

The Power of Local Engagement

Boosting Loyalty and Sales



Meet Your Speakers



Janie Page

CMO at
The Human Bean



Kaci McBride

Director of Customer Experience
at SOCI



Damian Rollison

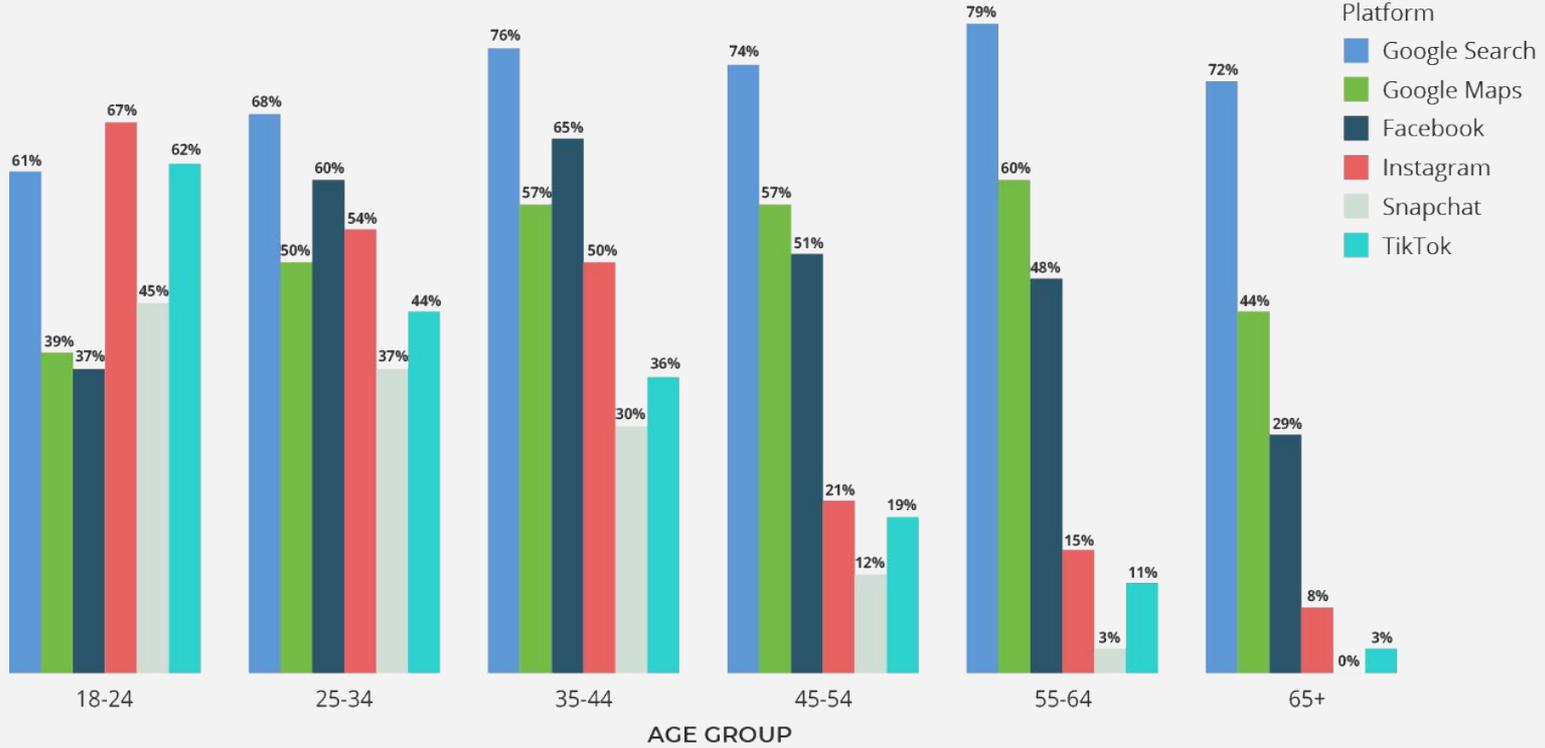
Director of Market Insights
at SOCI

80%

of consumers search online for a local business at least once per week.

