

The Power of Local Engagement

Boosting Loyalty and Sales



Meet Your Speakers



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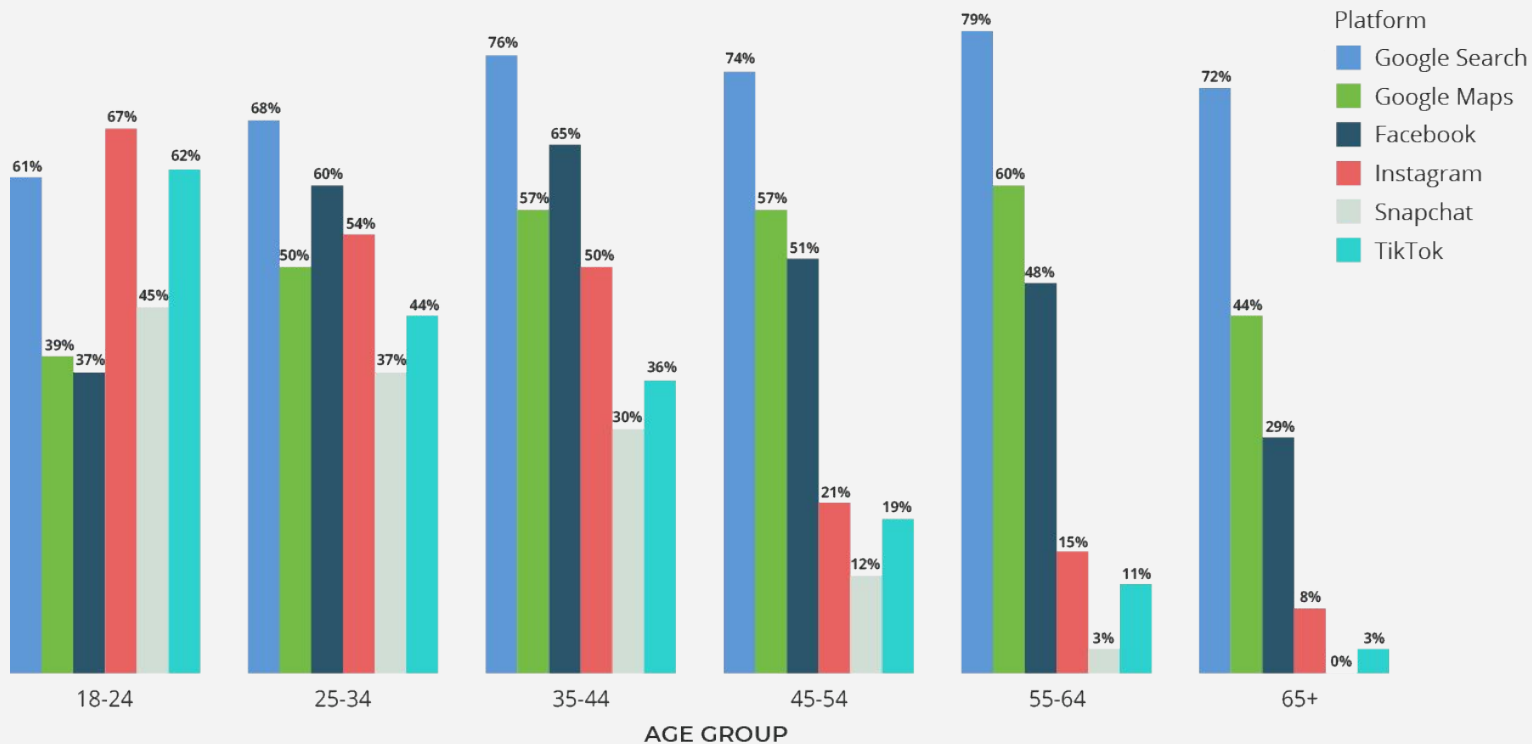
Director of Market Insights
at SOCi

80%

of consumers search online for a local business at least once per week.

