PLAYBOOK

Rev Up Your 2024 Growth

with High-Performance Digital Visibility

Your Location
5.0 ★★★★★

uberall

How to master location-driven growth and amplify the impact of everywhere you are

2024: Welcome to the Age of Location-Driven Growth

In a digital world, nobody wants the hassle of buying things in person, right? Who would actively seek out a location when they could just order what they want online?

If you find yourself asking these questions, or if you have colleagues who like to throw them in your direction, then there is a group of people you should probably get to know. They're the people behind the three quarters of today's purchases that take place in a store. They're the people who, last year, drove 4x as many searches for places that were 'open now, near me' than there were the year before.

Ask these people and they'll tell you that digital isn't doing away with the importance of locations. **It's creating a new age of location-driven growth.**

Why your digital visibility matters more than ever

Life has always happened in locations. It takes place at the points where people meet, talk, share experiences – and access the products and services they want and need. Never before though, have those locations had as much potential to drive growth for your business.

Thanks to the proliferation of digital media, and their seamless integration into how people navigate the world, locations now have a presence that can stretch far beyond their street, neighborhood or town. Smartphones, social media and multi-channel search are making it far easier for potential customers to find their way to places where they can buy, right now, in-person.

When people start to think about what they need, and start using devices to look for ideas, it's location that dictates the answers they find - and those answers move them rapidly from initial need to interest, inspiration and buying intent. Once someone finds and enters a store, they can move from consideration to final research to purchase in just a few minutes, and just a few steps. Google reports that [88% of people who search locally](#) buy from a store they found within a week.

Powering up your location-driven growth engine in 2024

Marketers like you have more opportunity than ever to optimize every local presence your brand has. Taking advantage of this opportunity is what really revs up the location-driven growth engine. Through portfolio-wide analysis and insights, combined with a new generation of AI tools, you can easily build end-to-end marketing strategies for every place where people can encounter you. it's no longer just about increasing visibility, but about turning your digital presence into impactful outcomes. Local search strategies and social communities, message assistants to build engagement from the first digital encounter, review assistants to help respond to customers at scale: it's easier than ever to drive growth from everywhere you are.

When you do, you set in motion a powerful multiplier effect, whereby improving performance at each location powers growth at every location. Unlocking the potential of digital for location marketing means that each venue doesn't battle to thrive by itself. It turns growth into a team game.

Locations that are more visible, more engaging and more responsive build the reputation and trust of your brand as a whole. Through clicks, conversions, ratings and reviews, they give search engines and social platforms more reasons to rank you highly. If your role involves managing growth at multiple locations then this creates a powerful opportunity. In this playbook, we'll explain how to build an engine that gets location-driven growth working for you.

LOCATION-DRIVEN GROWTH LEADERS

Barceló
HOTEL GROUP

Building local business profiles and local pages for social media has helped Barcelo Hotel Group drive a 41% increase in conversion and a 51% increase in transactions from local SEO.

41% increase in conversion

51% increase in transactions

31% increase in revenue from local SEO

"Uberall enabled us to build a delightful, frictionless hybrid customer journey for our customers."

Alberto Rodríguez Cámara
Global Head of Digital Marketing, Barceló Hotel Group

The Five Truths

Powering Location-Driven Growth in 2024

Food for thought: According to Google, 76% of smartphone searches lead to a store visit within 24 hours.

Far from moving buyers away from in-person experiences, digital is providing them with more ways of seeking them out – and a greater appetite for doing so. At the same time, innovative new technologies give marketers even more options for taking ownership of their local presence, and bringing people and places together. Now more than ever for marketers, the opportunity to turn search into local sales is rife.

