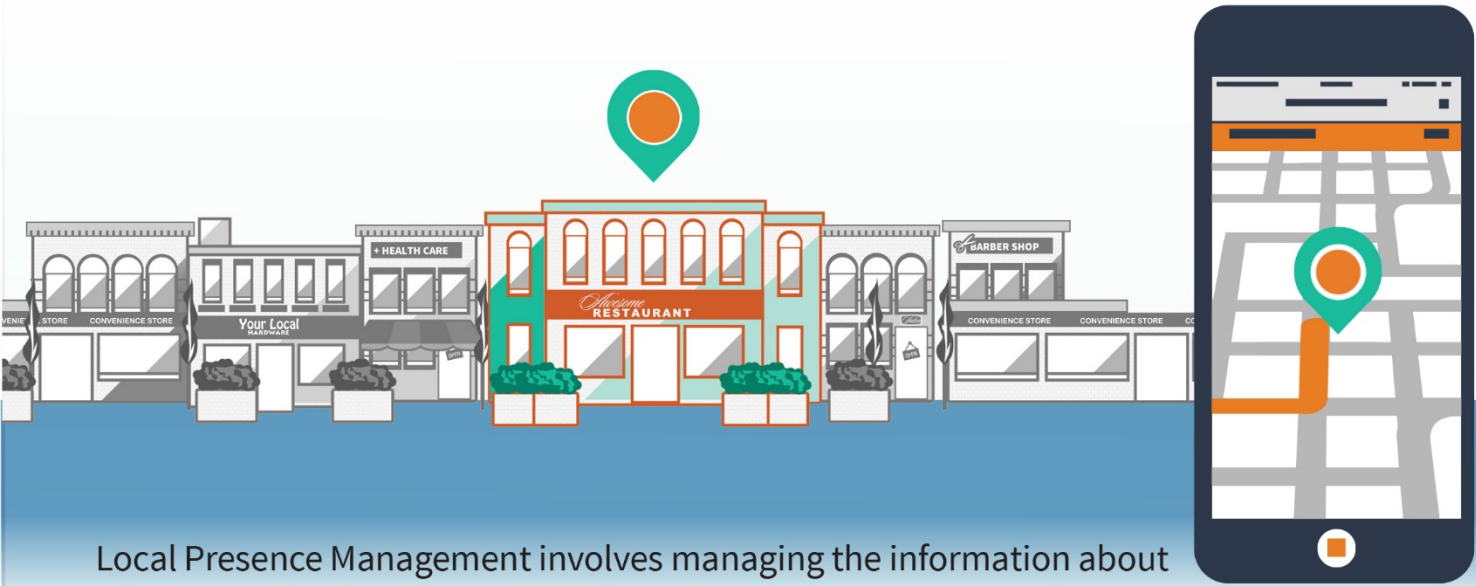


# What is

## Local Presence Management?



# What is Local Presence Management?



Local Presence Management involves managing the information about a business's brick-and-mortar and service area locations over all channels of interactive media. In other words, this data set will contain each place where the information about a particular business or brand resides. To fully understand the capabilities of Local Presence Management we must examine its components. First we'll look at Digital Presence Management, then Local Presence Management as the one-stop solution.

## Digital Presence Management

Digital Presence Management (DPM) can be defined as any of the processes and/or marketing involved in presenting a brand in the online space. This includes any avenue in which a brand becomes visible online so that traffic can be drawn to it. It encompasses, but is not limited to website design and development, maintenance of social media sites and blogs, the use of search engine optimization – especially local search – pay-per-click marketing, and reputation management.



**Website**



**Social Profiles**



**Review Sites**

## Did you know?

*82% of smartphone users turn to their devices to help them make a product decision.*

On the whole, geo-targeted digital presence management enhances a brand by optimizing all information from each of its locations in their respective local markets. The increasingly mobile nature of search has escalated the need for complete, consistent and accessible data about brands, and ways to connect with them. Local visibility, search placement and reputation determine traffic; this is especially true for multi-site, brick-and-mortar businesses. This includes monitoring a business's name, address, and phone number (NAP) and business hours in various places online such as directory listings, data aggregators, online review sites, and map listings.

## Local Presence Management

To enhance, positively affect, and continue to cultivate a brand's presence in search engines, DPM and LPM must operate seamlessly. This is vital to the success of any business. LPM is the solution that effectively manages the digital fingerprint unique to each business location, improving local search ranking and giving the target audience the correct information to interact with the brand.



**Directory Listings**



**Data Aggregators**



**Map Listings**


Keeping data up-to-date and accurate for numerous locations across multiple websites, applications, and forums could be overwhelming, yet LPM with the proper scalable tools and support makes it possible – and controllable. Via LPM, online presence management on a global and local scale can be maintained via a single dashboard, ensuring that a business is easily discovered – especially on mobile.

The goal of local presence management is to convert online clicks into visits to a brand's brick-and-mortar locations. In other words, when traffic is effectively managed and directed online, it effectively drives foot traffic offline. LPM is the key to begin, manage and maintain this movement.

*Consistent monitoring and measurement is as important as initially taking control of a business's local presence.*



In this mobile age, businesses must effectively manage their data to ensure that it is complete, correct and up-to-date. This is crucial because search engines use this data to display to consumers searching for a business's products or services.

