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**STREET FIGHT**  
★★ INSIDE THE BUSINESS OF HYPERLOCAL ★★

**FREE WEBINAR**

# 2018 Google My Business Preparedness Guide & 2017 Impact Report

**Presented by:**



**Damian Rollison**



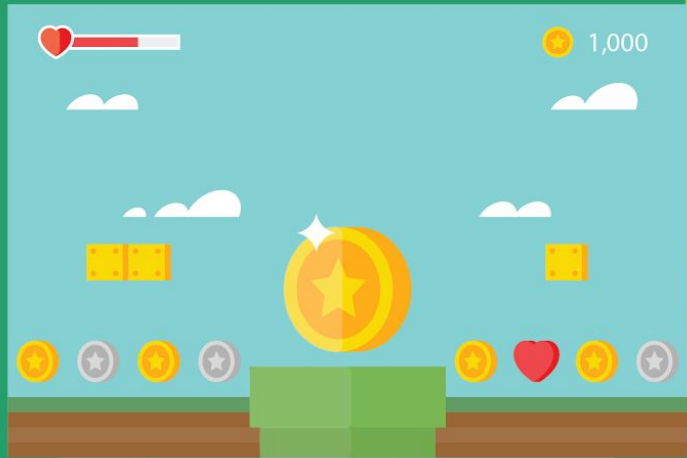
**David Card**



**Mireya Prado**



# Play!



## Answering Polls



There will be a series of questions throughout the webinar.



Brandify will share any interesting results post-webinar!



Let's go!



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# Webinar Agenda

- Industry Insights: 2017 Local Marketing Review
- Google My Business: Review of Terms
- 2017 GMB Impact Report
- A Client Success Story
- 2018 GMB Preparedness Guide



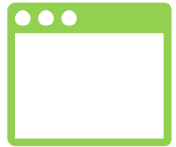
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## ABOUT

Street Fight is an integrated media company covering the dynamic disruption taking place in the local marketing ecosystem.



Daily website and  
newsletter -  
[streetfightmag.com](http://streetfightmag.com)



White papers  
and reports



Events and conferences  
Street Fight Summit West,  
Los Angeles Jan 30-31



Original  
survey-based  
research

# Industry Insights: 2017 Local Marketing Review

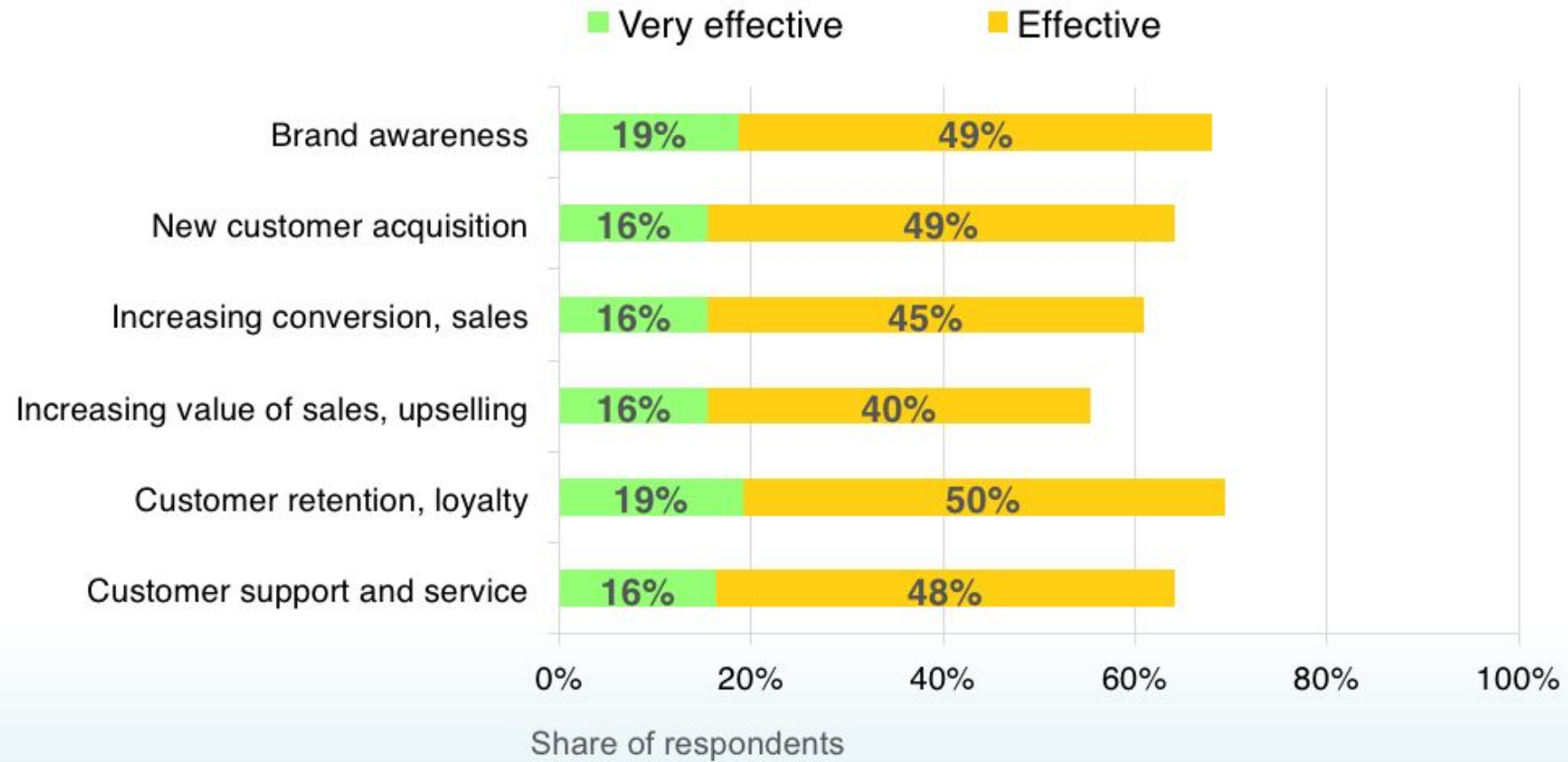


# Background

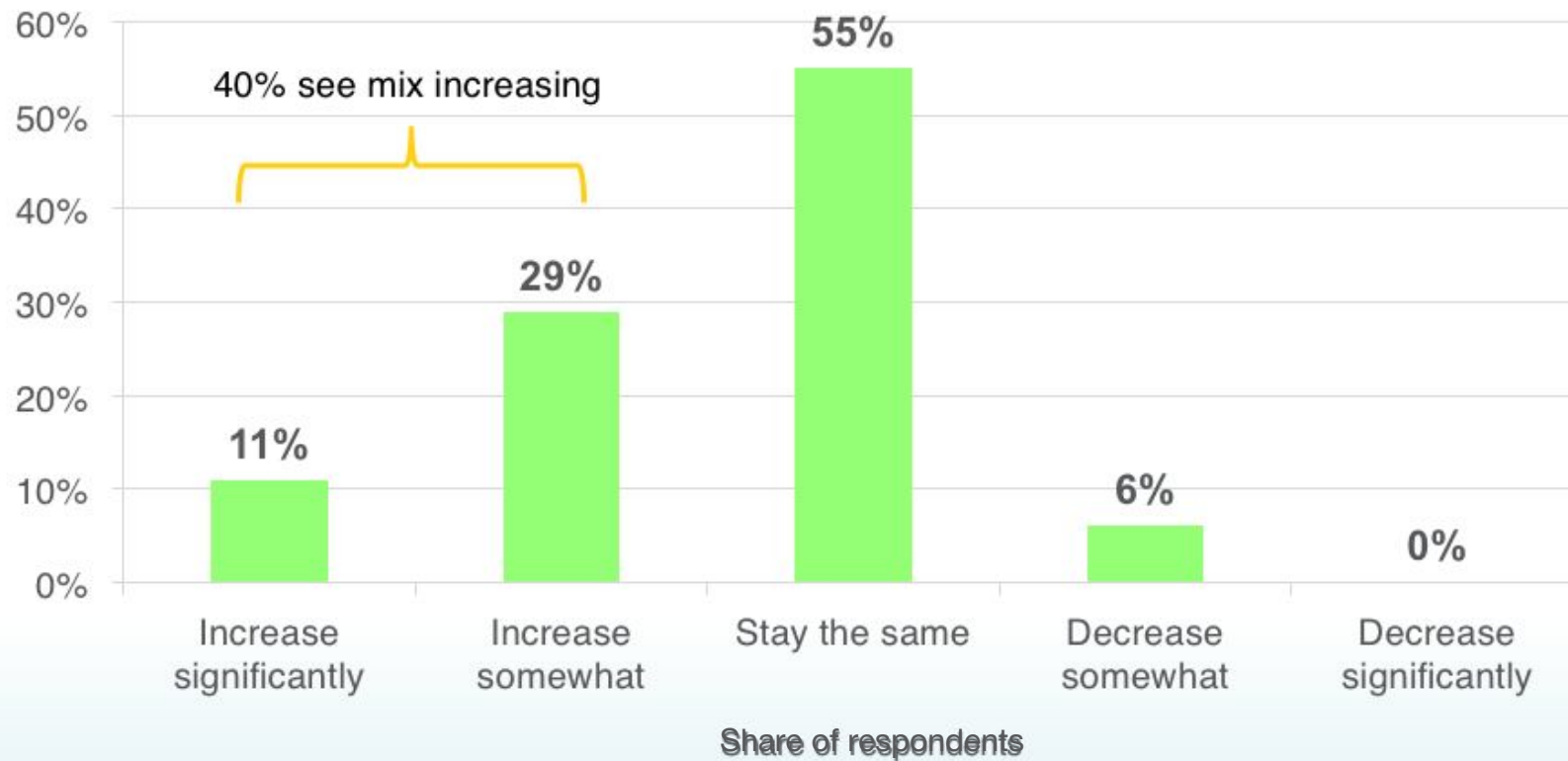
- **Enterprise Local Marketing Survey**

- 2Q17: 250 local marketing managers and decision-makers at big brands and retailers
  - 60% over 1,000 employees
  - One-third 50 to 1,000 locations; 11% over 1,000
  - 23% with revenues of \$100M to \$1B; 29% over \$1B
  - Mix of industries: 20% retail, about 12% each financial services, tech/telco, healthcare
- Spending, digital marketing technologies and tactics
  - Correlation of self-identified effectiveness with tech & tactics