Let's now deep dive into the five fundamental truths about the local digital landscape and user behavior that show why your business needs a location-driven growth engine.
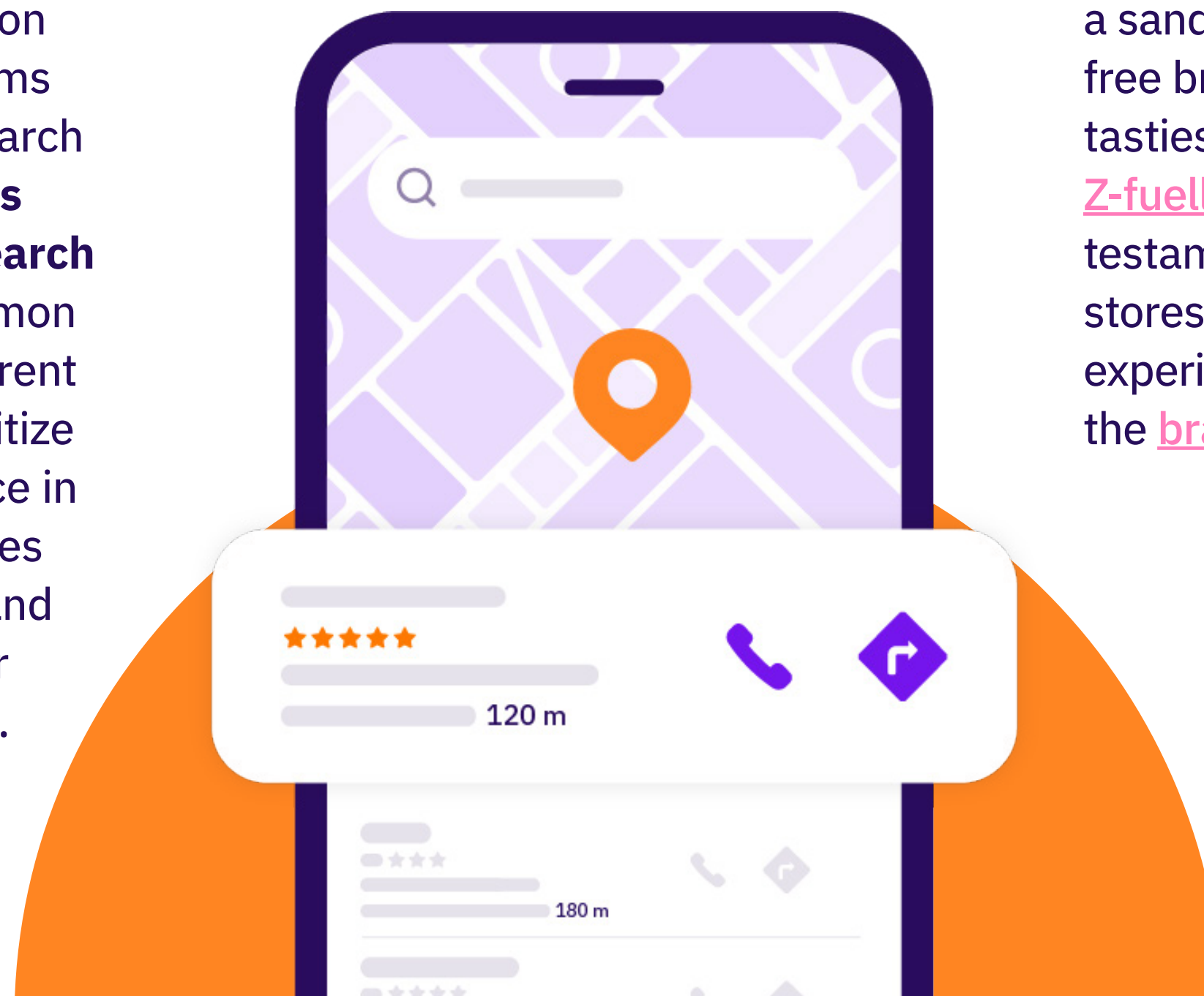
TRUTH 1
Location Anchoring

Location data is the source of truth in a shifting search landscape

Search is evolving beyond search engines, with audiences seeking out information on channels like Snapchat and TikTok, through voice assistants and within map apps. At a technology conference in 2022, a Google Senior Vice President admitted that 40% of Generation Z search for information from their peers on social platforms rather than through traditional search engines. **Location-specific data is the fixed point in this shifting search landscape,** because it's the common criteria by which all of these different search and social platforms prioritize information. A consistent presence in local directories and location pages helps you show up consistently, and optimize for conversion, whatever platform people are searching on.

TRUTH 2
Local-first Algorithms

Search engines think local first

Local searches aren't just searches that use specific phrases like 'near me' or 'open now'. Whenever search engine algorithms detect imminent buying intent, they respond by prioritizing convenient locations to buy in their rankings.

