THE DEFINITIVE GUIDE TO
GROWING YOUR
MULTI-LOCATION BRAND

Marketing, in general, is a highly complex skillset that requires a firm grasp of data and creativity, as well as the ability to respond quickly to constant changes. But marketing for multi-location businesses complicates things even further.

How can you make sure that each of your locations is getting the attention it needs? How can you be sure you're delegating budget and manpower appropriately? And how can you be certain that you're targeting prospects with the type of messaging that actually speaks to them?

That's where this guide comes in. By mastering certain strategies specific to the multi-location brand, you can improve and simplify your marketing strategies across all of your locations.

While there are many areas where you can focus your efforts on, we chose to highlight three specific topics that should be able to help you improve your marketing and ROI:

5 PAID SOCIAL ADVERTISING GROWTH HACKS FOR MULTI-LOCAL™ BRANDS

Paid ads on social networks like Facebook, Twitter and Instagram can be a great source for traffic for your local business, especially if you are a multi-location brand. But to make these ads work, you need to make sure that your message is appealing to your customers.

In order to ensure that every potential customer feels that your ad speaks to them and meets their needs, keep the following in mind:

1

USE CRM DATA TO CREATE CUSTOM AUDIENCES

Customer Relationship Management (CRM) software gives you great opportunities to collect information about your clients. This data can include job title, income level, relationship status, purchasing patterns, demographics, geographic location and other demographic information.

One of the most effective ways to utilize this data is by creating **Facebook Custom Audiences**. These audiences can each get their own ads that speaks to their specific needs.

This means that you can craft social media ads that answer each area's local buyers' needs more directly. When you use your own data to customize data for applications like Facebook Custom Audiences, you're targeting your customers in the most effective, data-based way.

Custom audiences are two to five times as effective as generic ads.

2

ADD A PERSONAL TOUCH

Your local customers are more likely to respond to ads that are customized and personalized in some way.

Refer to local events and weather in your ad copy. Entice them with specials that are available in their local area.

This sort of geographic personalization makes your audiences feel that your messaging is more directly aimed at them. In turn, they'll be more likely to pay attention.

Personalization can also give you an edge over your competitors. According to a recent survey, only 10% of tier 1 retailers think that they are highly effective at personalization. Win in this area, and you will see a strong advantage.

3

TAKE ADVANTAGE OF FACEBOOK LOCAL AWARENESS ADS

Local Awareness ads show up in mobile users' newsfeeds when the user has location services on. If they are near South Beach, Miami, for instance, they'll see ads for local bars and restaurants that have taken advantage of Local Awareness.

Local Awareness ads allow you to choose the radius around your business you want to target, as well as the age and gender of your prospects. This can be a great tool for upping your foot traffic and increasing those impulse visits.

With 1.44 billion active mobile users every month, this gives you access to a great audience who may not otherwise have known your retail location was in their area.

4

USE FACEBOOK PIXEL FOR REMARKETING OPPORTUNITIES

By adding a pixel to your websites, you can learn more about your customers and their behavior than ever before.

You can gather cross-conversion information that is then used to build ads designed to convert previous users. The in-depth user behavior information you receive from the Facebook pixel allows you to move consumers further along the funnel. By tracking traffic for each page, you can use **Facebook Website Custom Audiences** to target page visitors and create ads that specifically cater to that page's audience.

For example, if you're a legal firm with a blog that discusses personal injury lawsuits, you can create a Website Custom Audience consisting of people who visited the personal injury blog. You would then target this audience and create an ad that highlights how your firm handles personal injury cases. Show your audience that you care about what they want and are eager to give it to them by creating ads that appeal directly to what you have learned about them.

5
ADD VIDEO ADS TO THE MIX

Video ads are a great way to increase awareness and engagement with your brand. Video is a great option for mobile, since it can often be easier to get the information you want from a short video than written text on mobile's smaller screens.

Because of this, mobile video advertising is one of the fastest growing areas in online marketing.

