

 GUIDE

Neighborhood Nurturing

Your 4-Step Guide to Building
Consumer Connections at Scale



Introduction

Communities. They're where we find belonging in an often impersonal digital age. Think of your favorite local cafe, where the barista knows just how you like your latte, or that small bookstore that always has the perfect recommendation.

These personal connections are the essence of community.

But in a world driven by scale and speed, how can brands replicate that intimate neighborhood feel for thousands, if not millions, of consumers?

It's called neighborhood nurturing. It's the art of scaling personalized interactions, ensuring that each consumer feels recognized, valued, and connected.

But how do you get there? In this guide, we'll explore **five actionable tips** to help you build local engagement, both locally and at scale.

Why Is Local Consumer Engagement So Important?

Modern consumers begin their purchasing journey online, making your brand's online presence critical. Consider that Google processes 1.6 billion local searches daily and:

Over half of product searches commence on Google, with social media emerging as a powerful discovery and referral platform.

Nearly half of mobile searches revolve around local queries. A staggering 76% of users who conduct a local search visit a relevant business within a day.

On Google, 46% of clicks are above the fold, with 44% focusing on the Local 3-Pack (Map Pack).

68% of users state that over half of their searches have a local intent, with 30% visiting a physical store within a day post-search, and 28% finalizing a purchase.

97% of consumers use online platforms when seeking local businesses for product or service procurement.

So how do you make it easy for those customers to find you when they're looking for an iced coffee or a new winter coat?



TIP 1:

Nail the Basics

It all starts with the basics. And that means prioritizing the first point of contact you have with your customers: [Your Google Business Profile \(GBP\)](#). Does your GBP entice potential customers? Or does it leave them wanting more?



“ Google

Your GBP is more than just a listing; it's a direct window into your business. It's an important marketing tool to get discovered by new customers and keep your existing customers coming back for more. Making sure it's optimized not only ensures you're visible but that you're making the best possible first impression.

Google | Ashley Do | Strategic Partner Manager, Local Verticals at Google

Get Started With The Basics

1

Claim and verify your business

Start by searching for your business on Google Maps. From there, you can create or manage your profile. Verification is crucial to confirm the authenticity of your business listing.

2

Add your business information

Your GBP is often the first interaction a potential customer will have with your brand. Ensure it is accurate, complete, and engaging. This includes adding in your business address, operational hours (including special holiday hours), contact details, and a brief description of what you offer.

3

Upload photos and videos

Visual content creates a dynamic experience for users, bringing your business to life. [Regularly update photos and videos](#) to keep your profile fresh and engaging.

4

Respond to reviews

Feedback from your customers, whether positive or negative, offers valuable insights. Respond promptly and professionally to all reviews to foster trust and improve your services.

Frequently Updated Profiles Get Results



Businesses with photos see a **42% increase** in direction requests.



A visible phone number makes **90% of customers** more likely to visit.