SOci
2024 Consumer Behavior Index

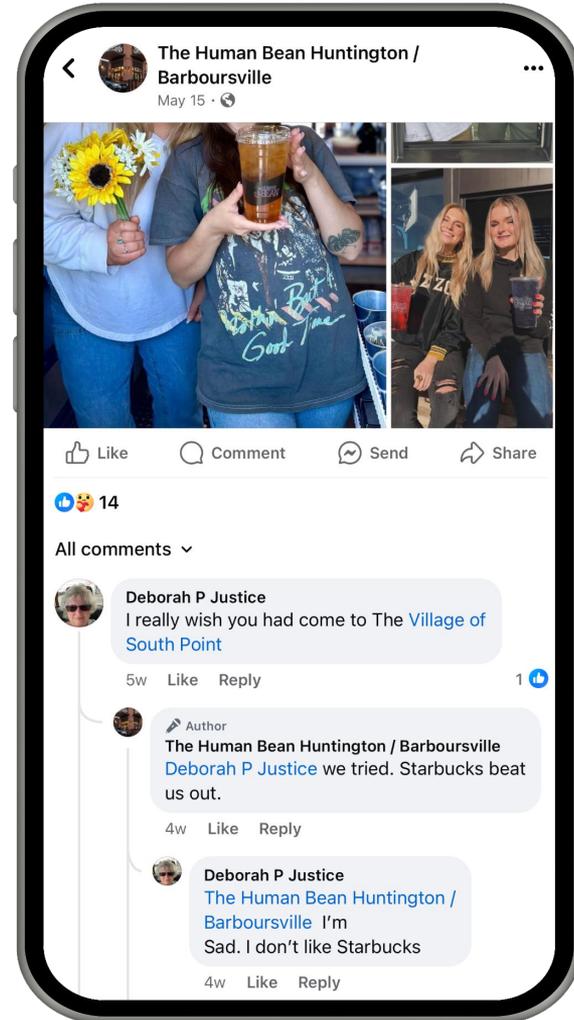
Usage of Local Apps by Age Group



Engaging Your Local Audience Online

#1

Posting Localized Content



Waterfall Posting VS. Localized Posting

The Human Bean · Follow
 Mar 10, 2023 · 🌐

Sometimes all you need is a warm cup of coffee ☕

#coffee #thehumanbean



48
 10 comments 2 shares

The Human Bean of Roseburg
 Dec 8, 2023 · 🌐

Our barista of the month!!

👉 Jordan 🤝... See more



@roseburghumanbean

8
 1 comment 2 shares

73%

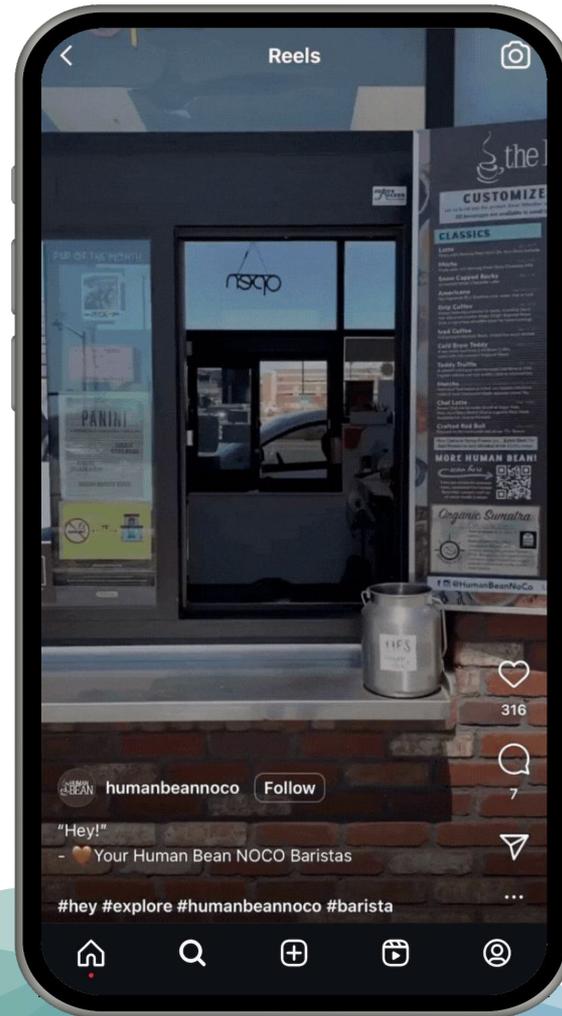
increase in engagements when The Human Bean posted localized content versus waterfall posting.