Here's a pro tip: Whenever you use video ads, include captions. A majority of videos viewed on mobile devices are done so with the volume off.

The key to digital local advertising is reaching your customers where they are, in every sense of the word. Use ads that are a good fit for the platforms that your audiences are most likely to use.

Utilize the information you have to speak as directly as possible to your current and prospective customers' wants and needs. Reach your prospects with engaging and entertaining content that applies to their current geographic location. Through these personalization efforts, you can increase the effectiveness of your marketing and bring in more new customers than ever before. ❖

It's expected that mobile's share of total digital ad dollars will reach nearly 48% by 2019. In 2015, marketers spent $2.62 billion on mobile ads, a 70% increase over the year before.

8 REPUTATION MANAGEMENT STRATEGIES FOR MULTI-LOCAL™ BRANDS

Your potential customers can dig up virtually anything about your business online. With just a few clicks, prospects have access to the good, the bad, and the ugly.

Making sure your online reputation is a good one takes vigilance, strategy and a bit of due diligence. The eight strategies we outline below are designed to help you ensure your brand is always represented in a positive light.

1

MAINTAIN ACCURATE NAP INFORMATION ACROSS ALL PAGES

NAP, or Name, Address, and Phone Number, has a huge impact on your search engine ranking, because of how Google interprets these NAPs.

Seen as local citations, these NAPs are defined as mentions of your business across the web–even if there's no direct link to your website.

For example, citations can be found on local chamber of commerce pages, a local business association page, and an online directory. Citations from established and popular sources (like a Chamber of Commerce) are viewed highly by Google, since it's hard to fake membership to these associations.

But it takes more than being mentioned on these sites to improve your rankings. It takes accuracy and consistency, which you play a large role in making sure happens.

Google has a hard time understanding inconsistencies, even if they're minor. When listing your NAP online, make sure that your business name, address, and phone number all follow the same standard throughout the web.

The more instances in which a constant NAP is cited, the more likely you'll be rewarded for this mention.

Beyond consistency, it's also key to keep your NAP up-to-date and accurate. Make it a point to audit your NAP mentions each time your business details change (for example, if you get a new phone number).

While these practices are good for your rankings, they go way beyond what search engines want.

87% of people who search for a particular type of local business call or visit one within just a few hours of their online search.

Out of date information on any of your profiles can also hurt your reputation with clients, as it makes you look careless, or worse, like you are no longer in business.

If you have out of date information, you risk not only losing these highly motivated customers, but you force them to write negative reviews of your local business, based solely on the bad user experience they had online.

Accuracy and consistency are key. But maintaining dozens of NAP mentions across the web can be overwhelming. As important as accurate and consistent NAP mentions are, you shouldn't have to invest endless man-hours managing these citations.

If you have trouble maintaining all of your presences online, you might consider deleting the ones that you do not use or you determine have little value to your needs, and keep and maintain only the most relevant and worthwhile citations.

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2
TRULY LISTEN TO CUSTOMERS

Part of cultivating a positive online reputation is to engage in conversations with your audiences.

Conversations are **not** one-way dialogues. In fact, you're better off listening more than you are talking.

Tapping into your social listening skills has never been as important as when managing your online reputation.

Start actively looking at what's being said about your brand. Use social media; review the typical review sites (Yelp, for example); use a reputation management tool or service to uncover corners of the web you might otherwise overlook.

When sifting through these brand mentions, approach this with a "how can I turn this into a positive" mentality. Even the most anger-fueled comment about your company likely has some kernel of truth within it. Find that kernel and use it as an action point for a positive change.

3

DON'T PRETEND PEOPLE AREN'T TALKING

Most people–at least once in their life–have hidden something under the bed, in a closet or even under a rug. Out of sight out of mind, right?

That might be true for pictures of your ex, but it doesn't work when it comes to managing your reputation.

Ignoring negative online reviews will not make them disappear. If anything, this avoidance will only exacerbate the problem.

