

INCREASE YOUR ONLINE AND IN-STORE TRAFFIC

Building an
effective Local
Marketing Strategy



PUBLITECH

IMPROVE YOUR ONLINE AND IN-STORE TRAFFIC BY EFFICIENTLY MANAGING YOUR ONLINE DIRECTORY PRESENCE

Do you have an online directory management strategy?

**Make sure your business
capitalizes on the
opportunities offered by
online directories.**

WHY YOU NEED TO IMPLEMENT A LOCAL MARKETING STRATEGY.

50%
MOBILE



More than half of all worldwide searches are carried out on mobile devices.

40%
MOTEUR DE RECHERCHE



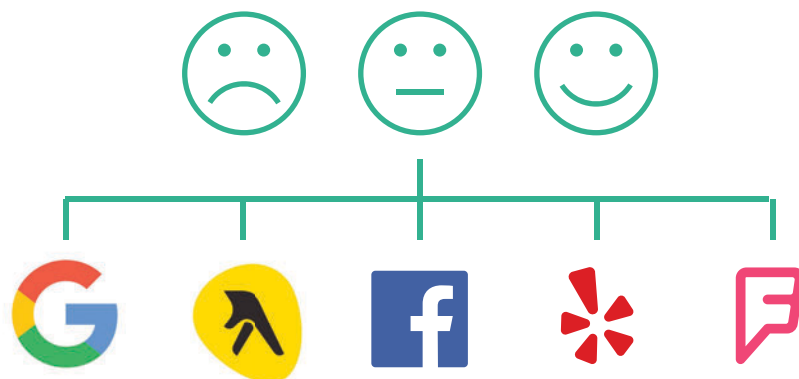
More than 4 out of 10 shoppers (40%) start their search process for an online product from a search engine, looking for information relating to the product they're seeking.

75%
DE LEUR TEMPS



50% of consumers spend 75% or more of their total shopping time conducting online searches.

Today's consumers research products on the go, zig-zagging across devices from search results to customer reviews and social media to read reviews and to make an opinion about your brand.



ARE YOU WELL EQUIPPED TO MANAGE YOUR ONLINE PRESENCE?

Managing your local listings in online directories can quickly become complex given the number of directories to manage and the various directory specifications.

You can effectively manage your presence in online directories from a Local Marketing platform or from a manual process.

9 EASY STEPS

to build an effective Local Marketing Strategy!



1

Centralize your data

Local information relating to your different branches should be **centralized in a single database.**



2

Limit the number of people who can update this data

Establish the process for the update of your data and **limit the number of people who have access to it.** Regular spot checks with the people in charge will ensure that they understand the update process.

Standardize your data

Eliminate inconsistencies. For example, if you choose to enter the civic address followed by the office number, do the same for each of your branches.

3



Establish your presence in relevant directories

While many of your potential customers will search on Google for information on local services, many of them will also search on other online directories, including those related to your industry. Be present where potential customers are looking for you! Choose online directories with the best local search rankings.

The directory selection needs to be based on factors like a **high domain authority** as well as in the recognized directories in your sector of activity.

4



Be present where potential customers are looking for you!



5

Claim your location pages

Certain pages displaying your brand information may have been created either by customers, store managers or franchisees, or by directories that have downloaded lists from associations, chambers of commerce, telephone directories, etc.. In order to manage your listings, you need to be the owner of the page.

You must claim ownership of these pages, even if they already exist in the directories.

The only way to manage a page (update the information for the address, opening hours, phone number, respond to reviews, etc..) is to become the owner through the claiming process.



6

Manage your updates regularly

Be sure to post **special schedules** on holidays, add new branches, respond to reviews, etc.,



7

Use relevant search keywords on your pages

Take the time to post relevant content containing the right keywords on your pages.

You will improve your SEO.

Manage your online reputation

Several online directories provide the opportunity to publish reviews. A customer who receives replies to the reviews he leaves online will be more likely to return to your brand.

Respond to both positive and negative reviews and optimize the customer experience with your brand.

8



Track your conversions and improve your local performance

Conversions are a good indicator to determine the effectiveness of your local marketing strategy. Track your performance, adjust your tactics and optimize your pages.

To learn more about online reputation management, we invite you to consult our E-book available at [Publitech.com: You can't opt out of reputation management.](#) [Business reviews help shape a company's online reputation.](#)

9



PUBLITECH IS A LEADER IN DEVELOPING WEB MARKETING PLATFORMS THAT ANSWER BUSINESS'S NEEDS.



LOCALTRAC allows you to concentrate your efforts on local searches by managing your subscriptions, duplicates and reviews.



✓ Online data accuracy

Make sure your business listing is accurate and consistent across the search ecosystem.

- Automatically distribute
- Immediately push on major platform
- Frequent validation of ecosystem data with company records



👍 Interact with users

Manage your online reputation on the major platforms. Monitor and quickly respond to comments posted by your customers, for all your branches, on the subscribed directories.



📊 Measure awareness success

Follow the performance of your business to find out when it's time to take action. Track success and share results via reports:

- Business performance
- Reputation management report
- Local keyword position report