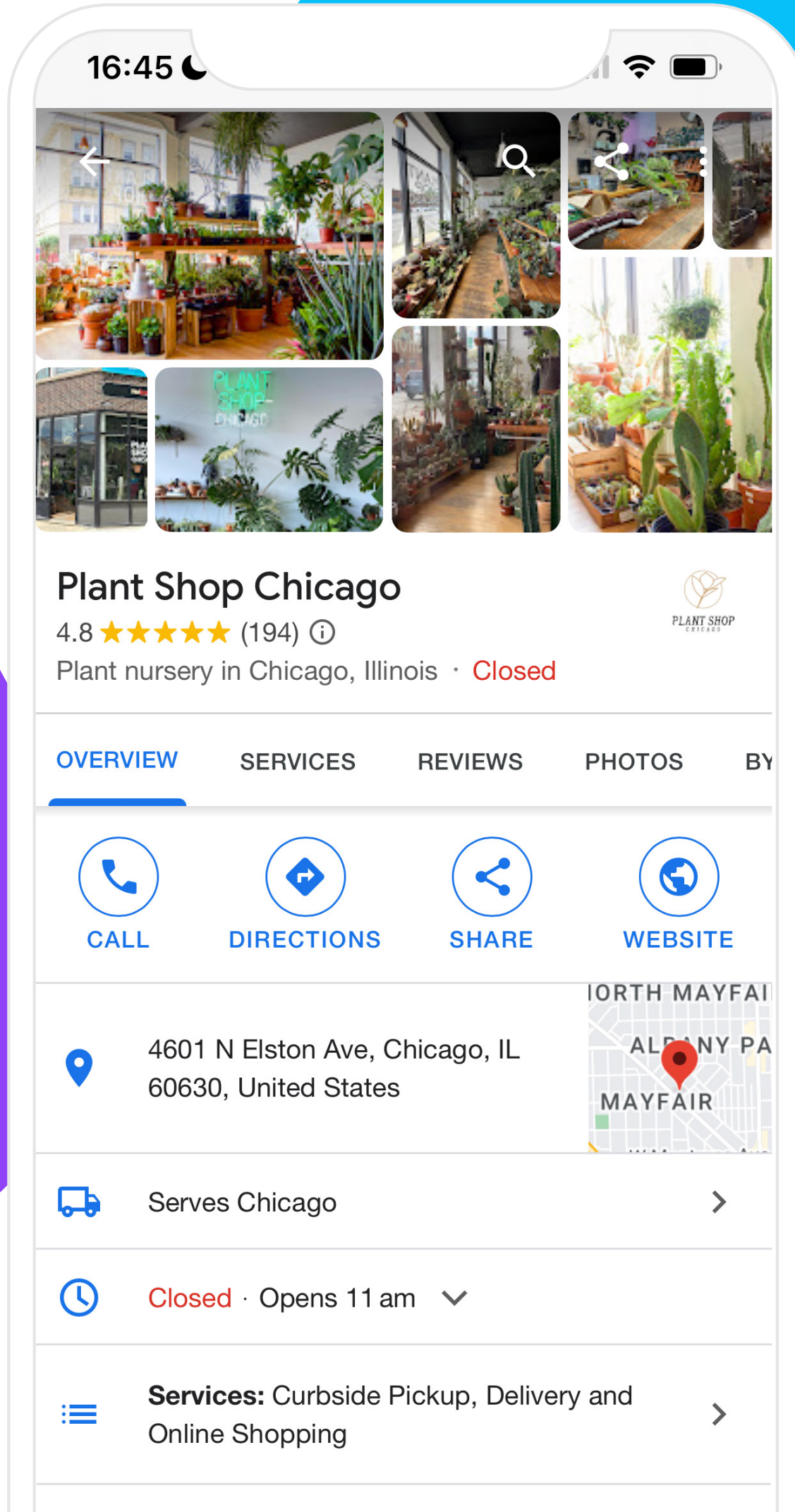


96% of customers prefer businesses that display operational hours.



Complete profiles get **7x more clicks**.





Stand Out On Google

Be found for what you offer

Use quality photos to display your products, services, and even your menu.

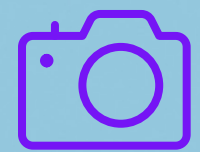
Highlight what makes you unique

Offer details about your special services like curbside pickup, outdoor seating, or free wifi access.

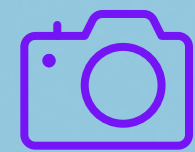
Manage Your Business Profile Easily From Google Search & Maps

With platforms like Uberall, businesses can take their GBP to the next level—all thanks to a clear strategy and consistent management that boost online visibility. Just look at the **results F45 Training has been able to achieve** only one month after activation. These impressive statistics are a testament to the power of a well-optimized GBP.

Year-over-Year Achievements for F45 Training:



Map impressions increased by 148%



Search impressions rose by 144%



THE TAKEAWAY:

Maximizing your GBP using tools like Uberall can be the difference between being seen and being overlooked. Nail these basics to ensure your business stands out.

TIP 2:

Feedback is Your Silent Business Partner

Even in the digital era, communities are the heartbeat of genuine connection. It's not just about having an online presence; it's about making that presence felt in a way that mirrors the warmth and camaraderie of a neighborhood gathering.

Reviews Are Gold

Online reviews play a pivotal role in influencing consumer choices. They are no longer just ranking parameters but genuine endorsements or warnings from customers. Value them! In fact:

90% of consumers consult online reviews before visiting a business.

86% A whopping 86% prefer businesses that actively respond to reviews.

25% A mere 0.1 increase in star ratings can boost foot traffic by 25%.