SOCI

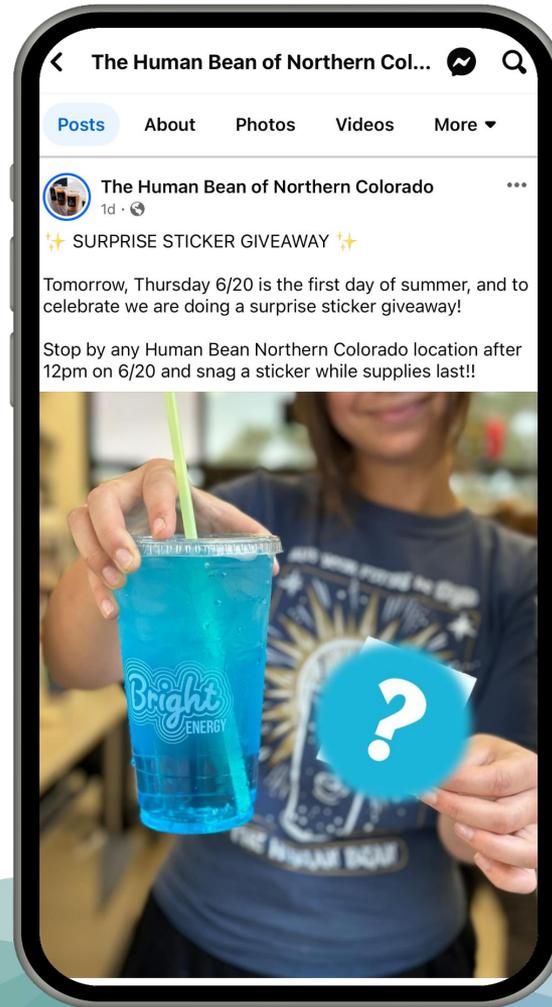
Unlock the Secret to Social Media Success Report

Localized Content Idea:
Highlight Local Employees



Localized Content Idea:

Create a Local Giveaway



Localized Content Idea:

Partner with Local Schools and Sports Teams



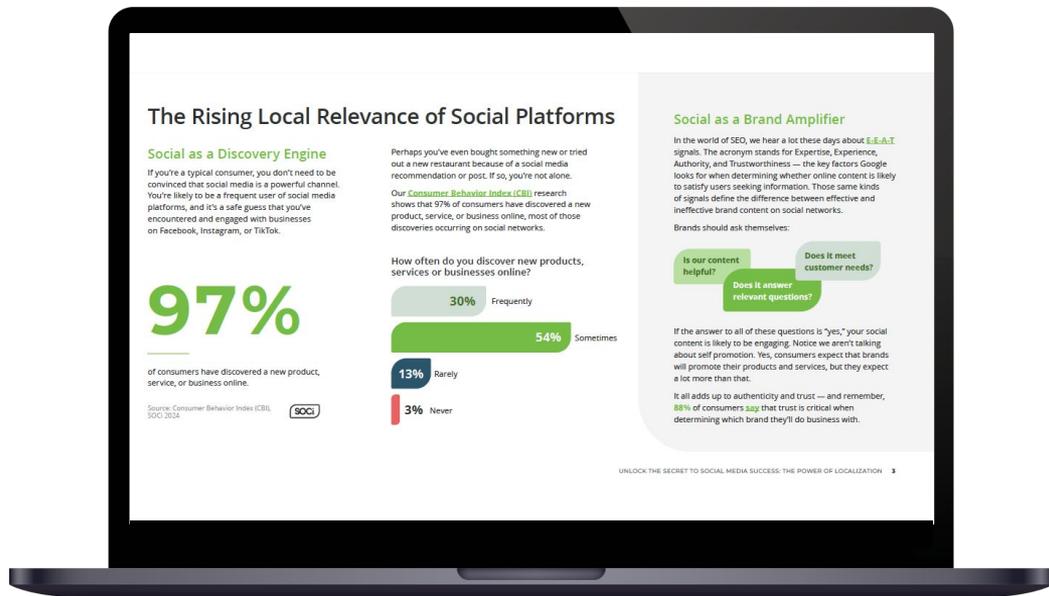
Localized Content Idea:
Host a Local Event