# Key Objectives: Local digital marketing effectiveness at classic funnel objectives

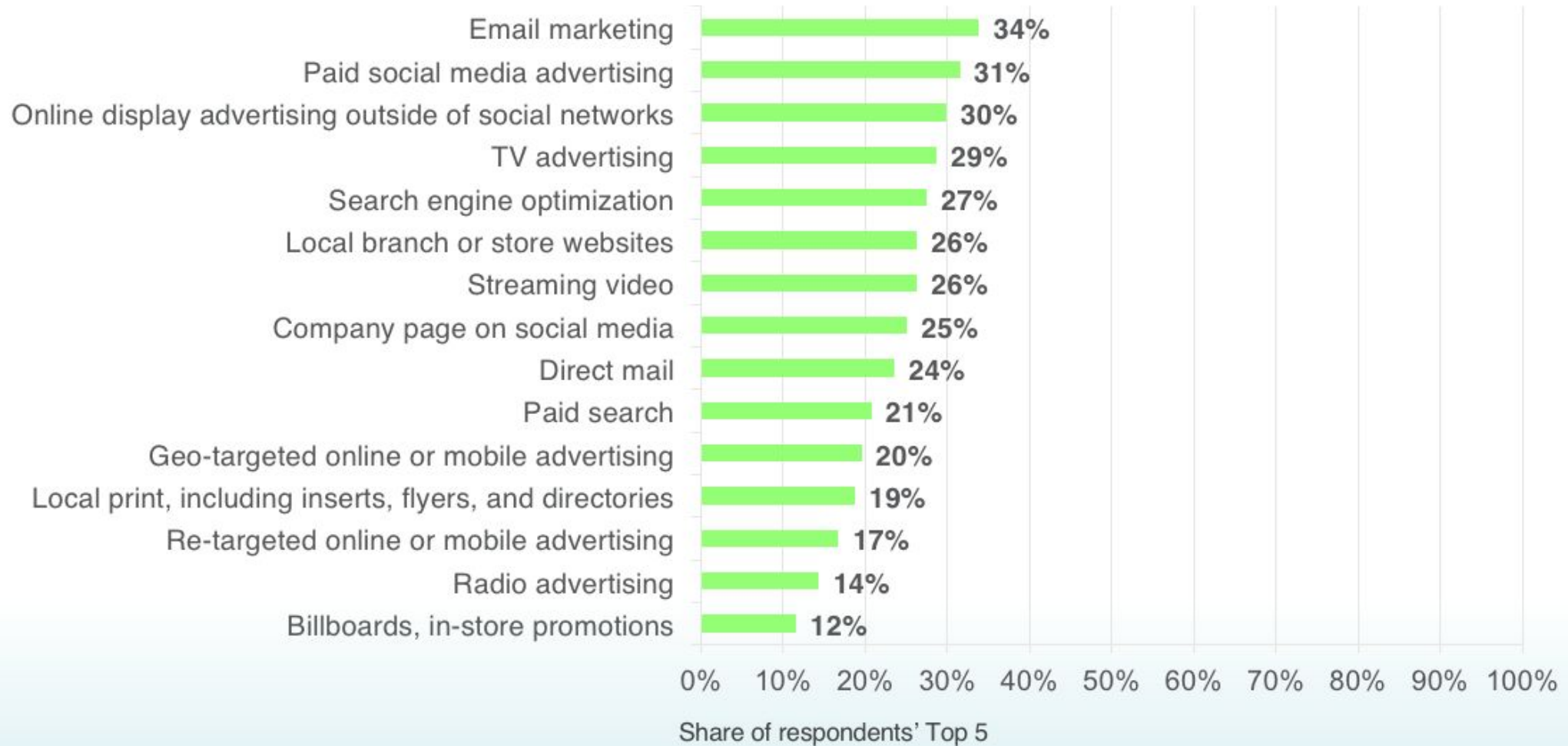


# Most Brands Spend 5-30% of Digital Budget Locally: Expect to shift mix towards local

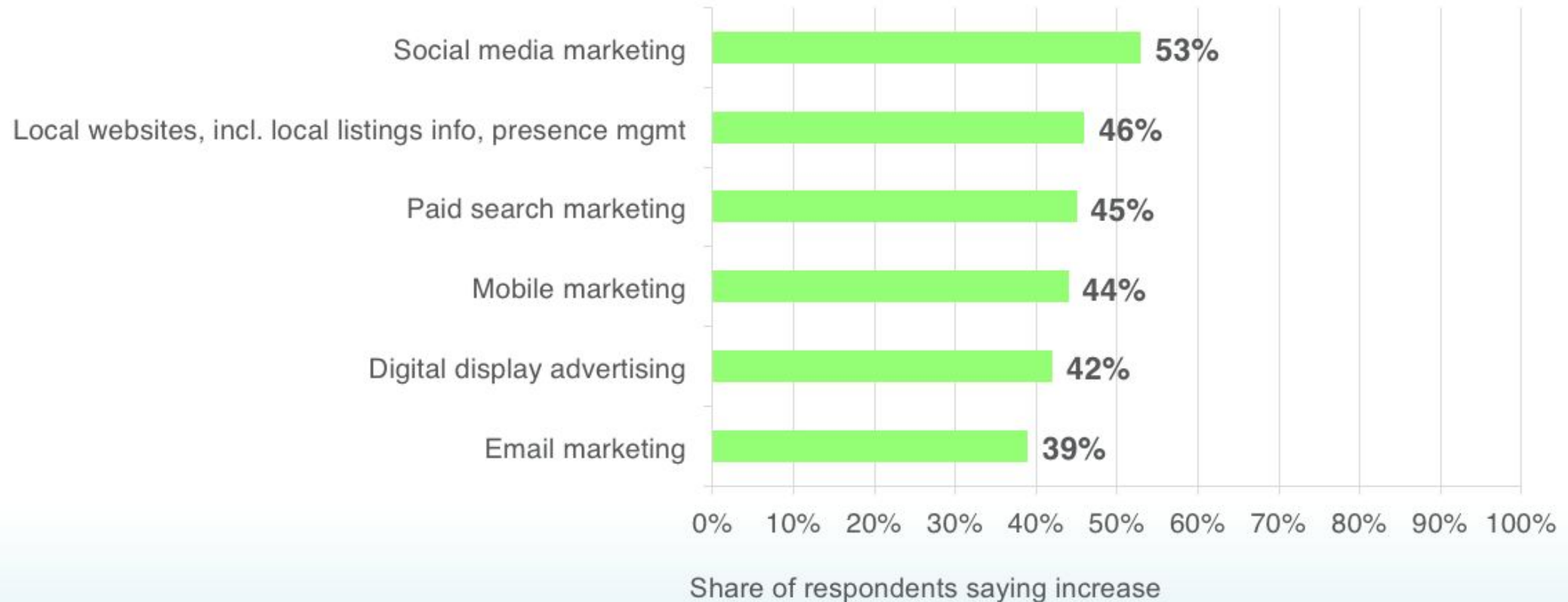




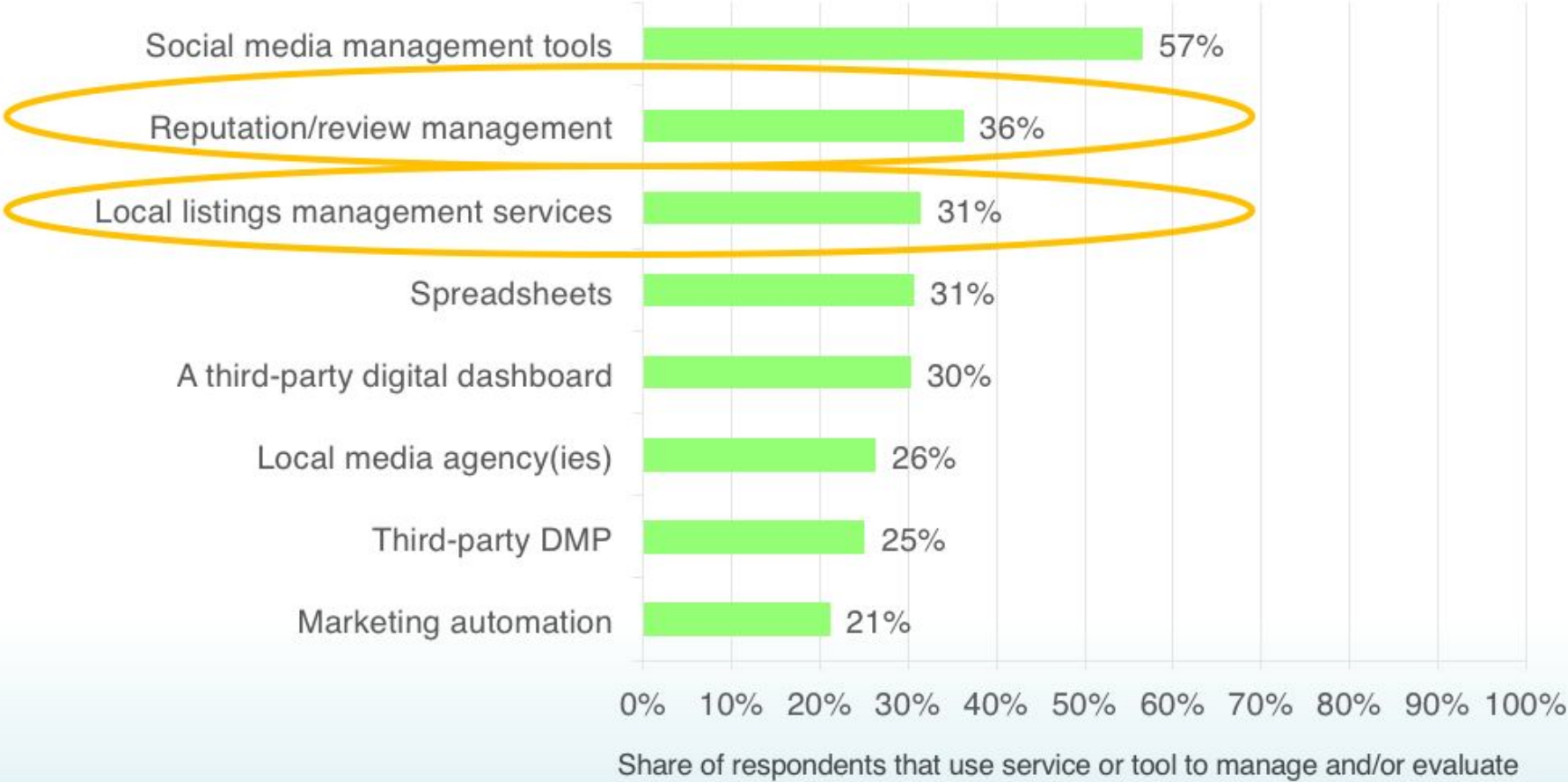
# Most Effective Tactics: Brands doing better at email & social; local sites & search need work



# Local Spending to Increase for All Digital Tactics: social media and listings mgmt top priorities



# Use of Reputation and Listings Management: Correlate with success at key marketing objectives



Source: Street Fight Enterprise  
Local Marketing Survey, Q2 2017

# Characteristics of Effective Marketers

## Effective at SEO

- Good at conversion, retention
- Other effective tactics: email, display, geo-targeting
- Increasing spending most on SEM, social, local site
- Mgmt tools: listings mgmt, reputation mgmt, dashboard, DMP

## Effective at SEM

- Above-average effectiveness at all objectives
- Other effective tactics: email, social, SEO, geo-targeting
- Increasing spending most on SEM, mobile
- Mgmt tools: social tools, listings mgmt, reputation mgmt, DMP, local agency

# Characteristics of Effective Marketers

## Effective Local Site

- Very good at new customer acquisition, retention
- Other effective tactics: email & direct mail; also social & display
