

A photograph of a man and a young girl in winter clothing looking at a Christmas tree in a store. The man is wearing a grey beanie and a white scarf, and the girl is wearing a striped beanie and a red scarf. They are both smiling and looking at the tree. The background is filled with Christmas decorations and lights. The text is overlaid on the right side of the image.

SIX LOCAL MARKETING TACTICS FOR A SUCCESSFUL HOLIDAY.

Timing is Everything.
Is Your Local
Information Ready for
the Holiday Season?



PUBLITECH

The Holiday retail season usually means higher sales for most businesses.

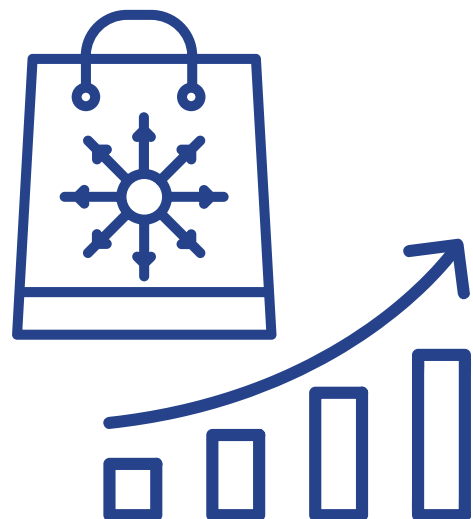
Sales are expected to increase in November and December.

Thinking about your local strategies now is essential to effectively reach potential buyers.

Develop **relevant offers** in your stores and online to reach your buyers early.

Be sure to **maintain customer loyalty** at times when last-minute purchases often become the rule.

Be festive by **standing out from the competition**. Use simple, multiple and various strategies when planning your Local Marketing for the holiday season.



LOCAL, LOCAL, LOCAL

To help you nail your Local SEO Marketing, we've highlighted six tactics that will make your Local presence a success and turbocharge sales during the Holiday season.

But before we move along, don't forget the fundamental basis in Local Marketing.

Building a good listing comes from your NAT data: Name, Address and Telephone Number.

As we are all aware, locations need to be discoverable online, across devices and networks.

All marketing, visibility, and brand awareness efforts are for naught if potential customers can't find your business locations.

Accurate information is KEY to the most basic consumer acquisition.

80%

According to Think with Google research, 80% of consumers felt that seeing incorrect or inconsistent location information online would make them lose trust in a business.

93%

93% of consumers agree that finding incorrect information in online directories "frustrates" them.



The following six tactics are important differentiators that will help your brand stand out from your competition.

1

HOLIDAY SEASON OPENING HOURS.

December is just around the corner!

Help your customers find you over the Holidays, set your special opening hours in online directories and map services.



No matter if you're running a restaurant business, a local shop or an office building, accurate communication is crucial. Small details such as the opening hours can make or break a dialogue between you and your future customers.

To avoid misunderstandings of this kind, set your special opening hours in advance to let customers know if you're open or not.

You can find platforms such as LOCALTRAC which will help you easily manage the opening hours of all your locations within a few clicks.