TRUTH 3
In-person Authenticity

Brands are the new community hubs

Gens Z and Alpha, along with plenty of younger millennials, are seeking out authentic, community experiences that are built around specific places. It could be a favorite restaurant chain with a recipe that aligns with cultural heritage, a branded store that plays particularly good tunes, a must-taste coffee flavor, a sandwich shop with the best gluten-free bread, or the cinema chain with the tastiest shakes. Nando's spectacular Gen Z-fuelled growth in the United States is testament to the role of local, branded stores as providers of community experiences - and is now integrated into the brand's advertising campaigns.

120 m

180 m

Digital Nomadism

Digital nomads are exploring their new habitats online

The rise of flexible working, cloud-based workplaces and productivity tools means that today's offices can be anywhere an employee chooses to go online. This is nurturing a **generation of digital nomads**, happily moving across different cities, countries and locations and using smartphones, search and social media to seek out familiar brands, products and services wherever they go. These nomads have specific needs - and location marketing is key to meeting them. They don't just want to know their nearest Starbucks. They want to know how much seating it has, what its wifi is like, and whether it looks like a relaxing place to spend a few hours working. Digital nomads value rich, local information that helps them to orientate themselves and feel at home, such as the times a restaurant serves breakfast, how late they can pick up a take-away, or the happy hour at a local bar for when they're ready to unwind. The ability to bookmark favorite locations helps build their engagement with new places as well.

TRUTH 5

Brand Solidity

Trust depends on physical visibility

An oversupply of fast fashion and cheaply produced eCommerce items are changing the dynamics of brand trust. Brands that operate real, brick-and-mortar stores send an important signal of quality and commitment, and this translates into measurable brand and bottom-line benefits. A 2021 report from McKinsey found that bricks and mortar retailers generate twice as much organic traffic as purely online retailers do.

LOCATION-DRIVEN GROWTH LEADERS

KFC

KFC generated a 16% increase in revenues and ROI of 37x through its location-driven growth strategy.

LOCATION-DRIVEN GROWTH LEADERS

INDIGO

"Our sector is very dynamic. As such, we must be highly responsive in terms of the information we publish online, in particular to our directory listings. Uberall allows us to flexibly manage and maintain the online presence of more than 500 of our locations and ensure our SEO is up to scratch. In a nutshell, they make our life so much easier."

Jérôme Mayen
Director of Marketing and Sales of INDIGO France

The Five Phases
of Bottom-line Impact

While marketers should continue monitoring traditional metrics such as impressions, views, and shares, prioritizing revenue-based indicators is becoming increasingly important. These provide a more accurate measure of their impact on the business's bottom line.

As a marketer thinking about location, you've got a head-start on many of your colleagues because you're focused on helping people speed through the final stages of their buying journey. You meet buyers who are already showing high levels of intent.

