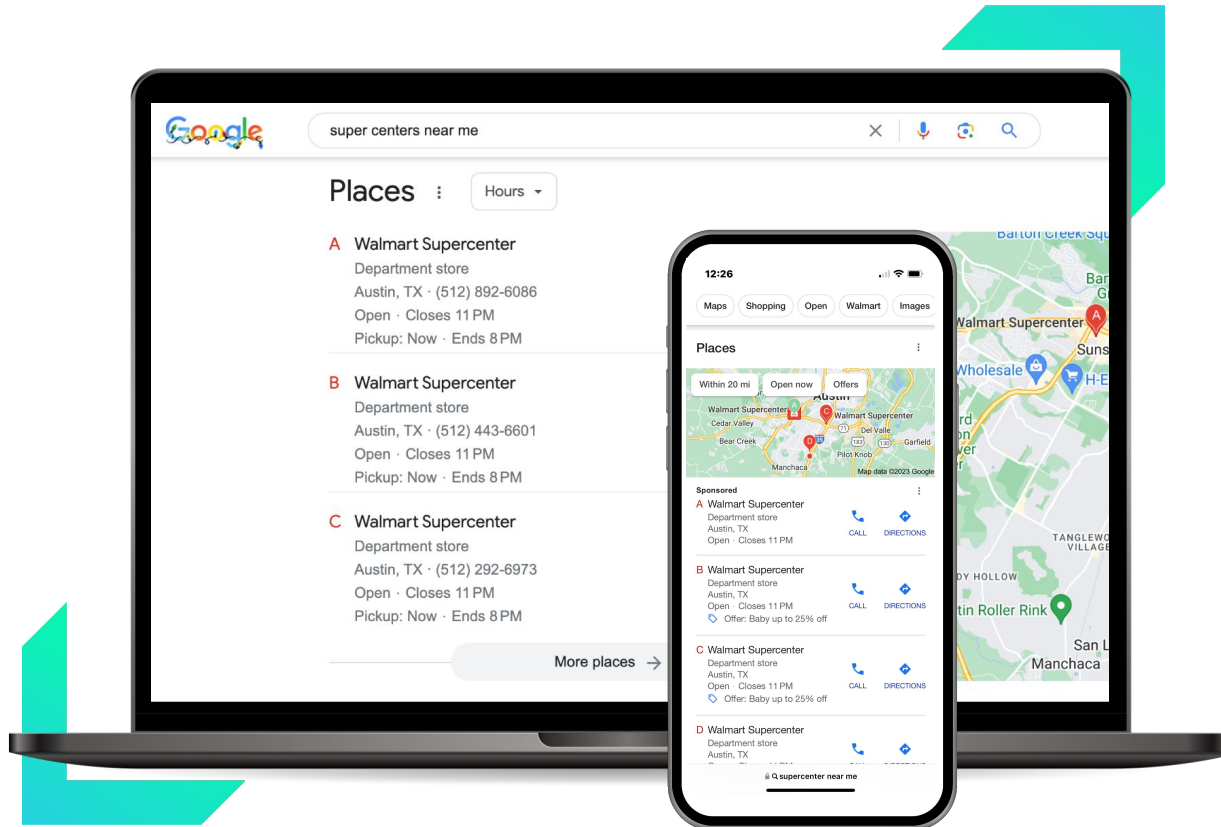
32% need more evidence or do not have an opinion on AI usage.

AI Automation for Local Marketing

GENIUS SEARCH

- Get Top Local Visibility
- Match Local Search
- Always Up to Date

For every location!



Maximize Revenue for Your Franchise

Brands with a strong online presence
grow their revenue 2-3X
faster than their competitors.

**Request Your
Benchmark Report**

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Thank You For Joining!

