MARTECH INTELLIGENCE REPORT

LOCAL MARKETING SOLUTIONS FOR MULTI-LOCATION BUSINESSES: *A MARKETER'S GUIDE*

SEVENTH EDITION

A MARTECH TODAY RESEARCH REPORT

MARTECH TODAY

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Scope and methodology

This report examines the current market for local marketing solutions (LMS) for multi-location businesses and the considerations involved in implementing LMS software. This report answers the following questions:

- Why do multi-location brands need LMS software?
- What are the elements of a successful local marketing campaign?
- Which elements of local marketing can be automated?
- What capabilities do local marketing solutions provide?
- Who are the leading players in local marketing solutions for multi-location businesses?
- How much do LMS cost?
- What questions should we ask ourselves and vendors before we adopt this software?

For the purposes of this report, local marketing solutions (LMS) for multi-location businesses are defined as tools to help manage one or more of the following digital marketing functions at the local level: online listings management and distribution; search engine optimization (SEO); landing page design and development; paid media campaign management and execution; and online brand ratings and review management. A critical component of LMS is the ability to support centralized corporate marketing and its local network with brand consistency and control that is combined with geographically targeted messaging.

A number of vendors have started referring to listing management as "location data management." We have retained the old name for clarity and consistency with previous reports but expect this name to become more common. The term "presence management" is increasingly being used to describe the way multi-location companies can manage their listings. Data aggregators are now sometimes referred to as "data amplifiers."

If you are considering licensing a local marketing solution for your multi-location business, this report will help you decide whether you need to. The report has been updated since its June 2019 publication to include updated industry statistics, evolving market drivers, and new product updates. The focus of this report is digital marketing media; traditional local marketing channels are not covered. The report includes recommended steps for choosing a local marketing solution and contains profiles of 21 vendors.

This report focuses on local marketing solutions for multi-location brands or enterprises that sell or distribute their products and services through a large network of agents, dealers, retail locations or franchisees. The vendors profiled are representative of the choices available for multi-location local marketing; they are not a comprehensive list of LMS tool or platform vendors. This report is not a recommendation of any LMS tool or company and is not meant to be an endorsement of any particular product, service, or vendor.

This report was prepared by conducting in-depth interviews with leading vendors and industry experts. Interviews took place in October, November and December of 2019. These, in addition to third-party research, form the basis for this report.

January 2020

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Local marketing overview

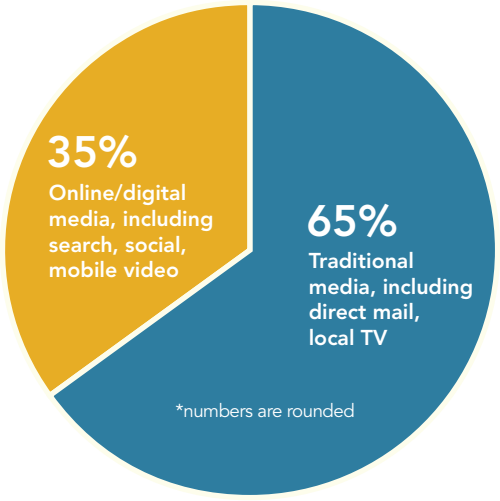
Traditional media maintains a strong hold on the market, comprising 64.7% of the expected revenue, while online/digital media will account for the remaining 35.3%.

U.S. local advertising revenues are expected to reach $151.2 billion in 2018, representing a 5.2% year-on-year increase from $143.8 billion in 2017 – the largest annual increase in five years, according to research firm BIA/Kelsey's U.S. Local Advertising Forecast 2018. This expected growth is being driven by a stronger economy, a competitive political landscape heading into the midterm election season, and robust growth in mobile and social media, according to the report. Local advertising revenues fell short of predictions in 2017 thanks to a weaker economy than expected – initial predictions had forecast revenues of $148.8 billion for 2017, which were revised down to $147.9 billion mid-year. The actual revenues of $143.8 billion were well below what analysts expected, but BIA/Kelsey expects the industry to make up for lost ground in the current year.