- Increasing spending most on social, local site, mobile
- Mgmt tools: dashboard, DMP, listings mgmt, local agency

## Effective Social Company Page

- Good at awareness, acquisition, retention
- Other effective tactics: email, display, social
- Increasing spending most on social, local site
- Mgmt tools: social media tools, reputation mgmt

# Key Takeaways From Survey

Based on correlation between effectiveness at objectives, best practices include:

- Increasing local share of digital spending mix by >15%
- Increasing spending on paid search & local site/presence mgmt
- Using reputation mgmt & listing mgmt

## POLL QUESTION



In 2018, which local strategy will you be investing in?

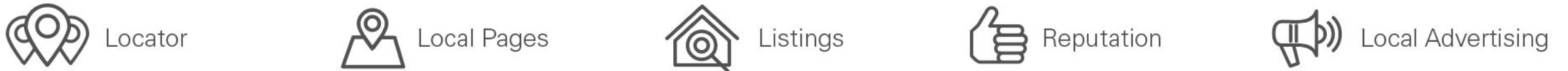


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# THE BRANDIFY PLATFORM

## PRODUCTS



## SOLUTIONS

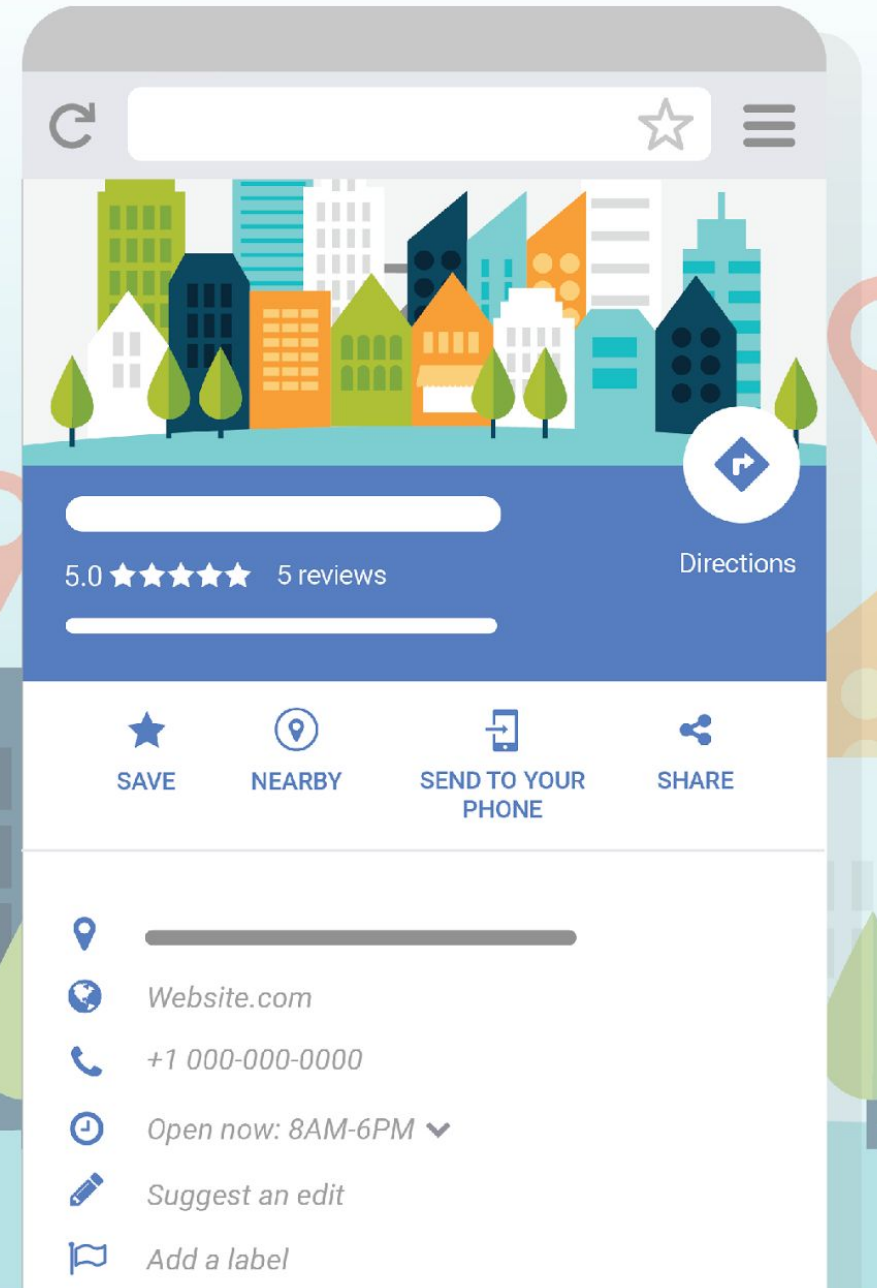


## BRANDIFY LABS





# Google My Business: Review of Terms



# What Is Google My Business (GMB)?



- Google's local dashboard for business owners
- Lets you control your content and promote your business on Search and Maps
- Provides analytics on search performance and customer actions

# Why Does GMB Matter?

- Google controls 77% of the search market
- 46% of all Google searches are local
- 78% of local-mobile searches result in offline purchases
- Google is the nexus of local, organic, and social search