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Usage of Local Apps by Age Group



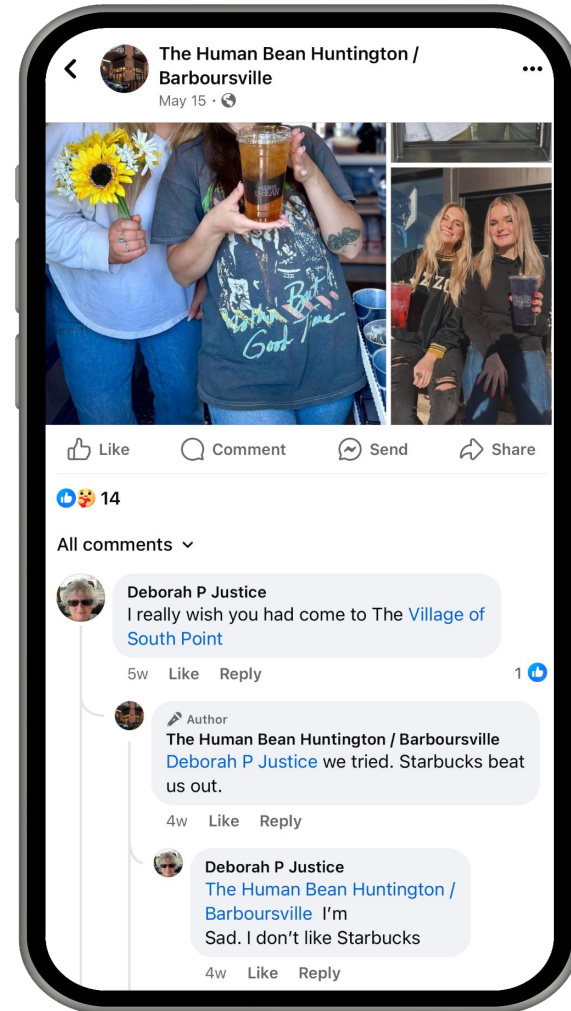
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Engaging Your Local Audience Online

#1

Posting Localized Content



Waterfall Posting VS. Localized Posting

The Human Bean · Follow
Mar 10, 2023 · 🌐

Sometimes all you need is a warm cup of coffee ☕

#coffee #thehumanbean




48 10 comments 2 shares

The Human Bean of Roseburg
Dec 8, 2023 · 🌐

Our barista of the month!!

👤 Jordan 🧡... See more



@roseburghumanbean

8 1 comment 2 shares

73%

increase in engagements when The Human Bean posted localized content versus waterfall posting.