As recently mentioned, reviews (both good and bad) can help you see the areas that need improvement. But beyond that, avoiding negative reviews prevents you from being able to contribute to the conversation.

If someone posts a review criticizing your customer service, your brand is better served if you take a moment to acknowledge the complaint and outline ways in which your company will avoid that same type of experience in the future.

Sure, that negative review will still exist online, but at least now you're demonstrating a willingness to listen to your critics and take actions to right the wrongs.

4
KNOW HOW
TO RESPOND

Socially listening so that you know when to respond to positive or negative reviews is key to your reputation management; but knowing how to respond is just as important.

That's why you should put into place a company-wide guide that clearly outlines how to respond to reviews and reviewers. We also encourage you to implement training sessions for all new employees.

A few tips to remember as you develop your response strategy include:

- **Negative comments should be answered quickly and professionally**
- **Avoid getting defensive**

Whenever applicable, look to apologize to disgruntled reviewers and address their concerns. This approach not only tackles the issues facing the specific customer, but it can also show future clients that your brand is serious about customer satisfaction.

Through a well-planned response strategy, even your critics can become your best advertising.

5
ASK PEOPLE TO
LEAVE REVIEWS

It's true; all you have to do is ask. Many people are happy to leave reviews when they learn that it can be a big help to the businesses that they love.*

Hang up signs in your store's location that asks for a quick and honest review on Yelp, Trip Advisor, Google or another review site. Make sure that **customers review the specific location** they visited rather than the company as a whole. Never ask for positive reviews; many review sites find this dishonest and it can result in your reviews being removed.

*Fun fact: Not everyone is happy to leave a review without getting something back in return. This is where offering a coupon for customers who leave reviews can be an asset. Again, make sure not to ask for positive reviews only, so as not to violate the terms of any review site.

6
GOOGLE LOVES GOOGLE AND SO SHOULD YOUR BUSINESS

Google reviews are often among the top results when people search for a local business. When these reviews are detailed and positive, they can be a real asset to your company. Be compliant when dealing with Google. Ask people to leave reviews on G+, and follow the rules when it comes to pleasing this important online player.

7
LEARN AND UNDERSTAND YOUR AUDIENCE

Forty-two percent of social media users expect a response within an hour or less when they address a brand online. Do your customers use platforms like Facebook and Twitter to air their concerns?

You could spend endless hours monitoring dozens of online review sites and mastering the strategies for each of these networks. But you're better off knowing where your customers submit their reviews, and spend most of your attention and efforts within these platforms (be it Yelp, Twitter, or wherever!).

You might want to poll your customers. Ask them:

a) Do you often review companies online?
b) If so, which sites do you typically use?

This information will save you money, headaches and man-hours as you look to protect your reputation.

8
STAY
COMPLIANT

We'll be the first ones to admit that managing your online reputation can often seem like a losing battle of whack-a-mole. Address one bad comment on Google, and another one pops up on Yelp.

This never-ending battle could drive you to consider taking a few shortcuts along the way.

Fight that urge!

For example, never pay for likes or comments or bribe customers to leave good reviews. This isn't just wrong or against the policies of the sites where you may be reviewed—it is also illegal.

Besides, if customers find out that you bought positive reviews, they'll be skeptical of every review about your brand, regardless of whether those reviews were authentic or bought.

Word to the wise: keep review sites and your customers happy with your business. Instead of shilling for reviews, provide proper training to the people who work for you. This can encourage customers to leave valid reviews that show your business and team in a great light.

Your online reputation can impact the success of every location of your business. By working hard to keep a consistent and positive online presence, you can ensure that your reviews, comments and social media interactions are a tool for your success. ❖

3 PROVEN METHODS TO GROW YOUR LOCATIONS WITH PROGRAMMATIC MEDIA

One of the biggest misconceptions we hear is that programmatic requires deep pockets reserved for only the largest of corporations.

In reality, however, businesses of any size can use programmatic.