# Review of GMB Metrics

## How

### Direct Search

- Use of brand name

### Discovery Search

- Searching category, product, service; keyword based

## Where

### Views

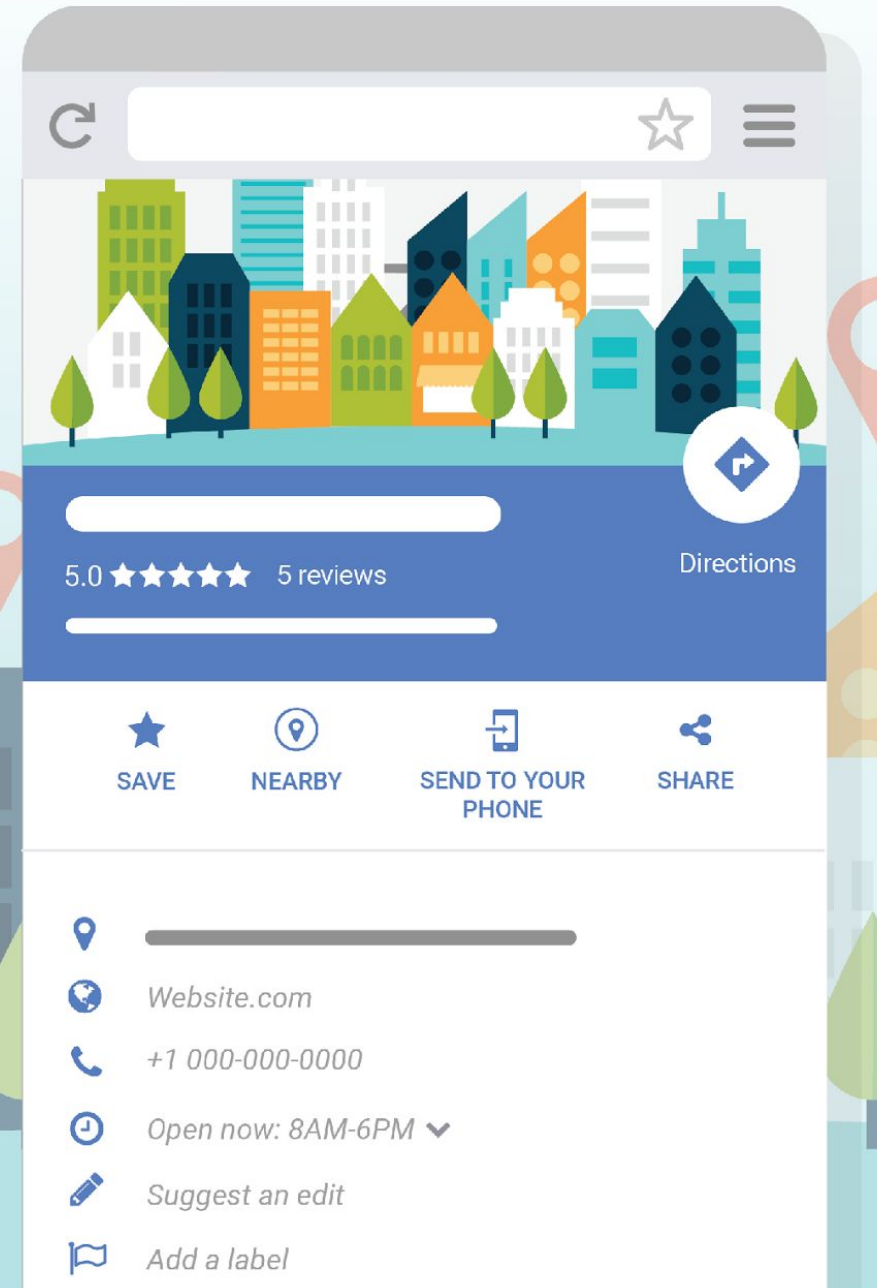
- Listings on Search
- Listings on Maps

## What

### Actions

- Click to Website
- Click for Directions
- Click to Call

# GMB 2017 Impact Report



# 2017 Impact Report Dataset

**100 Brands**

**65,000**

**GMB Locations** claimed by Brandify

**5.8 Billion**

**Total Searches** on GMB (YTD 2017)

**712 Million**

**Direct Searches** - customers find your listing searching for your business name or address.

**5.1 Billion**

**Discovery Searches** - customers find your listing searching for a category, product, or service.

# 88% of Searches are Discovery Searches



# Total GMB Views for Clients

**10.6 billion total views** for our brands on Google alone!



**4.4 B**

Listings on Search



**6.2 B**

Listings on Map



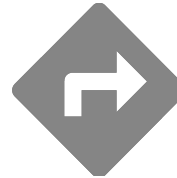
# Total GMB Actions for Clients

Consumer actions taken while visiting your listings.



**92 M**

Website Visits



**356 M**

Request Directions



**106 M**

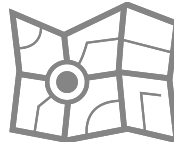
Calls

# Let's Look at Verticals



**16**

Industries



**65K**

Locations



**10B**

Total Searches

# 2017 Impact Report: Industries



Automotive



Convenience  
Stores



Cosmetics



Energy



Finance



Health



Healthcare



Home  
Improvement



Home  
Services



Insurance



Movers



Parking



Real  
Estate



Restaurant



Retail

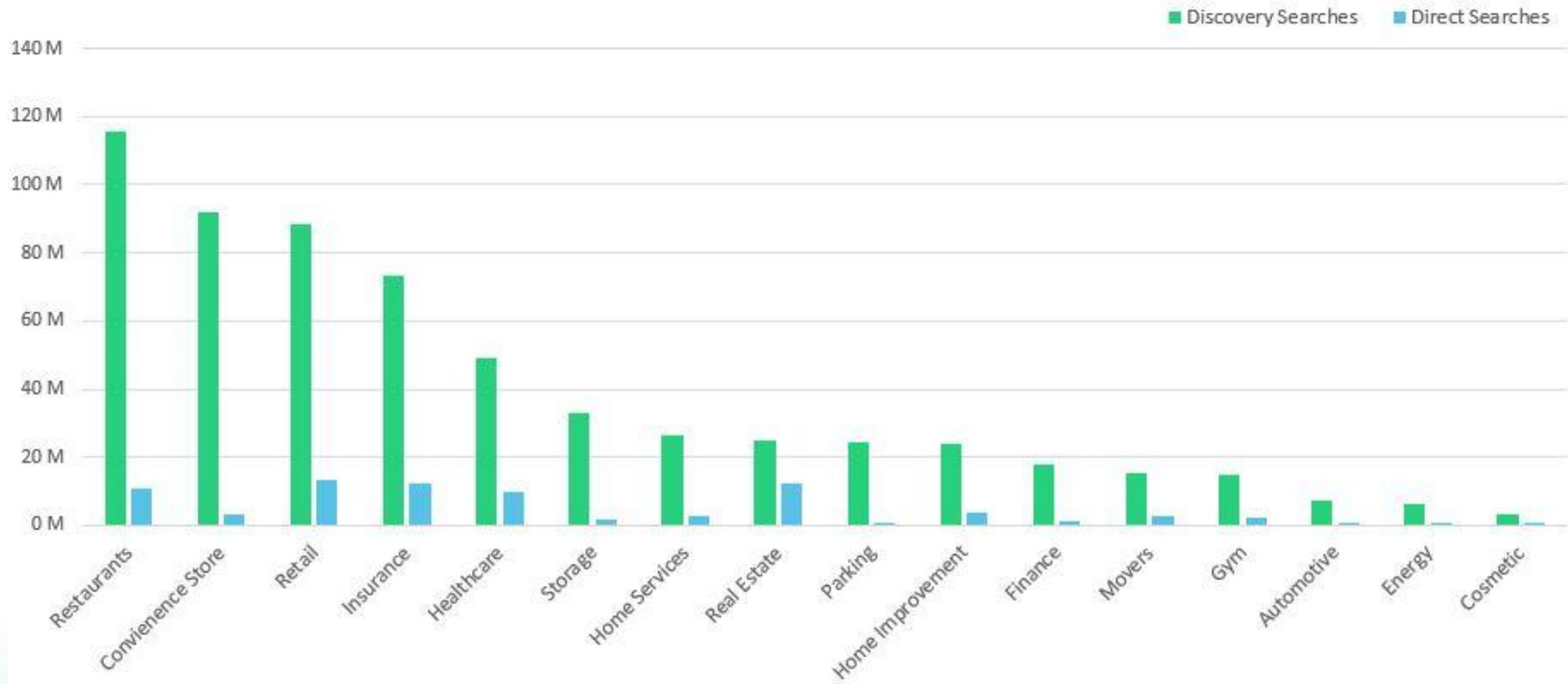


Storage



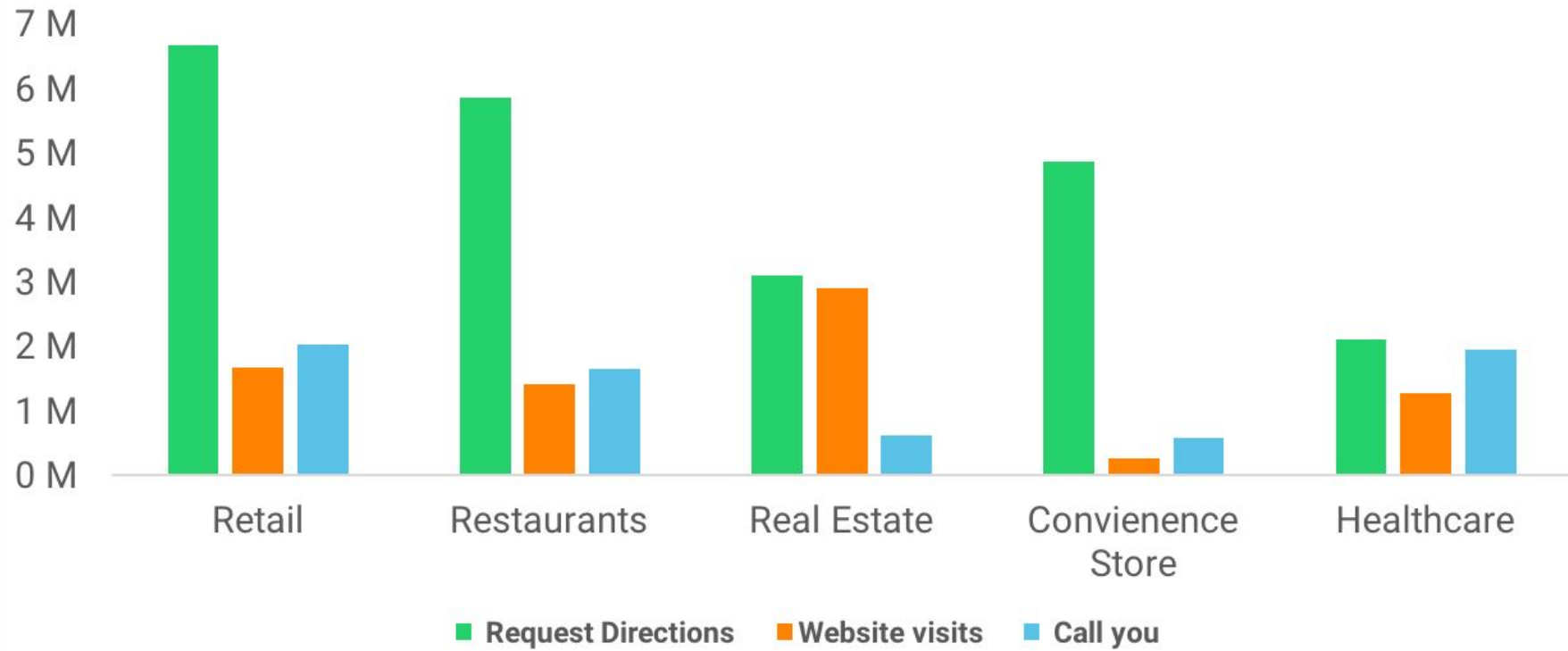
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# Discovery Searches vs. Direct Searches