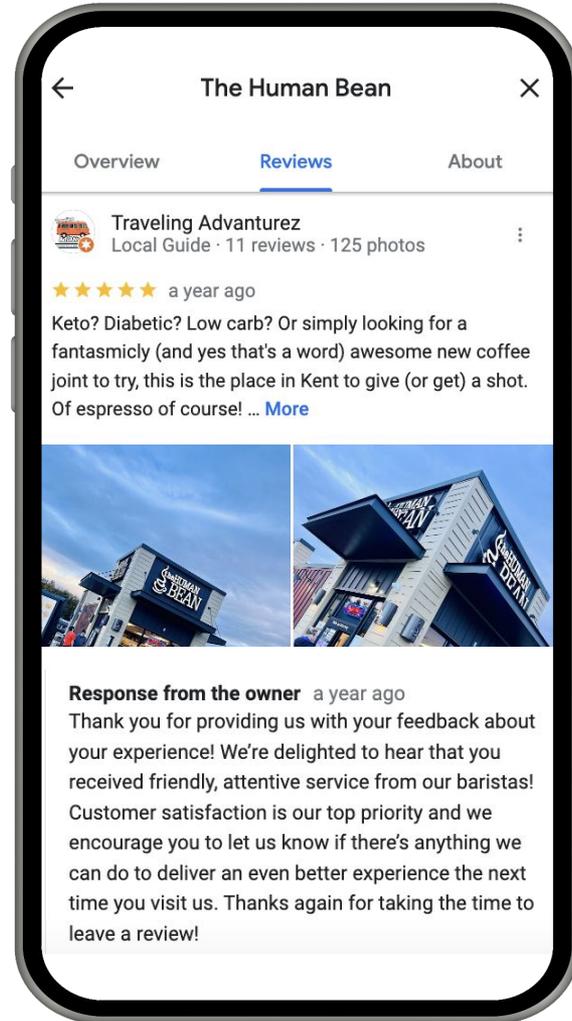
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Scan the QR Code or visit
ww2.meetsoci.com/socialguide/ifa



#2 Responding to Reviews



The Average Multi-Location Business:

Responds to only **46%** of consumer reviews, with negative reviews having a worrisome **35%** response rate.

SOci

2023 Local Visibility Index (LVI)

When the business responded to your review, how did you feel about the interaction?



50%

SATISFIED

The response met or exceeded my expectations; I found it helpful and appropriate



41%

SOMEWHAT SATISFIED

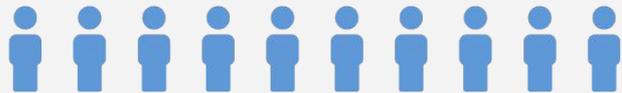
The response was adequate, but there was room for improvement