Here's our five-phase plan for your 2024 strategy to help you deliver against the expectations of stakeholders across your different locations – and demonstrate the Return on Investment (ROI) that location-driven growth delivers:
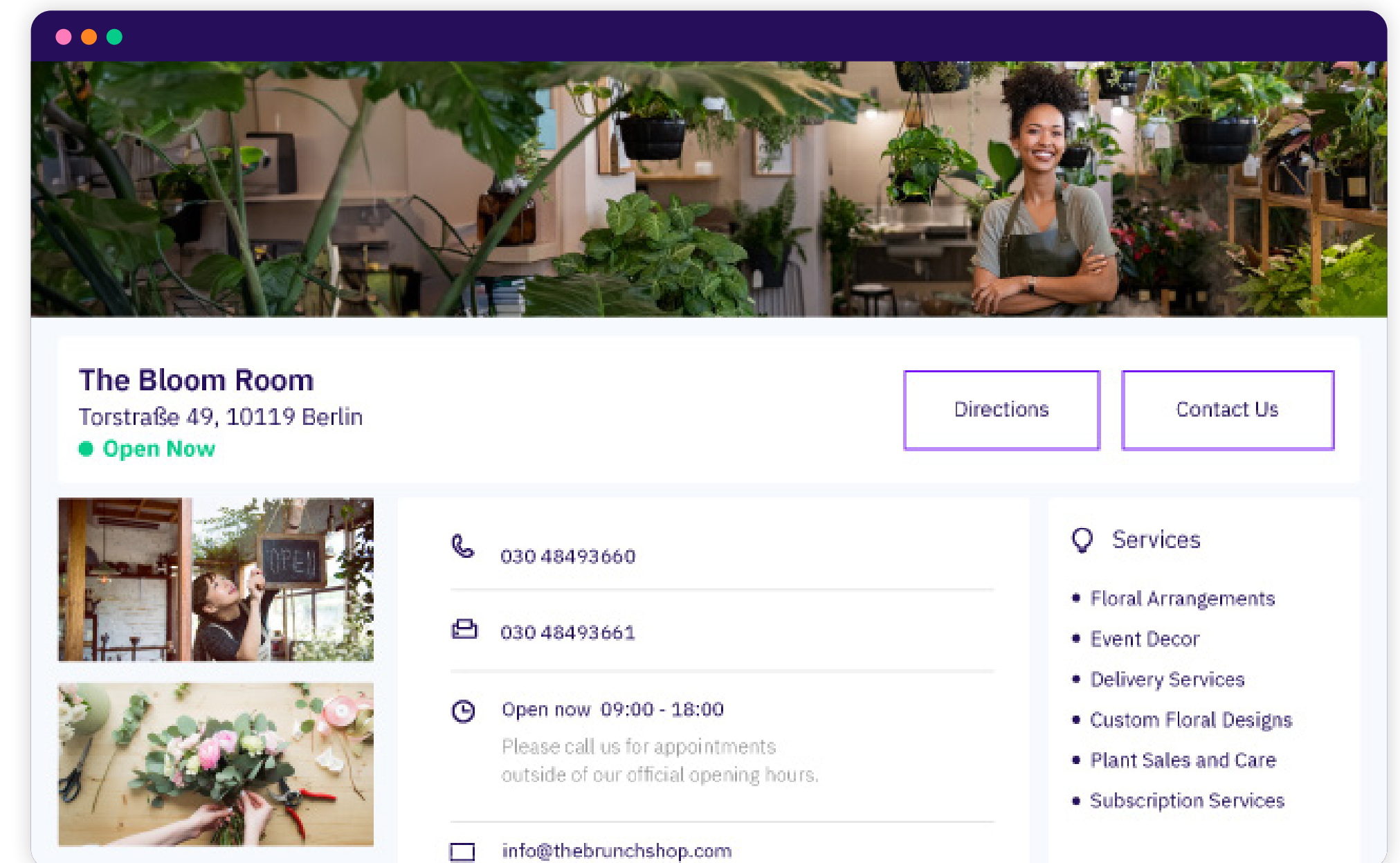
Quick wins

KPIs to focus on:

- **Map pack inclusions**

- **SERP ranking positions**

It's important to manage expectations about the timeframe for different KPIs. Completing business profiles, directory entries and location pages for all of your locations will deliver quick wins in terms of visibility. Track these in terms of increases in average SERP ranking positions and inclusions and prominence in map packs. Be aware though, that visibility will also depend on earning engagement and generating positive reviews. Your location-driven growth engine can help move these KPIs too, but it will take longer. Keep optimizing and improving to drive performance everywhere you're present.

The Bloom Room
Torstraße 49, 10119 Berlin
● Open Now

Directions | Contact Us

📞 030 48493660

🖨 030 48493661

🕐 Open now 09:00 - 18:00
Please call us for appointments
outside of our official opening hours.

✉ info@thebrunchshop.com

📍 Services
- Floral Arrangements
- Event Decor
- Delivery Services
- Custom Floral Designs
- Plant Sales and Care
- Subscription Services

Aligning objectives to revenue drivers

KPIs to focus on:

- **Average ratings per location**

- **Percentage of locations with four-star ratings and above**

- **Percentage of locations with two-star ratings and below**

- **Engagement on social location pages**

- **Review response rate**

Optimizing for conversions and optimizing for visibility go hand-in-hand. Increasing the star rating for a location directly increases its ranking on SERPs and its likelihood of being included in map packs. It also plays a key role in driving conversions. Besides average ratings per location, track the percentage of your locations with four-star ratings and above, which strongly improve both visibility and conversions, and those with two-star ratings and below, which are unlikely to make it into map packs and search results. Scour reviews for underperforming locations, in order to identify actionable insight that can improve service levels and ratings performance.