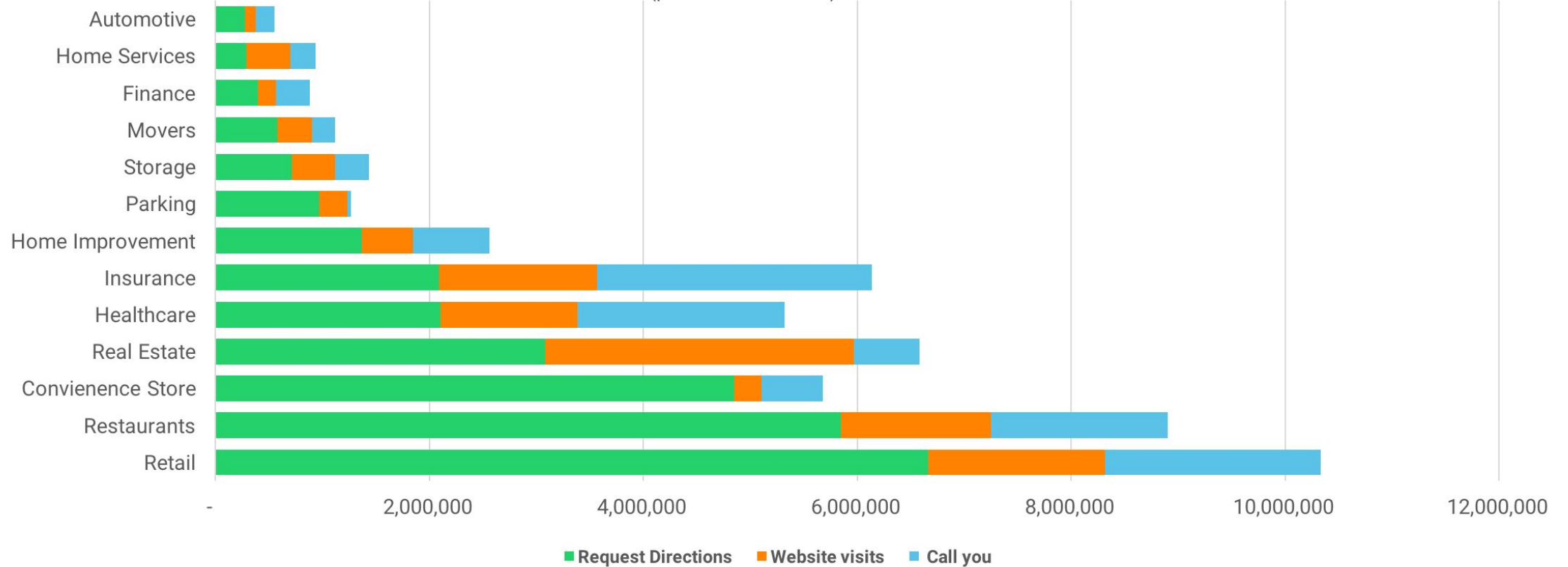
## GMB Actions

(per 1000 locations)



## GMB Actions

(per 1000 locations)



## POLL QUESTION



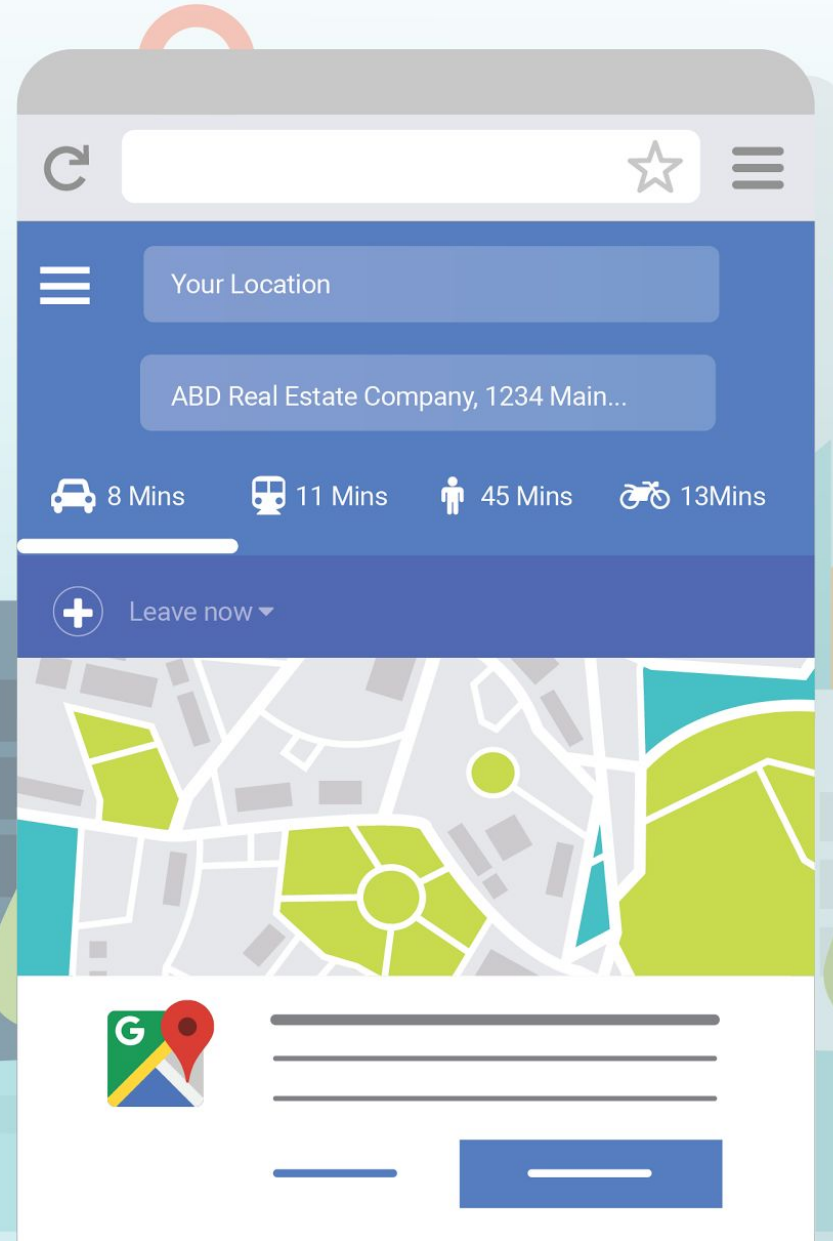
How well do you think you are optimizing GMB for your own vertical?