6%

UNSATISFIED

The response did not meet my expectations and was inadequate



2%

VERY UNSATISFIED

The response fell significantly below my expectations

98%

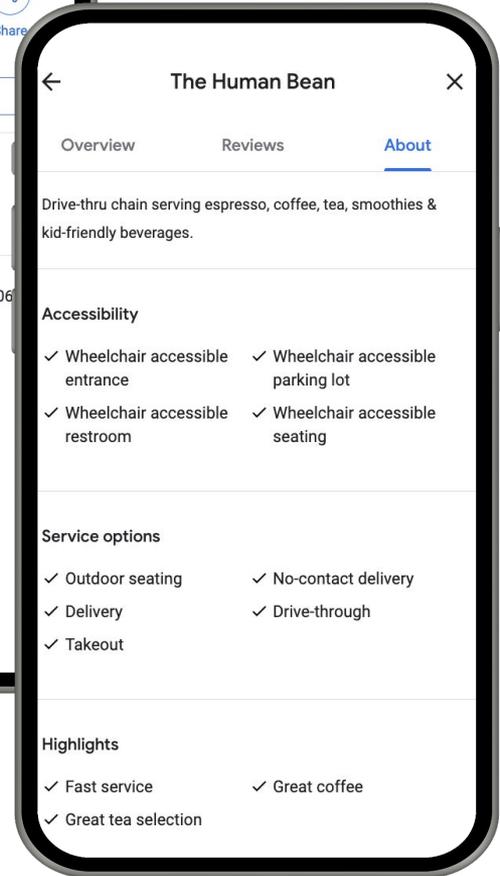
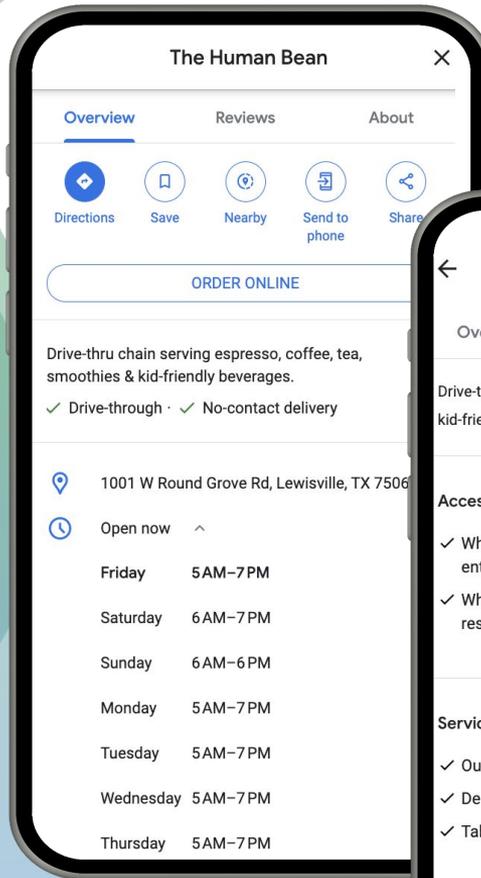
of consumers feel that reviews are essential when making a purchase decision.

Global Newswire / PowerReviews

Survey: The Ever-Growing Power of Reviews

#3

Maintaining Accurate Business Information



The Average Multi-Location Business:

Ignores **92%** of customer questions on their
Google Profile.

SOci
2023 Local Visibility Index (LVI)

If you were to visit a business whose online profile states that it is open and find that the business is actually closed, what would be your most likely next?

7%

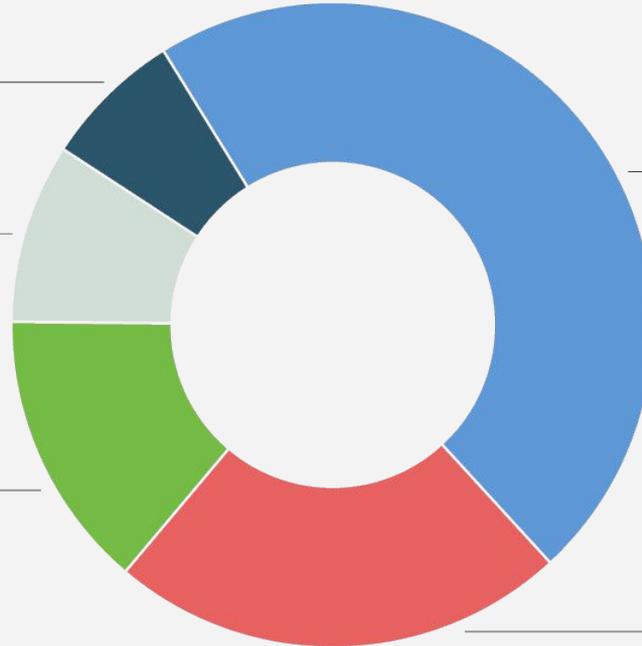
Give up and go home

9%

Leave an online comment or review complaining about the issue

14%

Contact the business when possible to let them know about the experience



47%

Look for a similar business nearby

23%

Visit business at another time

WELCOME TO THE CoMARKETING CLOUD

INTELLIGENT MULTI-CHANNEL AUTOMATION

Powered by Genius

- SEARCH
- SOCIAL
- REVIEWS
- ADS
- SURVEYS
- CHATBOT

SOCI GENIUS

BEST-IN-CLASS AI INTEGRATION, TRAINING & DATA ANALYSIS

ChatGPT, Bard, IBM, Dall-E, etc all trained in your brand voice through proprietary Patent Pending processes

DATA CONSOLIDATION & PROCESSING

(aggregated across channels, networks and locations, structured & filtered for analysis)

SOCI Shield

- Social / Brand Compliance
- Regulatory Compliance

FREE RESOURCE

The 2024 Consumer Behavior Index (CBI)



Scan the QR Code or visit ww2.meetsoci.com/ifa-cbi