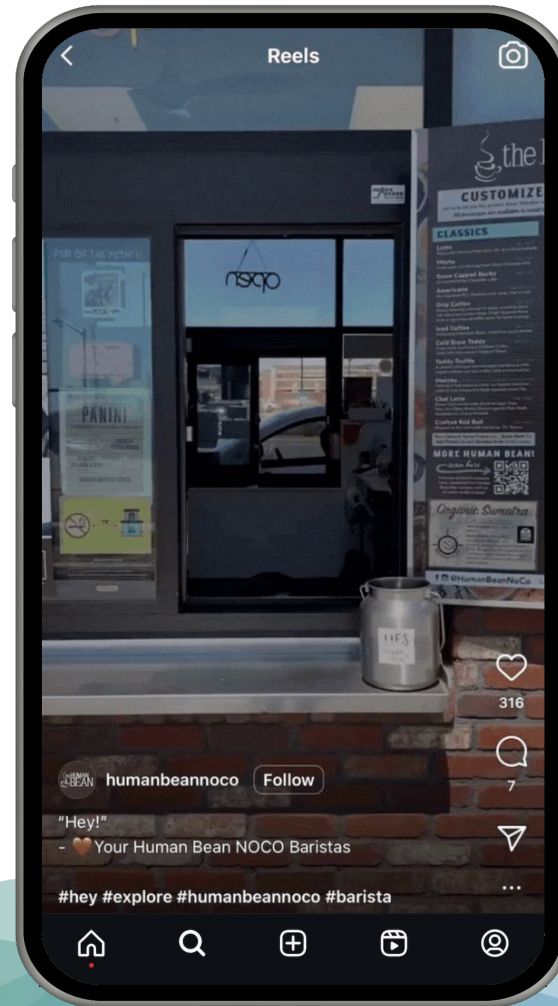


soci

Unlock the Secret to Social Media Success Report

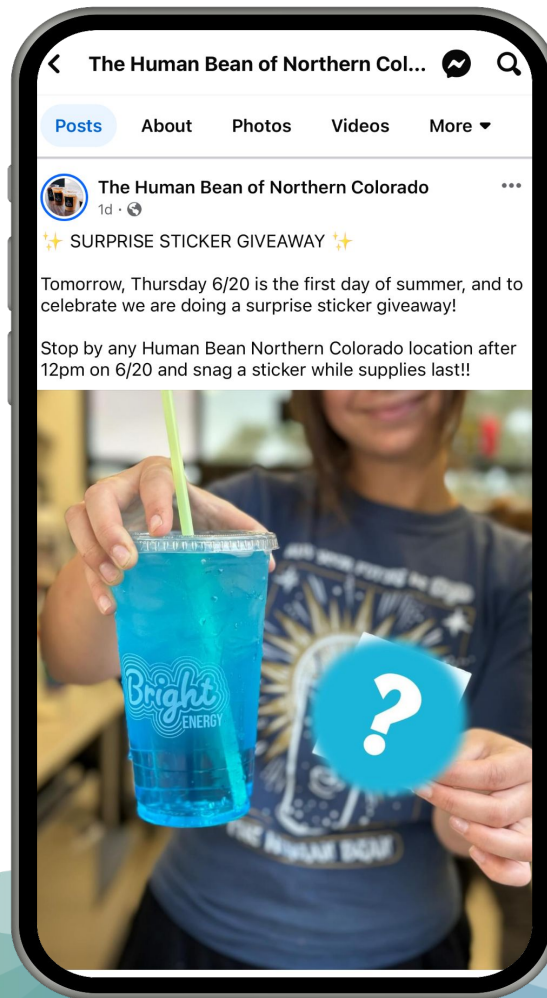
Localized Content Idea:

Highlight Local Employees



Localized Content Idea:

Create a Local Giveaway



Localized Content Idea:

Partner with Local Schools and Sports Teams



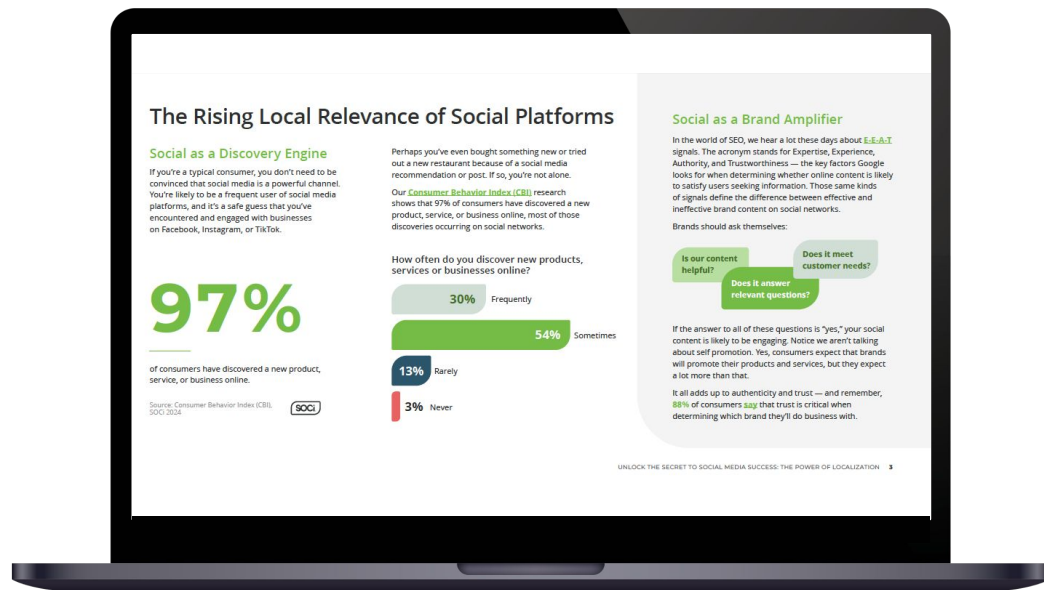
Localized Content Idea: Host a Local Event