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# GMB Client Success Story



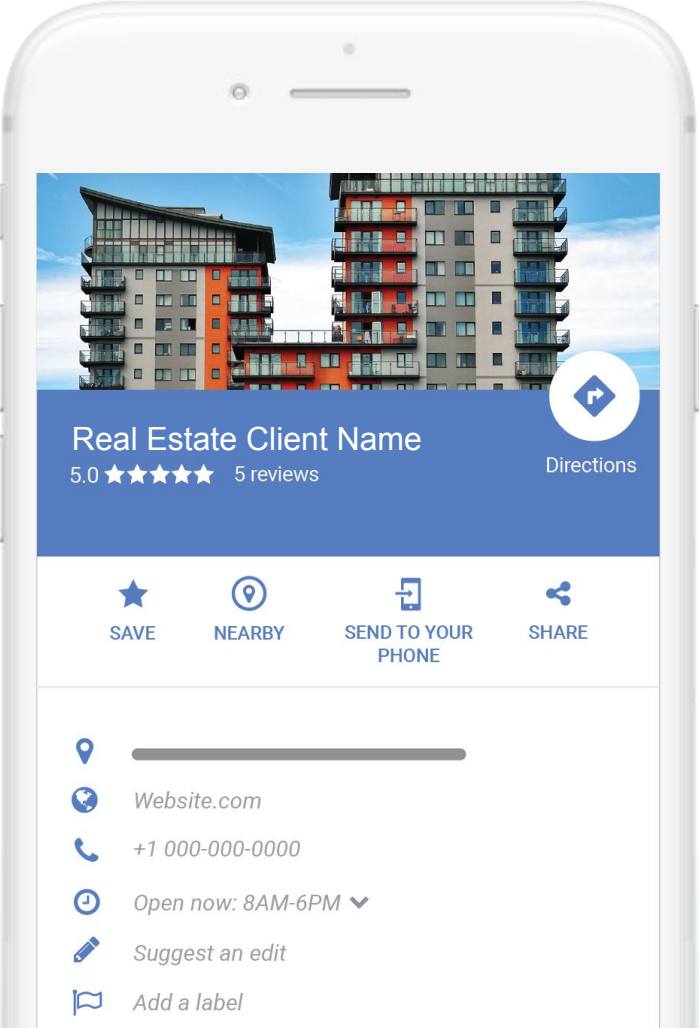
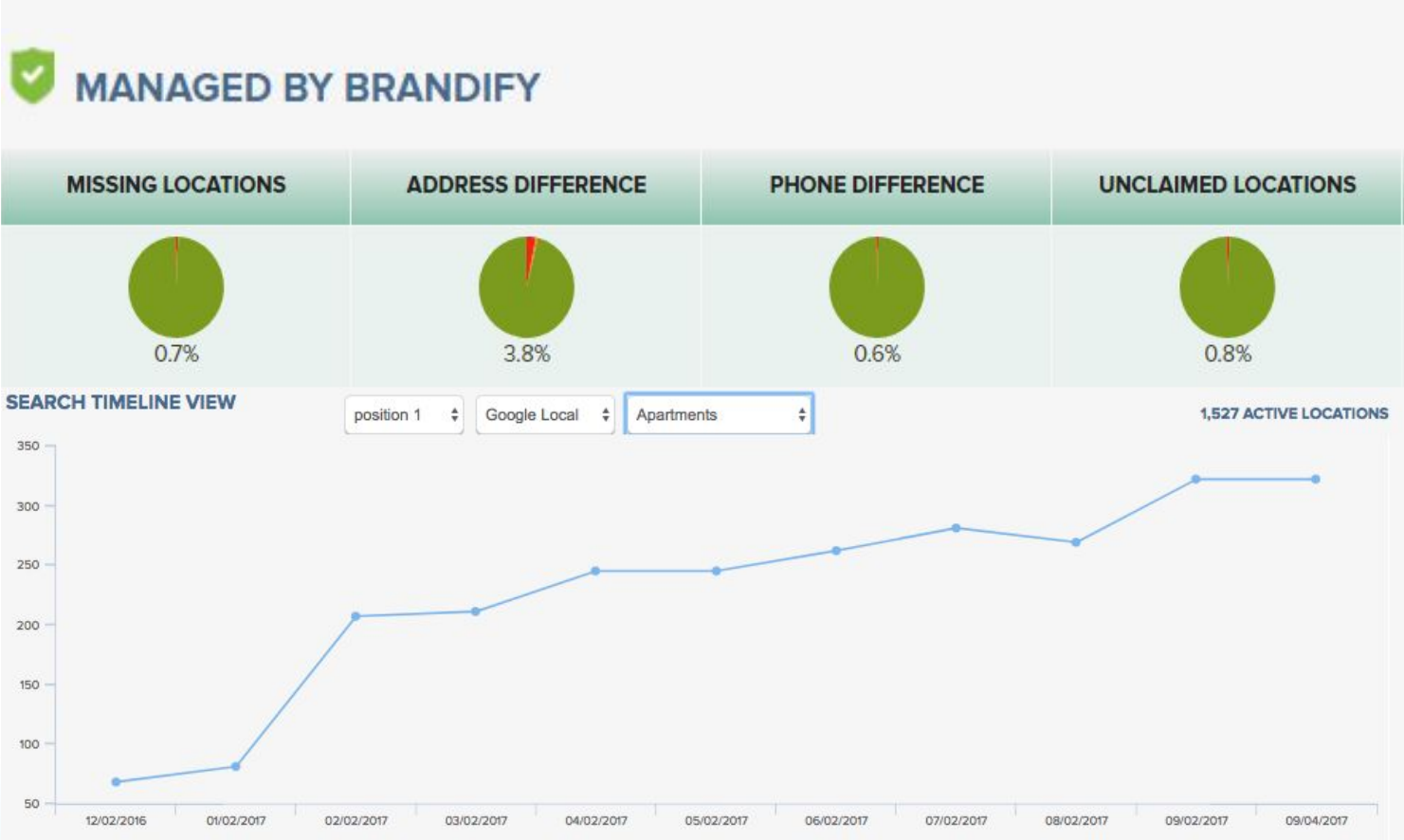


# The Challenge

- One of the largest property management companies in the world
- Manages 1,500+ apartment communities in the US
- Internal operations was challenged to keep up with GMB demands:
  - Constant change requests from property managers
  - New construction with streets not in Maps
  - Unwanted photos from Google users
  - Underperformance of listings due to data issues
- Needed a scalable solution to ensure listings were consistent, up to date, and free from brand compliance issues