Engage, Don't Ignore

Feedback is a two-way street. While collecting reviews is great, **responding to them is equally essential.** It's not just about handling negative reviews but appreciating the positive ones as well. Remember:

- **55%** of reviews might lack text but can significantly impact response rates.
- **33%** of customers who leave negative reviews will rewrite them to be more positive if they receive a response from the business.

Empower Through Engagement

As the digital landscape evolves, so should your approach to reputation management. Engaging in real-time, acknowledging feedback, and providing ease of access to your business can make all the difference.

Instant connections: Enable real-time engagements with Business Messages. Customers love the convenience of reaching out instantly via platforms like Search & Maps.

Trust through transparency: Showcase customer testimonials and respond publicly. It doesn't just address concerns but also builds trust among potential customers.

Ease of access: Ensure your contact details, like phone numbers, are easily accessible. Answer FAQs directly on your business profile. A direct connection can sometimes be the difference between a sale and a missed opportunity.

Sentiments: Beyond Stars and Numbers

Feedback isn't just about counting stars; it's about understanding sentiments. Employ sentiment analysis to decode what your customers feel about your services or products. Remember, behind every review, there's a story. And within that story lies the secret to improvement and growth.

Prioritizing sentiment analysis is like having a constant feedback loop. Even more so when you consider the latest features offered by platforms like Google. For instance, while formerly only hotels benefited from Google's aggregation of reviews from other sites, this feature is now expanding to other sectors like restaurants.



Strategic Responses: A Game-Changer

Remember, your timely response to a review can be the clincher

Auto-replies

For reviews without text, an automated “Thank you” can work wonders.

Tools & templates

Employing review response templates or automated response tools can help you manage feedback with minimal effort.

Positive reviews

”We are thrilled to know we exceeded your expectations. Thank you for sharing your experience. Hope to serve you again soon!”

Be consistent

Address issues specific to locations if any. Aim to respond to all, or at least most, reviews.

Negative reviews

Here’s [how to respond to negative reviews](#): Address them professionally. Understand the issue, apologize if necessary, & assure corrective measures.

CASE STUDY

How Motorpoint Drives Customers to Convert

In 2021, used car dealership **Motorpoint** was replying to only 3.32% of reviews because of the intensive time and effort it took to 1) ask customers to leave reviews and 2) craft individual responses that aligned with their brand voice.

Enter Uberall review management: The reply rate skyrocketed to 94.12%. As a true testament to Motorpoint's positive customer sentiment, their average review rate also increased by 3 points, moving from 4.3 in 2021 to 4.6 by the end of Q2 2023.



THE TAKEAWAY:

Reviews and feedback aren't just metrics; they're the voice of your customers. Listen, engage, and evolve. After all, in the business world, adaptability is the key to longevity. So, take charge, prioritize feedback, and steer your business towards unparalleled success.

TIP 3:

Optimize Online Presence with Customer Insights

Your online presence is not just a digital storefront; it's the gateway to your community. It's often the first interaction potential customers have with your business. The challenge? Tailoring your online storefront not only to showcase the most relevant and critical information for your specific industry but also to reflect the values, stories, and connections that make your community unique and inviting.



The Information Paradigm

Every industry has its unique set of information essentials. Be it the hours of operation, service offerings, or the menu; what's pivotal for one might be redundant for another.

But the question remains:

| Can your customers find what they're looking for easily?

| Do they have the necessary data to make purchasing decisions?

If not,

| How easily can they obtain it from your website or get in touch with you?

It's all about seamless interactivity.

Your Google Business Profile: More Than Just a Listing

Your business profile on Google is not just a listing; it's your digital storefront. The impression it leaves can have lasting consequences. Depending on your industry, you'll want to focus on specific things, like:



Restaurants

With **80%** of US consumers expecting online booking and ordering, integrate Order with Google and Reserve with Google. These tools allow customers to order food or book a table directly from your profile.

Attract More Hungry Diners

Read Report

Services

Whether it's beauty, home, fitness, or auto repair, ensure your service offerings and booking options are crystal clear.

Hotels

Make use of Google's free booking links. Showcase real-time rates and let customers directly access your booking site.

Retail

Are your opening hours up to date? Do you show online inventory? Make it clear to customers what promotions you're offering and how they can reach out with questions.