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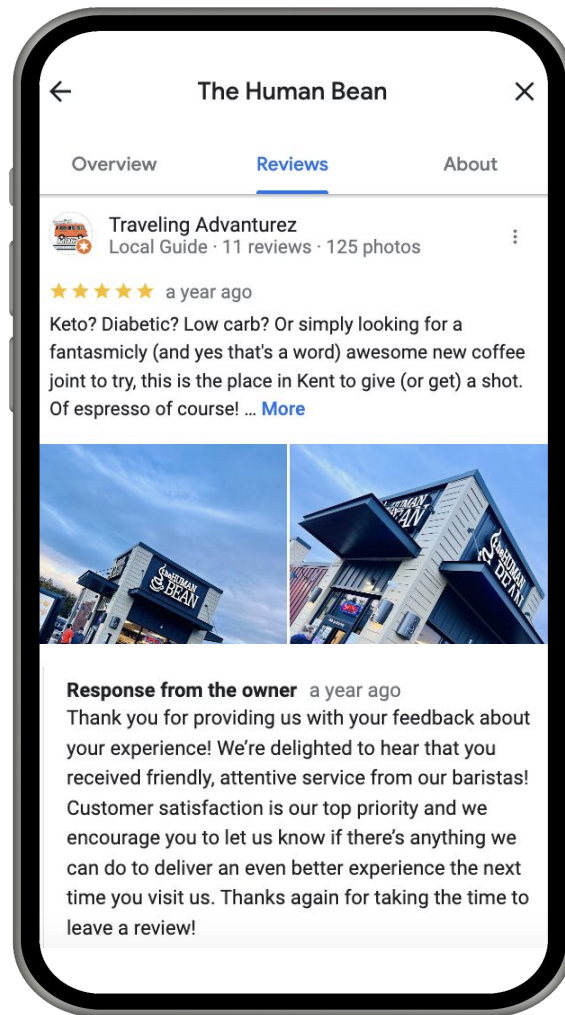


Scan the QR Code or visit
ww2.meetsoci.com/socialguide/ifa



#2

Responding to Reviews



The Average Multi-Location Business:

Responds to only **46%** of consumer reviews, with negative reviews having a worrisome **35%** response rate.

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2023 Local Visibility Index (LVI)

When the business responded to your review, how did you feel about the interaction?