Traditional media maintains a strong hold on the market, comprising 64.7% of the expected revenue, while online/digital media will account for the remaining 35.3% (See Table 1). Direct mail remains the most important method for delivering local ads to consumers, accounting for 25.4% or $38.5 billion of total local advertising spend. Interestingly, BIA/Kelsey's prediction for direct mail's share is higher in 2018 than it was in 2017, when they predicted it would have a 24.9% slice of the local advertising pie. Direct mail continues to appeal to local advertisers thanks to its high conversion rates of 3-5% combined with ROI that is comparable to some digital media, according to BIA/Kelsey.

Local TV enjoys the second largest share of the market, at 13.8%, or $20.8 billion in revenues. However, the main growth within the local video advertising market will come from local mobile video (reaching over $1 billion) and local online video (surpassing $2 billion), BIA/Kelsey reports.

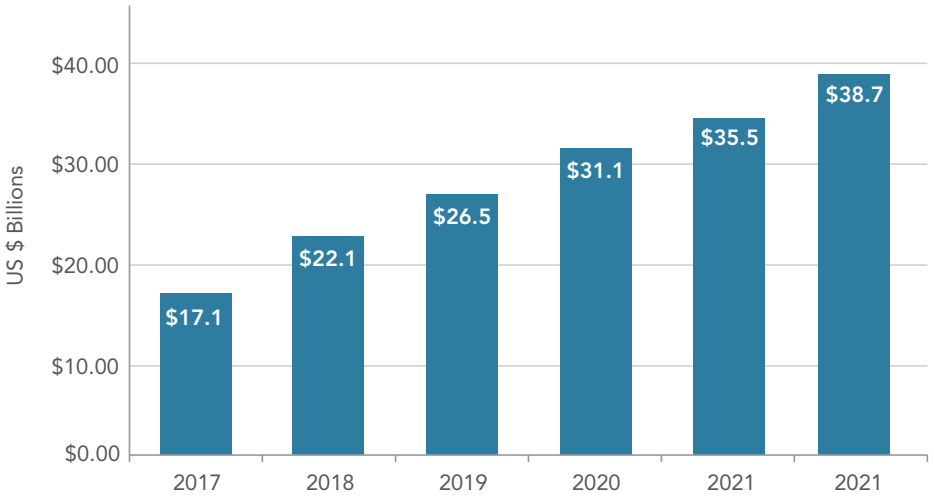
Table 1: Traditional versus digital media as percentage of local advertising spending



Source: U.S. Local Advertising Forecast 2018, BIA/Kelsey

Pure play mobile will account for 12.6% of total local advertising spend in 2018, and BIA Kelsey predicts it will reach 19.2% of the market by 2022 – putting it in the second top spot for market share. Location targeted mobile ad spending is set to hit $22.1 billion in 2018, rising to $38.7 billion by 2022. (See Table 2).

Table 2: Location Targeted Mobile Ad Spend – Five Year Forecast



Source: U.S Local Advertising Forecast 2018: Mobile and Social, BIA/Kelsey.

Many multilocation brands outsource their local marketing activities to agencies, and Google has now made it easier for these agencies to manage their clients' accounts on Google My Business (GMB).

Google My Business API and other Google updates

Many multilocation brands outsource their local marketing activities to agencies, and Google has now made it easier for these agencies to manage their clients' accounts on Google My Business (GMB). Google launched a new GMB API and dashboard in May 2018, enabling agencies to manage merchant descriptions and Posts for brands at scale, and making it possible for one GMB account to manage an unlimited number of locations – this was previously limited to 100 locations.

The new dashboard includes improved search functionalities and features new workflows to send and receive invitations to manage listings. User Groups enable users to manage internal teams and control access to locations.

Google also recently updated the format of Featured Snippets to include additional snippets and search refinement bubbles underneath the suggested results, giving users options to deepen their search, without leaving the search engine results page (SERP). This was brought to market in late 2017 and rolled out more widely in the US in January 2018. As a result, consumers will increasingly find what they are looking for right within the SERP without heading to websites to drill down their searches. This makes SEO more important than ever as it is imperative for brands to rank highly to be found.

Reserve with Google, rolled out in March 2017, enables local businesses to offer online bookings from within Google Search or Maps, or on the Reserve with Google website. It can be integrated with brands' existing booking systems, so bookings can be captured from various sources.

Google Posts, a microblogging feature within GMB also rolled out in 2017, enables users to instantly populate content to the Knowledge Panel and individual listings. Marketers are still discovering new ways to make use of this feature, but some businesses are finding it can boost their bookings by 10% or more, and it requires less integration work than the Reserve with Google product.