A young man and woman are standing in a city street, looking at a smartphone held by the woman. The man is holding a paper map. They are both smiling and appear to be navigating. The background is a blurred city street with other people and buildings.

*79% of users report that having business information on the search engine results page would allow them to find a business that would better match their search.*

The more accurate the data, the more trust is communicated to the search engines making a business's digital presence easily discoverable online, especially via mobile devices. This allows them to communicate a business's products, services, accurate location data and contact information as consumers are searching for it.

The goal of local presence management is to drive consumers from online into the business's brick-and-mortar locations.



# Why is Local Presence Management Important?

Consumers use their mobile devices to search for businesses to make quick buying decisions. In fact, 85 percent of consumers who use mobile devices follow up with a phone call, while 80 percent walk into a location with a specific action in mind. Having your business data—or NAP (name, address, phone number)—consistent across all online media channels lends itself to a healthy local ecosystem, which, in turn, improves your local visibility.



Failure to manage a business's local presence could result in missing major segments of your target consumers. Local presence management can help your business by:

- ✓ Ensuring each location is listed in the most important directories, social networks and data aggregators.
- ✓ Reviewing, correcting and optimizing data.
- ✓ Providing you with real-time progress reports and updates.
- ✓ Sending you monthly reports on your listings' performance.



The current trend in marketing uses the power of connection found within social networks. The ratings, reviews and voices of peers serve as the main influencers for consumer buying decisions. When business information is incorrect or inconsistent the result is consumer confusion, which in turn, creates a lack of consumer trust toward the brand.

Taking control of a brand's local presence management is just the first step. A plan for continued monitoring and measurement is critical to the success of any local presence management strategy.

# Industry Opportunity

In North America, the search industry accounts for \$30 billion+ annually. With the proliferation of smartphones and the increase in mobile-device searches for local products and services, local presence management will continue to receive a greater share of those dollars.

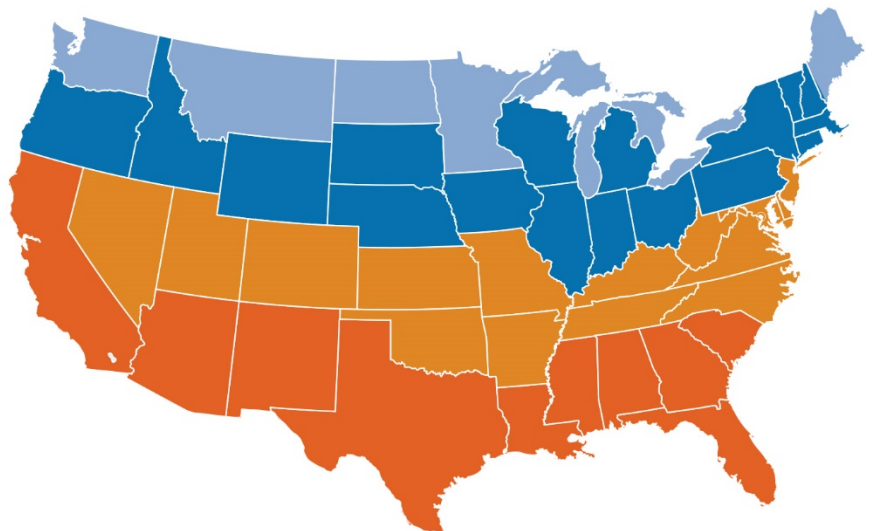


Digital presence management is a \$4.9 billion market.



Directory management and submission services are a \$2.7 billion market.

There are 27 million small and medium-sized businesses (SMBs) in the United States today, with an average of 540,000 new businesses starting each month.





SMBs are a mainstay of the American economy and are important to local growth. These businesses include doctors, attorneys, moving companies, local franchise operations and many other small businesses that local consumers are searching for and purchasing from on a daily basis.



To start strong and sustain their businesses, SMBs need to be willing to spend money to market their services in order to acquire, maintain and retain customers. The associated expenditures are critical components of the operating budget.

As part of their customer acquisition efforts, SMBs are increasingly looking for services to help them effectively market their businesses online. Digital marketers are looking to co-op advertising, a method traditionally employed by advertisers, to assist their SMB clients.

Co-op advertising presents its own set of unique challenges in the digital space, but according to a 2012 study by Borrell Associates the \$1.7 billion market leaves \$450 million annually on the table due to “lack of participation.”

The Interactive Advertising Bureau (IAB) refers to co-op advertising as “digital’s lost opportunity.” That nearly half a billion dollars represents an untapped market, which can help local SMBs reach their targets and makes overcoming the front-end challenges worth it.

**iab.**





## Sector Growth Story

In this digital age, the methods businesses use to reach consumers have moved almost exclusively online. Advertisers and marketers have had to keep up with a constantly evolving environment in order to meet consumers where they are. And consumers are increasingly on mobile devices.

Current trends in marketing use the power of connection found within social networks. The ratings, reviews and voices of peers serve as the main influence for consumer buying decisions.

Consumers use their smartphones, tablets, and wearables to use search engines like Google and review sites like Yelp to find the products and services they need quickly; the days of analog search using the Yellow Pages, classifieds and newspapers have passed.

The popularity and convenience of mobile devices has increased the need for businesses to “think local.”

With 50 percent of consumers ready to make a purchase within one hour of their initial smartphone search, is your brand meeting the needs of this digitally-savvy consumer?

**Call (203) 949-1808 to learn More**