50%

SATISFIED

The response met or exceeded my expectations; I found it helpful and appropriate



41%

SOMEWHAT SATISFIED

The response was adequate, but there was room for improvement



6%

UNSATISFIED

The response did not meet my expectations and was inadequate



2%

VERY UNSATISFIED

The response fell significantly below my expectations



98%

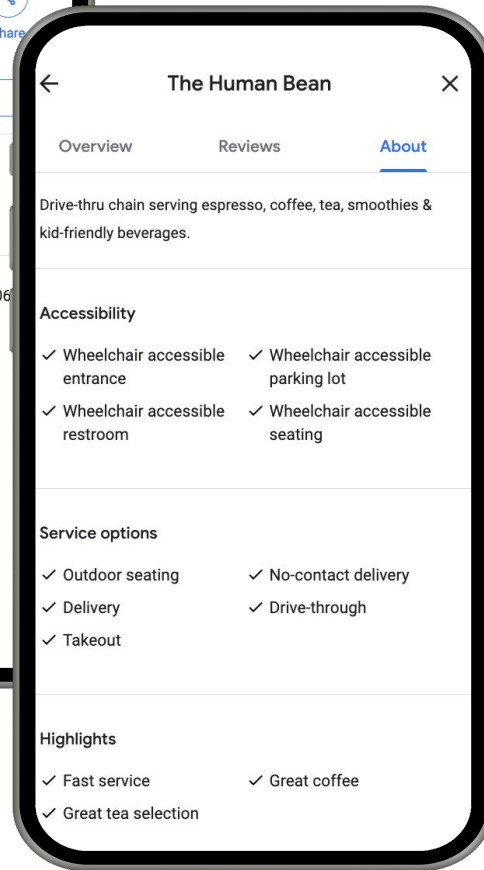
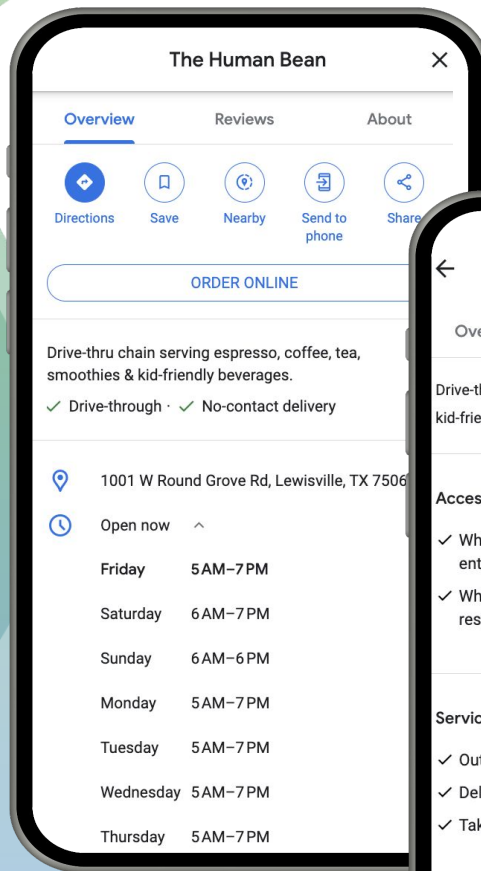
of consumers feel that reviews are essential
when making a purchase decision.

Global Newswire / PowerReviews

Survey: The Ever-Growing Power of Reviews

#3

Maintaining Accurate Business Information



The Average Multi-Location Business:

Ignores **92%** of customer questions on their
Google Profile.

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2023 Local Visibility Index (LVI)

If you were to visit a business whose online profile states that it is open and find that the business is actually closed, what would be your most likely next?

7%

Give up and go home

9%

Leave an online comment
or review complaining
about the issue

14%

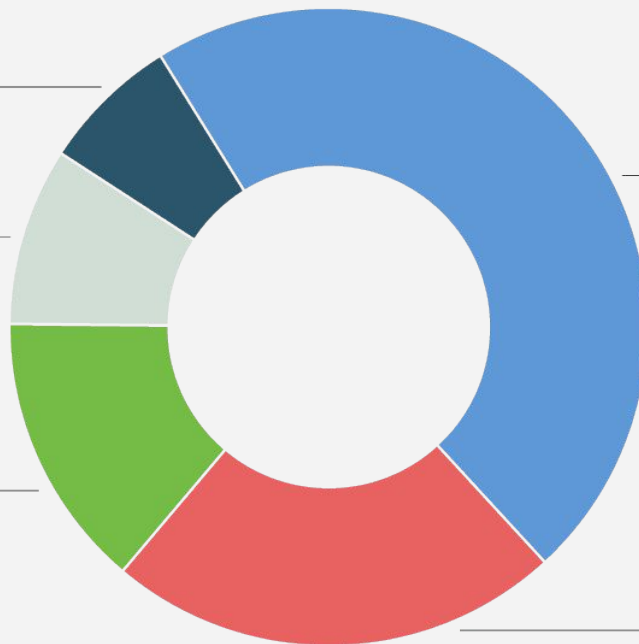
Contact the business when
possible to let them know
about the experience

47%

Look for a similar
business nearby

23%

Visit business at
another time



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(aggregated across channels, networks and locations, structured & filtered for analysis)

SOCi Shield

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FREE RESOURCE

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