# Solution



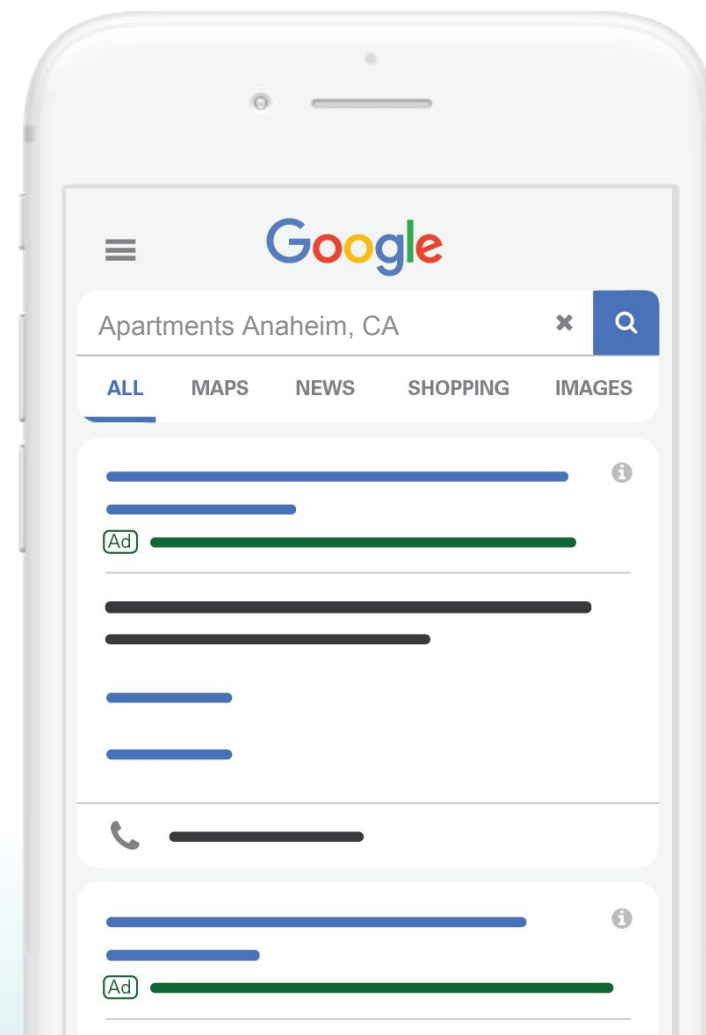
August 2016  
Pre-Brandify



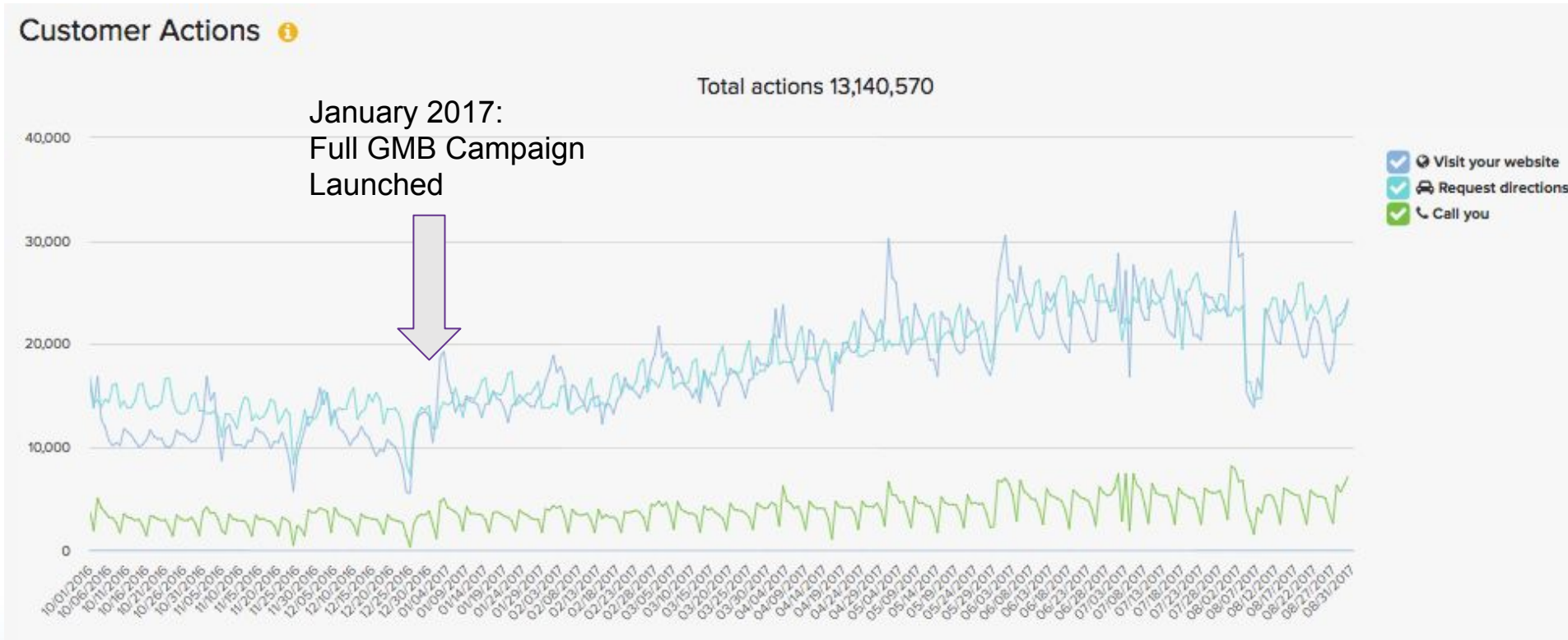
August 2017  
Post-Brandify



**38%**  
**increase**  
in searches year  
over year



# GMB Customer Actions



**31%  
increase**  
in overall consumer  
actions made on  
Google year over year

# Call Results

JANUARY - JULY 2017



**Nearly 1 million total calls**

made to business locations



**36% increase**

in calls year over year



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## POLL QUESTION



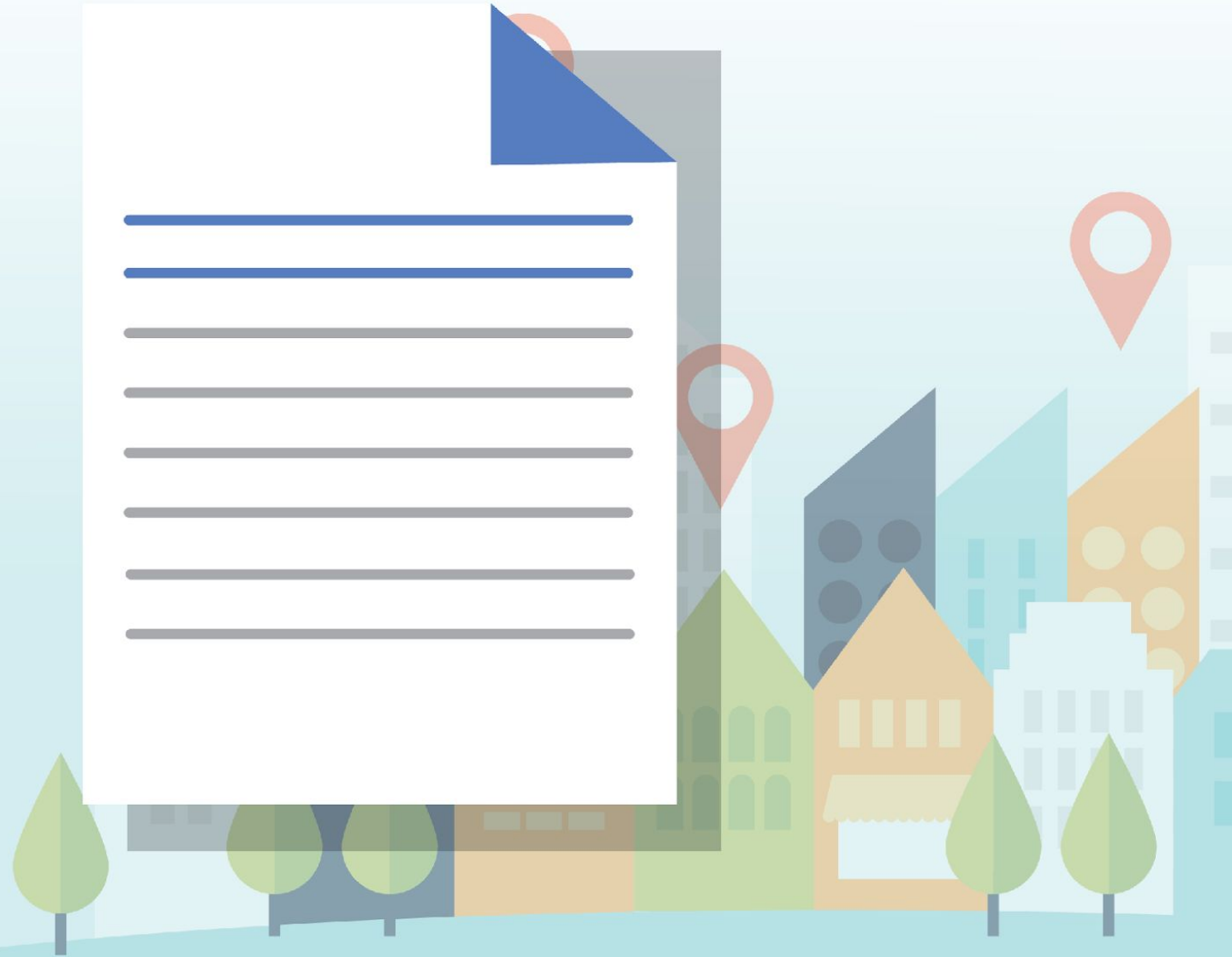
What GMB metric matters most to you?



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# GMB 2018 Preparedness Guide



# Improve the Foundation



## Address Standardization

- Watch for irregularities with USPS standards
- Use technology to automate this QA process
- Eliminate duplicate listing data



## Geocode Precision

- GMB generates geocodes; not foolproof
- Enable tech providers, like Brandify, to verify geocodes



## Enhanced Data

- Categories
- Reviews
  - Make sure to manage them
- Hours accurate
  - Holiday ready?



## Images

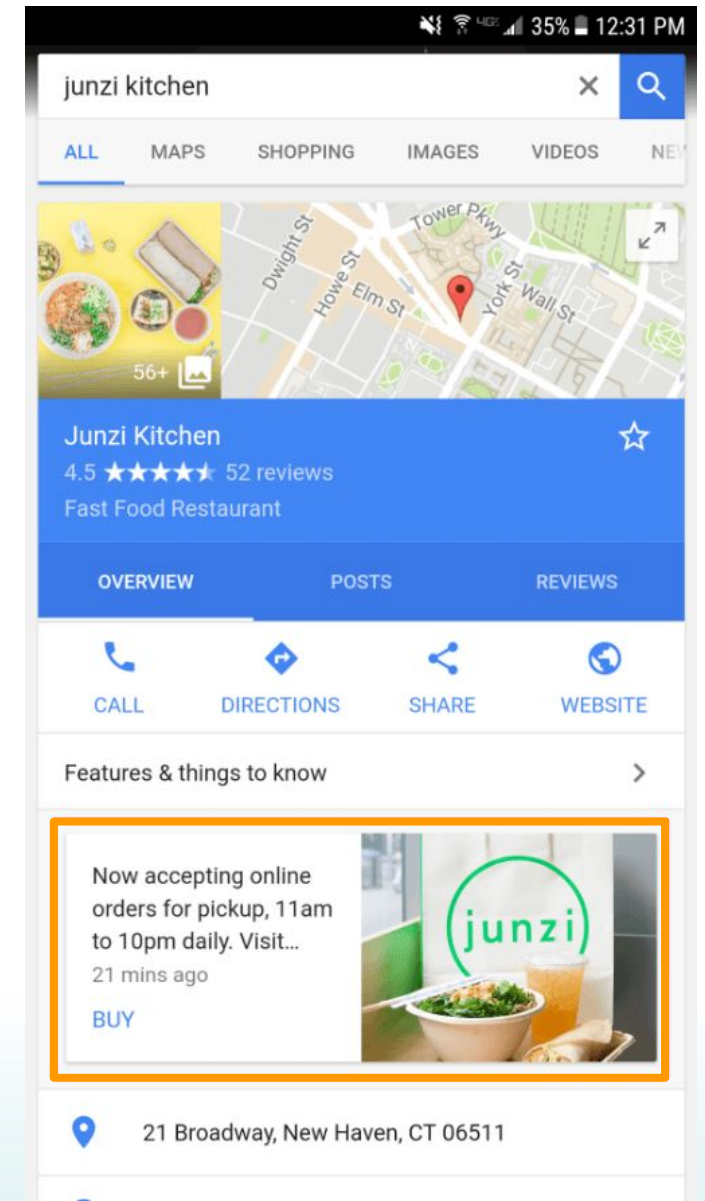
- Potential buyers are looking for engaging content to affirm their decision to buy
- Scaling for enterprises is possible via API



# Top 2018 Checklist Items: Posts



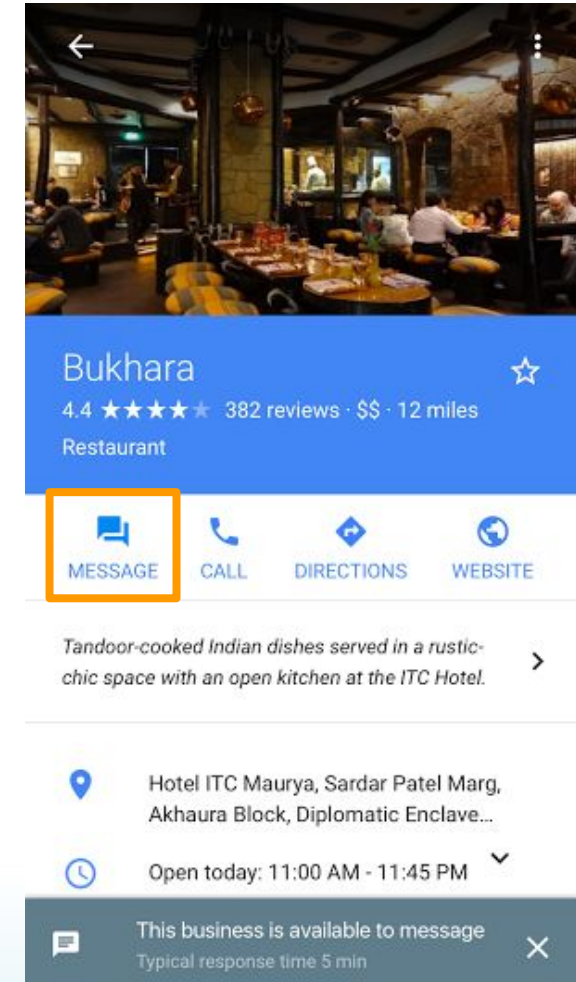
- Posts will show up in both Search and Maps results
- Publish your events, products, services, announcements, blog posts directly to Google Search (in the Knowledge Panel) and Maps
- Better tracking of performance:
  - Utilize UTM parameters in Post URLs to track conversions on your website
- The best size to use for the image is 750x750
- First 100 characters are most important!