What programmatic does is make it possible for you to use tons of data to show highly relevant ads to people based on their online behavior or customer profile.

This is particularly important for multi-location paid media strategies being managed at the corporate level. Through the use of data and technology you can automate the display buying process across all of your locations. That means no more wasted time and effort by your marketing teams as they negotiate targeting types, number of impressions and price.

If you want programmatic display to work for you, you have to focus on these three things:

1

AUDIENCE – REACHING THE RIGHT PERSON

When looking to reach the right people, you'll want to consider the many customer attributes that programmatic can take into account, including:

- **Behavior**
- **Demographics**
- **Interests**
- **Actions on your site**
- **Past purchase activity**

Let's say you own a pizza shop and have a customer who's never visited your site, but is showing behaviors that indicate that they are pizza lovers.

You can use interest-based targeting to try to reel in these prospects.

If, however, your prospect has heard of you before, or has visited your site/used your app, you'll be best served with remarketing to reengage with these past visitors.

Now, let's say that you discover that these audiences are performing quite well. Then you'll likely want to use lookalike targeting to grow volume based on your existing, profitable customers.

2

SHOWING THE RIGHT ADS

Now that you know how to identify your right audience, it's time to reach that right person with the right messaging.

Let's say that you run a pizza franchise with locations throughout the East Coast. With programmatic technology, you can deliver ads that have messaging specific to each market. For example, football season is a great time for pizza franchises to ramp up their business. With programmatic display, you can target a New England Patriots fan in Boston (who happened to go online to look for the kickoff time of the game) with a deal on a delivery order.

The ad could say something like: **Order one large pizza now, before the Pats' kickoff, and get the second half off!**

That type of targeted messaging can funnel through to all of your locations–from Dolphins fans in Miami to Bills fans in Buffalo.

The key to making programmatic display work for you is to harness the nearly limitless data you have courtesy of your website. The analytics compiled from your website will help you dissect your visitors' behaviors, demographics, interests, as well as shopping stages.

Combine that data with ads delivered based on certain actions, and what you have is the makings of the **right ad**, delivered to the **right person**, at the **right moment**.

3

BIDDING
THE RIGHT
AMOUNT

The beauty of programmatic is that it can react fast to changing market dynamics. It's constantly at work analyzing data signals, measuring performance, and adjusting campaign bids so that you get the best bang for your buck.

To keep things simple, you'll want to automate bidding based on your specific business goals.

For example, let's say your goal is increased conversions. AdWords gives you two advanced bidding options:

1) Enhanced cost-per click (eCPC)
2) Target CPA bidding

eCPC is a lot like manual bidding, except that your max CPC can be boosted by up to 30% more.

Target CPA handles all of your bidding based on a CPA goal.

If your campaign is lacking in historical conversion data, or if you use 3rd-party bidding tools, start with eCPC.

If, however, you're looking to automate the entire bidding process towards conversions, use Target CPA.

Don't delay any longer if you haven't already implemented programmatic advertising for your Multi-Local™ company. As confusing as it might seem at the onset, it's actually fairly straightforward and can deliver an unmatched ROI for each of your individual locations. ❖

MULTI-LOCAL™ MARKETING: JACK BE NIMBLE; JACK BE QUICK

When it comes to managing the marketing of multiple locations, flexibility and fast-thinking are key. What works for one location may not prove to be effective for another.

That's why it's important to constantly monitor your strategies and data. In general, you'll find that employing strong reputation management tactics, incorporating a paid social strategy, and implementing programmatic display will yield positive results.

However, you must be able to adapt these strategies at the local level, based on the needs and demographics of the surrounding communities.

This may sound like a complicated task to manage at the corporate level; however, through the use of modern technologies and digital approaches, you'll find it easier and less taxing to develop individualized marketing strategies for each of your locations, without exhausting your budget or resources.

If you need further elaboration on anything discussed please reach out: **www.CardinalWebSolutions.com**