2

GOOGLE LOCAL INVENTORY ADS

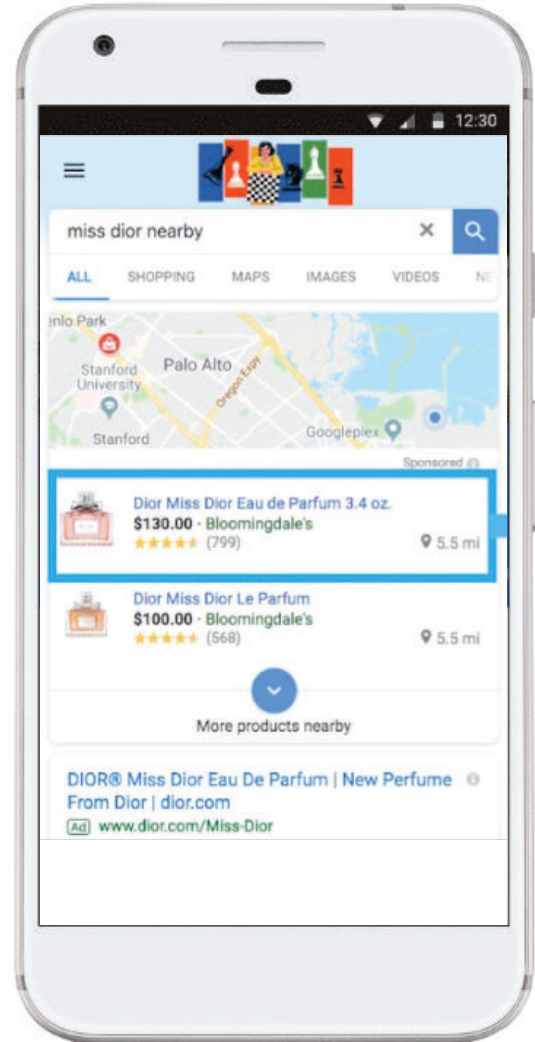
This new feature now offered on Google **will display the top 3 businesses** offering the specific product that was searched for by the users.

For example, if you are making a search for your favorite perfume, the search results **will show three “near me” businesses** offering this perfume.

The consumer can then click on the ad of its choice and will arrive on a Google-hosted page for your store, called the local store front.

This page will display your store front and relevant information about the product and your business such as opening hours, directions, etc.

The advantage of these ads is to inform local shoppers that your store offers the items they are looking for when they search on Google and when they are nearby.



About 90% of retail sales are still made in stores. This new Google feature should generate walk-in traffic in your business.

3

TAKE ADVANTAGE OF THE HOLIDAY SEASON TO GENERATE ONLINE REVIEWS.

Ask your advocate consumers their opinion and manage your online reviews. Negative reviews can be potentially harmful to your reputation if potential customers see these reviews in Google or other search engine results. Make sure you reply to those reviews in a timely matter

The most popular search engines allow you to interact with your customers and respond to all your reviews through your local pages displayed on their platforms. Great opportunity!



If you have a database and an app to track the consumer in-store, take advantage of this unique opportunity to solicit them at the point of sale. A thank-you email or offer is a logical extension of the store experience.

And above all, encourage them to leave their opinion online by asking them what they think of their experience. There are many tactics to consider when planning a local marketing plan, but the recipe for success draws for an easy going, multiplatform, mobile, local and personal approach - one that can be as various as it is exciting.

4

GENERATE APPOINTMENTS WITH RESERVE WITH GOOGLE

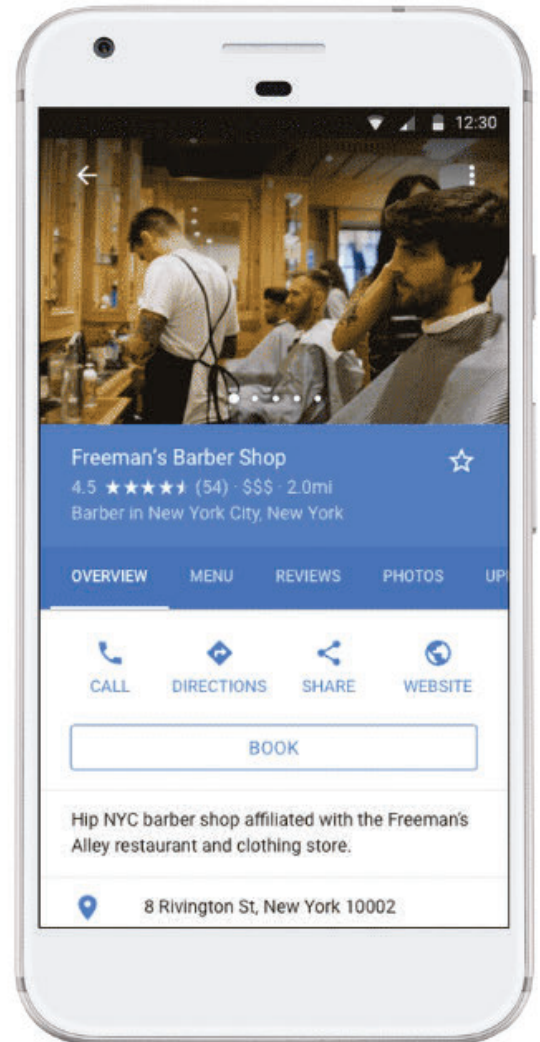
The **Reserve with Google** program makes it possible to book appointments right from your Google My Business page in local listings.