LOCATION-DRIVEN GROWTH LEADERS

TEXAS ROADHOUSE

"Uberall gives our team one place to log in and see in seconds how all of Texas Roadhouse's nearly 600 stores are performing—across reviews, social media, and listings"

Mary Newell
Director Digital and Brand Marketing, Texas Roadhouse

Brand visibility

KPIs to focus on:

- **Average SERP ranking positions across location portfolio**

- **Average star ratings across portfolio**

- **Percentage of locations included in map packs**

- **Percentage uplift in impressions**

Search engines consider a location's individual profile when deciding how to rank it – but they also bear the overall brand performance in mind. If you have locations that are under-performing, these can act as a drag on others as well. Identifying and improving underperforming locations, and sharing best practice from those doing well, plays a key role in elevating the reputation of all your locations, together. In this way, your location-driven growth engine enhances overall brand visibility and value.

LOCATION-DRIVEN GROWTH LEADERS

F45

The global fitness company F45 Training grew its search impressions by 148% year-on-year by removing duplicate listings and clearing up profile inaccuracies. At the same time, it increased map impressions 72% and Facebook clicks 144%.

148% increase in search impressions

72% increase in map impressions

Revenue impact

KPIs to focus on:

- **Click-through rate**

- **Click-to-call rate**

- **Percentage increases in transactions and revenue, by location**

Track improvements in click-through rate and click-to-call rate by location and across your portfolio - and correlate these with improvements in search rankings to assess the impact of your marketing efforts. Cross-referencing with records of the number of transactions and revenue at each location helps to carry this through to your impact on footfall and the bottom line.
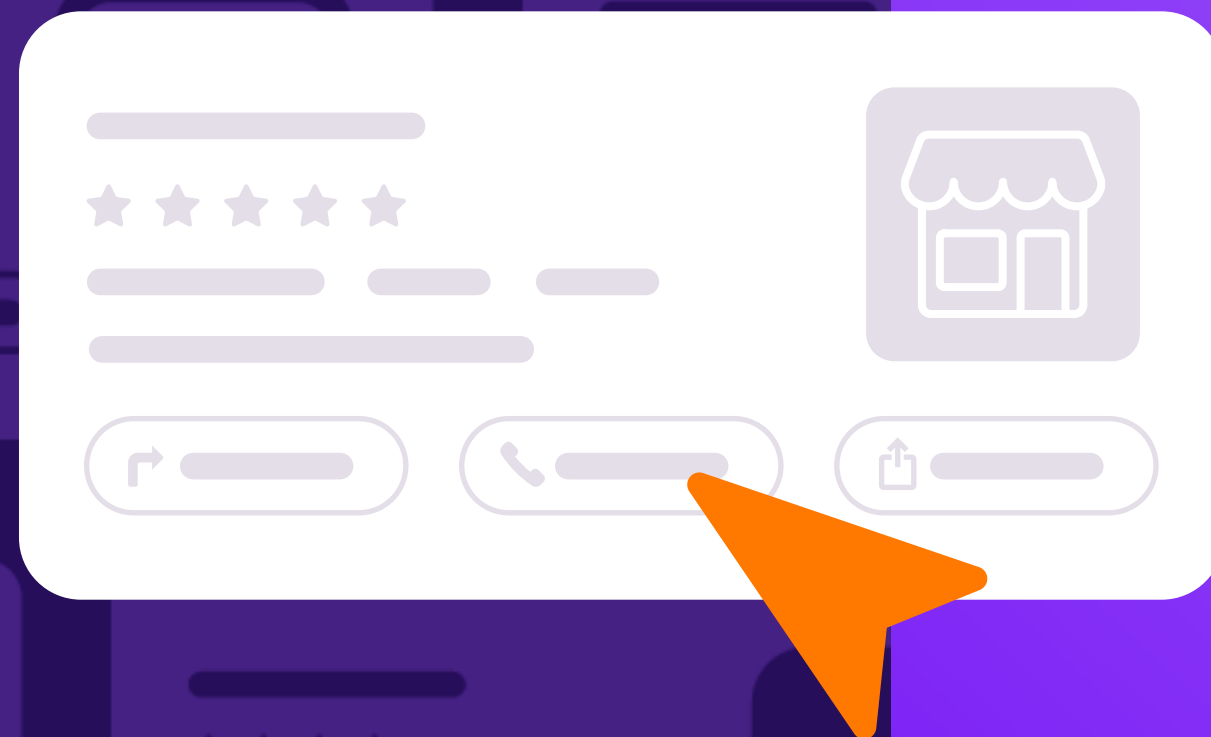
Proving ROI