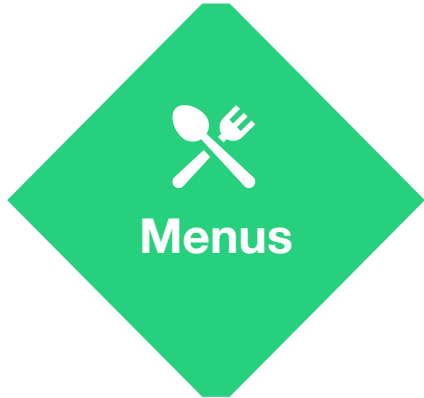
# Top 2018 Checklist Items: Messaging



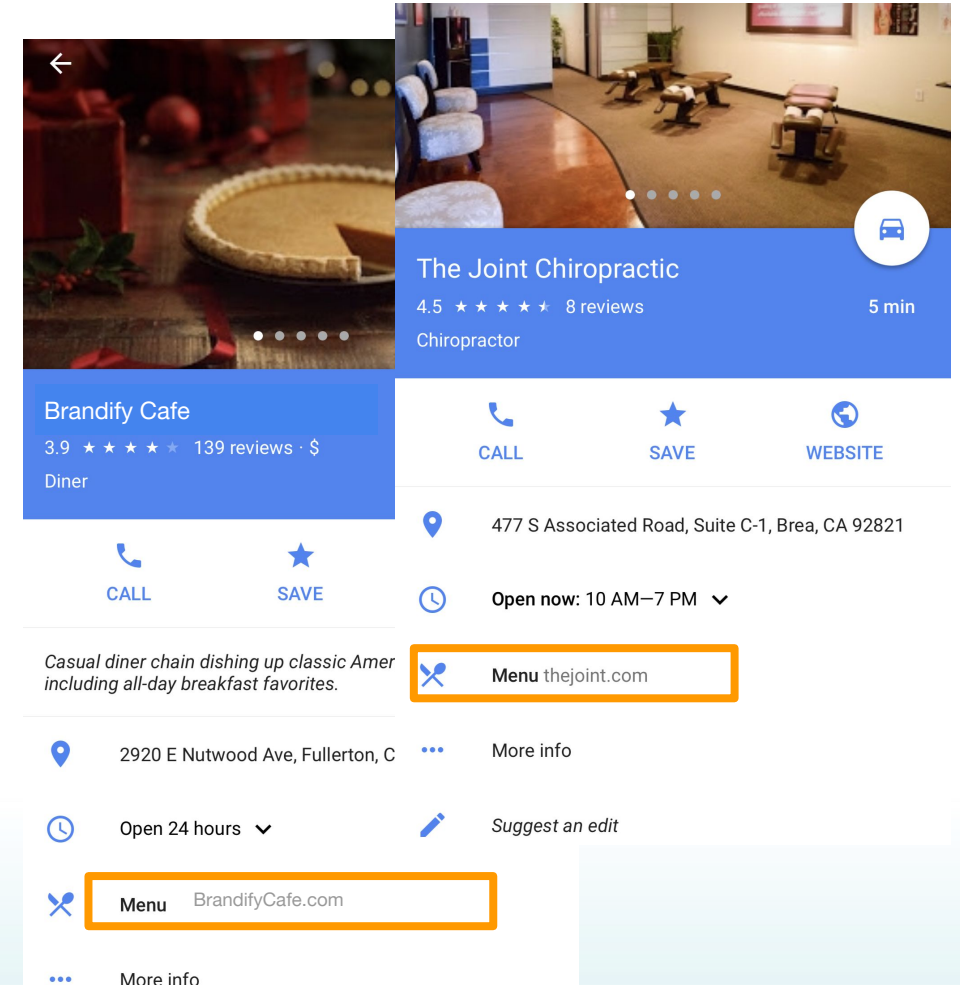
- Messaging is on 24/7
- Enable via SMS or Google Allo
- Establish a clear operations strategy; currently only connects to a single number
  - Real-time CX opportunity
- Tracking performance:
  - Number of clicks on the message button
  - Number of actual conversations with customers
  - Number of actual messages with customers



# Top 2018 Checklist Items: Menus



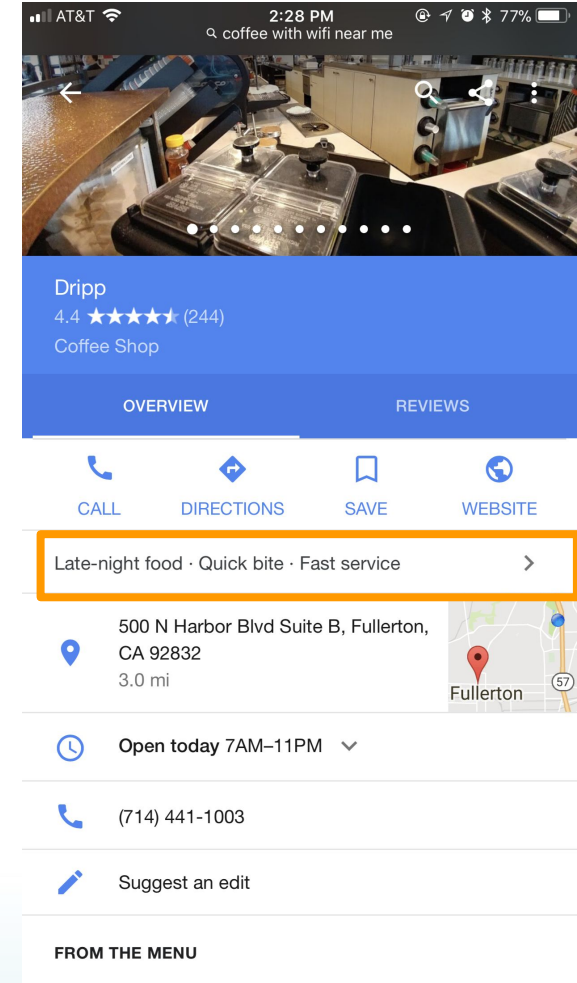
- Not only for restaurants
- Promote appointments, products, services
- Provides more opportunities for keyword discovery
- Structured Menus:
  - Can be updated via API
  - List menu items with name, description, price, and photos



# Top 2018 Checklist Items: Attributes

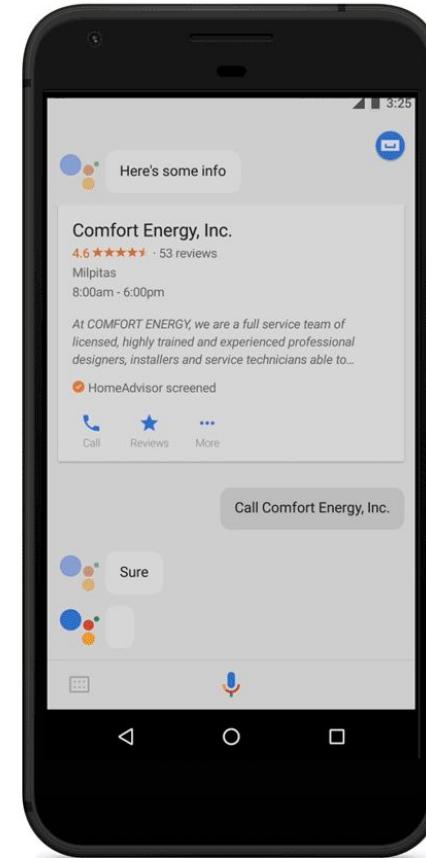


- Most popular categories have at least some Attributes, many quite extensive
- Attributes are amenities or special features such as:
  - Free WiFi
  - Children's Menu
  - Outdoor Seating
  - Happy Hour
  - Handicapped Accessible
- Google is now showcasing Attributes in listings
- Attributes can provide best answers to long tail searches
- Differentiating factor for voice search and chatbots
- Google is crowdsourcing Attributes aggressively; make sure to keep pace



# Future of Local Rankings: Position Zero?

- ComScore predicts that by 2020, 50% of all searches will be voice enabled
- According to Search Engine Land, voice queries are longer than search queries
- This is consistent with high-performance indicators for winning GMB brands: emphasis on keyword optimization
- Create FAQ pages
  - Individual pages and snippets of content that answer action-oriented questions



# Key Takeaways

- **Search is a primary tool** for consumers who are demanding quick access to information. They want exactly what they're looking for, immediately, even if they are not looking for a specific company name.
- **Keyword searches** give brands far more potential exposure in search than branded searches, though they also create more competition, since many brands may show up in a search for the same keyword.
- **Listings accuracy:** Mobile searchers, in particular, have high intent to transact business at your location. Be ready by ensuring name, address, and phone accuracy. Given the various platforms now available to brand marketers for NAP accuracy, reaching 100% accuracy should be attainable, manageable, and demanded.
- **Approach GMB with your business vertical in mind:** Focus on actions the users you care about are making (or not). Don't wait to find a published study; you can examine your own analytics directly from your dashboard!
- **Use Google's new features:** Google local search is a highly competitive space; brands who use Attributes, Posts, Messaging, or Menus will stand out.

# Q & A



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# Thank you



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