Industry-Specific GBP Essentials

The key to a successful Google Business Profile lies in understanding the unique requirements of your industry. Here are just a few examples:

Restaurants

- Complete menus with dish photos and dish attributes (e.g. vegetarian, gluten-free, etc)
- Options for online ordering and booking
- Detailed dining options and attributes, like dog-friendly areas or vegan offerings
- Updated operating hours

Hotels

- Direct booking links
- Details about amenities and dining options
- Activity attributes, such as beach access or tennis courts
- New in 2023: Language assistance attributes

Services

- Clear list of service offerings
- Operating hours, if applicable
- Booking options – both online and onsite
- Relevant attributes, e.g., whether a clinic is accepting new patients

Retail

- Operating hours
- Promotions and sales
- Updated inventory status (if you offer online shopping)
- Appointments (if applicable)

THE TAKEAWAY:

In the digital realm, being visible isn't enough. It's about presenting the right information in the right way. By understanding and acting upon the unique requirements of your industry, you can tailor your online presence to resonate with and attract your target audience. After all, in the world of business, it's about meeting needs and exceeding expectations.

TIP 4:

Harness the Power of Analytics to Enhance Your Customer's Journey

To truly thrive in the digital realm, understanding your customer's journey is paramount. By studying consumer patterns, you better weave customers into your community tapestry, driving more clicks and sales.

The Ultimate Objective: Making the Sale

Your primary goal is to guide customers towards taking actions, whether it's making a purchase or simply clicking on a product. Consider the success of Amazon; their one-click purchase system is a big reason behind their success.

Decipher Customer Interests

With **performance metrics**, gauge what grabs your customer's attention. Are they intrigued by social posts about your team or are promotional offers their main draw? By identifying these interests, you can tailor your strategy accordingly.



Monitoring Profile Interactions: A Window into Customer Behavior

Delve deeper into your customer's actions on your profile to gain insights. Consider things like:



Search patterns

Understand what your customers are keen on. If they frequently search for 'salmon', then spotlighting salmon and related dishes might be a strategic move.

Menu dynamics

Use menu interaction analysis to adjust menu content. Enhance the appeal with vibrant dish photos and detailed attributes.

Financial impact

Calculate the contribution of bookings and orders made via your Business Profile to your total revenue. This metric reveals the financial efficacy of your digital presence.



Key Metrics to Keep an Eye On

In the digital age, not all metrics are created equal. Focus on:

- **Business conversations** originating from your profiles.
- **Impressions** through various platforms like mobile, desktop, Google Search, and Maps.
- **Customer feedback mechanisms** like reviews, ratings, and response rates.
- **Interactions** like bookings, orders, menu clicks, direction requests, website visits, and call clicks.

Google's Business Profile Performance API: A Game-Changer

Using a tool like Uberall allows you to take advantage of Google's updated Business Performance API. That way, you gain insights beyond traditional metrics into things like:

- **Search keywords**
Understand the terms leading people to your listings.
- **Bookings and food orders**
Gauge how many users are actively using these options.
- **Conversations**
Measure the chat engagements of users.
- **Impressions by device**
Differentiate between desktop and mobile interactions.

THE TAKEAWAY:

Analytics isn't just about collecting data; it's about understanding and actioning it. By focusing on the right metrics and continuously refining based on insights, businesses can not only improve their digital presence but also provide a seamless and engaging experience for their customers. Always remember: Informed decisions drive success.

Final Thoughts On Community-Centric Engagement

Communities remind us that behind every click, share, or purchase, there's a human being seeking connection. Brands that prioritize neighborhood nurturing don't just build consumer bases; they build communities, cementing their place in the hearts and minds of their audience. So, with this guide in hand, it's time to start nurturing your brand's very own global neighborhood.

Here's How



About Uberall

Uberall helps the world's most innovative brick and mortar businesses stay relevant, competitive, and profitable, by using digital technology to win clicks online and feet offline.

Uberall's hybrid customer experience platform powers the entire customer journey, from online discovery, to store visit, to recommendation and repeat purchase. Uberall makes sure businesses are not only found, but attract and delight customers on every

corner, across the globe—driving revenue and customer lifetime value, at scale.

Uberall, founded in 2013 and headquartered in Berlin, Germany, has more than 400 employees and services over 1,850 multi-location businesses across 170 countries.

For further information visit

www.uberall.com | [LinkedIn](#) | [YouTube](#) | [Facebook](#) | [Twitter](#) | [Instagram](#)