KPIs to focus on:

- **Revenue uplift, divided by location marketing expenditure**

Use ROI calculations to highlight the outsized returns that your efforts deliver for the business bottom line, dividing your total revenue increases by resource costs and any paid media investments you've made to help bolster the profile of your locations on social media. Remember to project your calculations forward, and take account of the recurring revenue that results when you maintain each location's visibility and reputation.

LOCATION-DRIVEN GROWTH LEADERS

PINCH·A·PENNY
POOL·PATIO·SPA
The Perfect People For A Perfect Pool

"Uberall allowed us to manage our reviews more efficiently and caused our average rating to exceed 4.0: allowing us to rank for 'best pool supply."

John Bennardo
Digital Marketing Manager, Pinch a Penny Pool Patio & Spa

The Three Pillars of a Location-Driven Growth Strategy

Uberall works with a wide range of marketers on building effective location-driven growth engines for their businesses

Based on their experience, we recommend the following three-phase approach. It enables you to drive instant impact efficiently, adopting different features and modules as and when you need them.

Get Found

No matter how many locations you're managing, the Uberall platform makes it easy to provide clear and complete information that will help them get found. Our intuitive interface can manage your Google Business Profiles and Apple Business Connect listings. It also extends across the full breadth of search directories so that buyers find everything they need to know about your business however, they're searching.

The Uberall approach to cleansing, updating and deduping data has earned our platform a reputation as the most trusted data source for locations - and this delivers higher rankings across search and social platforms. Because platforms know our data is more accurate, they can ingest and publish it with greater confidence, ensuring your updates happen faster and deliver impact sooner.

BUILDING YOUR GROWTH ENGINE WITH UBERALL

On average, businesses see a 140% increase in non-branded search views with Uberall.

Be Chosen

Keeping track of images, ratings and reviews for every location and channel can feel like a daunting task. Uberall helps you stay alert to reviews that need attention, keeps track of how each location is ranking, and highlights key trends and feedback-driven insights that you can use to improve performance. Our social modules will help you to build compelling location pages for each of your stores, restaurants, workspaces or venues, putting video, audio, image-based and written content in front of those engaging nearby. Our generative AI-powered Review and Message Assistant provides rich, engaging answers to any questions people have, from within Google, Facebook, Instagram and more. We'll also help you plan and execute targeted paid media strategies that maximize the returns you get by engaging people when they're showing interest and intent. With our Review Assistant, you can use conversational intelligence to respond to any comment. It builds advocacy, amplifies the good things people say about you, and lets customers know they're being heard.

BUILDING YOUR GROWTH ENGINE WITH UBERALL

On average, businesses get double the number of conversion actions on their location listings with Uberall.