By allowing customers to book your services directly from your Google My Business page, you give yourself a competitive advantage.

Users can select their appointment time, view rates and submit their information to book.

In addition, consumers with Google Wallet will also be able to pay for your services if you participate.

An effective hyper local marketing strategy is becoming increasingly critical to the success of local business. Reserve with Google helps optimize your local strategy.



76%

76% of people who do local searches on their mobile device end up going to the store the same day.

5

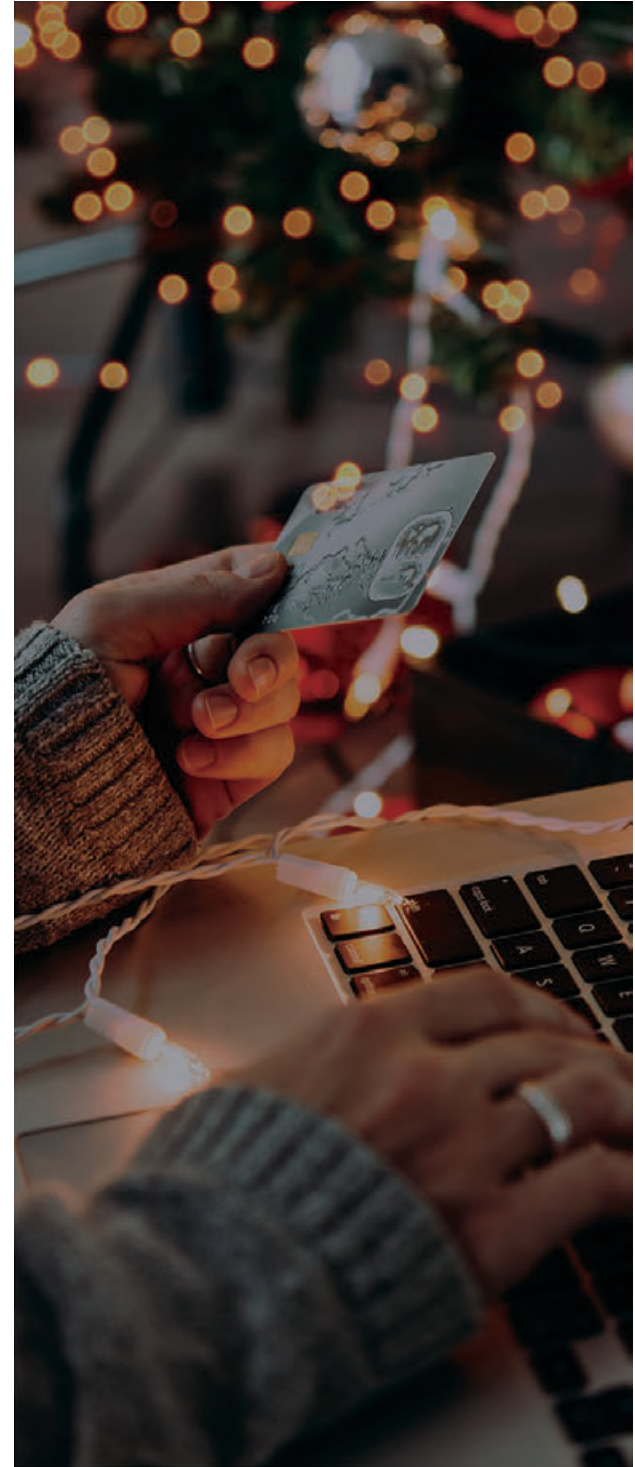
CREATE HOLIDAY GOOGLE POSTS CAMPAIGNS

Create Holiday Google Posts Campaigns to highlight your Holidays events, promotions and general announcements

With Google Posts, you can increase visibility and engagement. These small snippets are a great opportunity to inspire visitors to take action before they click over to your actual website. It is a way for businesses to easily display their offering directly into search engine results.