DEKRA
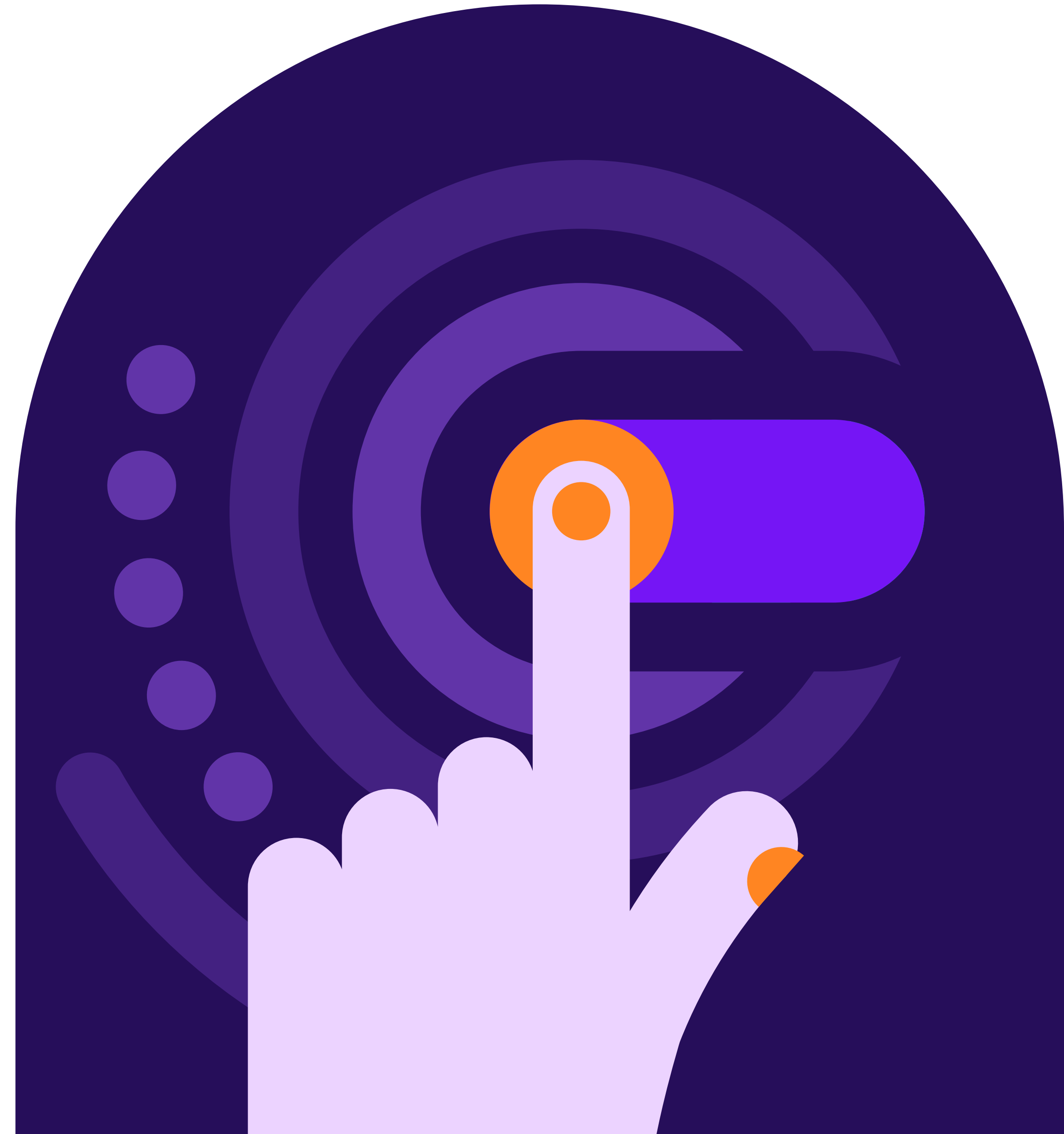
"Uberall Messages has been a game changer for us. It enabled us to implement conversational commerce with ease and confidence, while ensuring we reply to all customer inquiries. We've been able to automate a large number of responses, particularly appointment requests, which represent 70% of the messages we receive."

Julie Letizia
Digital Marketing Project Manager, DEKRA

Thrive by Focusing on Location-Driven Growth

An effective digital visibility strategy can deliver quick wins through providing the information that searchers need to find and choose you. However, that's just the start. Your growth engine really fires up when you start using Uberall's accessible reporting and analytics, to highlight opportunities for constant improvement.

You'll be able to pool insights from across your locations to improve all of your digital storefronts, support locations that are underperforming, and scale best practice from those with the highest ratings and visibility. Uberall's accessible reporting and analytics give you the insights you need to raise the ranking of every location, amplify good experiences and respond to those that fall short. As you use Uberall to identify areas for improvement, you'll be able to grow the reputation of all of your locations and increase their performance together.

John Deere | James River Equipment

"Our online reputation and digital presence is more important than ever with more buyers starting their research online. Uberall ensures we not only appear when people search, but that we show up first."

Matt Holland | Marketing Coordinator, James River Equipment, John Deere