Make Google Posts an Integral Part of your Holiday Marketing Strategy.



6

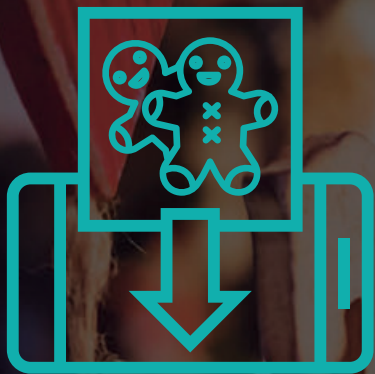
A PICTURE IS WORTH A THOUSAND WORDS, DRESS IT UP WITH HOLIDAY PHOTOS.

It's no secret that photos gather more engagement, reach and click-throughs compared to plain text.

A remarkably low percentage of businesses submit photo content to Google.

We've all heard the saying that first impression matters and this is just as true online as it is in real life.

Internet users are inherently visual creatures, with **images processed 60,000 times faster than plain text**. That means images are tremendously influential and key to your business looking good online.



Businesses with more Google My business photos get more clicks, calls and direction requests. So it's time for you to upload all your Holiday marketing visuals into your local pages.



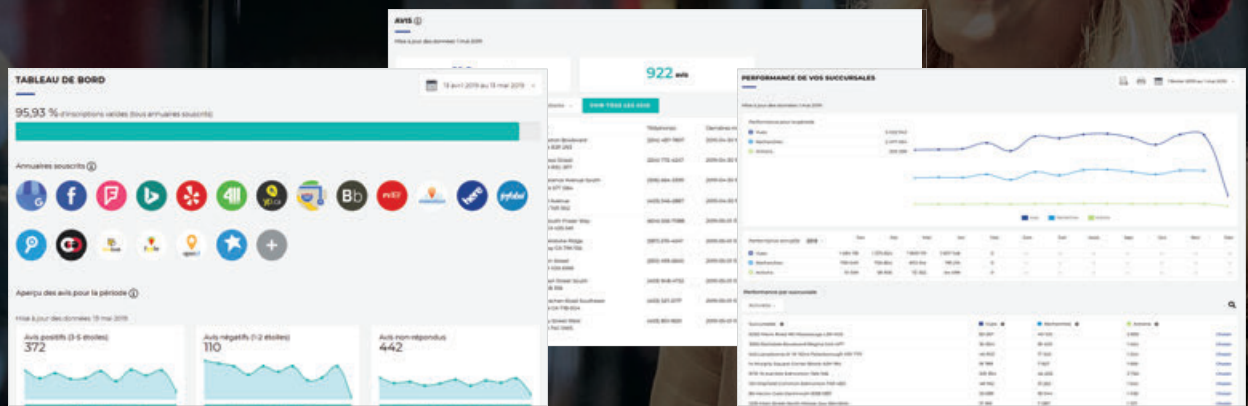
of consumers say local search results with good images capture their attention and push them towards a decision.



LOCALTRAC

TAKE CONTROL OF YOUR LOCAL MARKETING HOLIDAY STRATEGY RIGHT NOW WITH LOCALTRAC.

Since the purpose of search engines is to recommend companies whose profiles best match users' searches, the information contained in online directories must be managed effectively.



The more consistent, relevant and reliable this information is, the more likely you are to improve your positioning in search results. Validate your local listings in multiple online directories and get an overview of your local SEO efforts using a single platform, LOCALTRAC.

Ensure the quality, accuracy and consistency of YOUR BRAND'S local information.

EFFICIENT LOCAL LISTING MANAGEMENT

An all-in-one local SEO platform will manage the accuracy and consistency of your listings displayed in multiple online directories, all from one single tool.

EFFICIENT REVIEW MANAGEMENT

Managing reviews efficiently will enable you to engage with potential customers as they search for a product that best meets their needs.

EFFICIENT PERFORMANCE MANAGEMENT

Analyze your data. Track and compare your locations' individual or overall performance.

Contact us to get a DEMO | publitech.com | 1.888.782.5472