Mobile marketing really does drive offline sales

Some 82% of smartphone users turn to search engines to find local businesses, and nearly one third of all mobile searches are related to location, according to Google. People increasingly expect Google to know where they are thanks to their devices and use search to find out where to buy what they need on the go. The number of "near me" mobile searches showing clear purchase intent increased over 500% between 2015 and 2017, while the number of "near me + now" searches increased 150% over two years, and the number of "near me + today / tonight" searches went up 900%, according to Google.

Mobile has become a central part of each stage of the customer journey, influencing 56% of offline sales, and more than $2 trillion in retail sales in 2017, according to eMarketer. Even though mobile eCommerce only represents about 10% of all goods currently sold in the US, consumers are using their mobile phones to look up information and guide them every step of the way to the cash register. Local marketers, from SMBs to national brands, are determined to reach these potential customers in their moments of expressed intent, which means adopting a mobile centric strategy.

Proving mobile marketing ROI has become easier over the last year, thanks to improved mobile-to-store attribution and POS data matching. Analytics have also improved, with social channels providing details on pre-purchase actions such as Click-to-Call and Click for Directions, and Facebook's Store Visits and Snapchat's Snap to Store capabilities enable marketers to attribute increases in foot traffic to specific marketing campaigns.

Proving mobile marketing ROI has become easier over the last year, thanks to improved mobile-to-store attribution, and POS data matching.

Google has made several moves to show its preference for mobile, including the rollout of its mobile-first index in March 2018 (whereby its crawling, indexing and ranking systems will use the mobile version of some websites rather than their desktop versions), and the launch of accelerated mobile pages (AMP) in 2016, which provide increased loading speed for mobile web pages. While Google claims that AMP is not a ranking signal, page speed certainly is. It is not uncommon for all the pages appearing in the top search carousel to be AMP pages, especially when it comes to news. Many brands and advertisers are defaulting to AMP for product listing ads, news, recipes and other content, because of their mobile friendliness and faster load times.

Local advertising also requires a strong focus on mobile apps, with social media apps being especially important. On mobile devices in particular, consumers engage with local landing pages on Facebook and Google Maps more often than with a brand's own corporate website or apps. As much as 85% of a brand's interactions take place through local social profiles, reviews and maps, while only 15% of brands' total influence on mobile comes from corporate websites, according to 2017 research by MomentFeed.

The rise of voice activation and AI

Voice activation has seen major growth, thanks to the rise of virtual assistants such as Amazon's Alexa, Google's Google Now, Apple's Siri and Microsoft's Cortana. Consider the data:

- There will be over one billion voice assistant enabled devices in circulation by the end of 2018.
- There are already over one billion voice searches each month.
- Almost a third of all Google searches are voice searches.
- Half of all searches will be voice searches by 2020.
- Some 55% of US households are forecast to have a smart speaker by 2022.

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The increasing use of voice search means consumers are using more natural language in their search queries, which has big implications for SEO. For example, where they used to type "Pizza delivery near me", now they will say "Where is the nearest pizza delivery place?" Local marketers need to optimize their keywords and tags to accommodate the growing volumes of natural language queries. Many LMA vendors are working to incorporate voice optimization features in their offerings.

Artificial intelligence and machine learning have become a significant component of search engine marketing (SEM) automation.

Artificial intelligence and machine learning have become a significant component of search engine marketing (SEM) automation. AI/ML capabilities underpin much of the activity when it comes to optimizing key words or bidding and campaign management. Vendors are increasingly embedding these technologies in local marketing automation platforms, to help brands improve click-through rates and SERP rankings.

GDPR – brands should understand its impact on their business

The European Unions' General Data Protection Regulation (GDPR) came into effect on May 25, 2018 and represents a massive change to data privacy laws. It affects all firms that have operations in the European Union, as well as any customers that are EU citizens – wherever in the world they may be – and gives those individuals the right to know what data is being stored on them by whom, and to have that data erased. Brands risk losing consumer confidence, or perhaps worse, fines of up to EUR 20 million or 4% of global turnover for noncompliance. It remains to be seen how aggressively it will be enforced, but it represents a big challenge for many firms that collect and process consumer data.

Gartner predicted in 2017 that more than 50% of affected firms were going to be underprepared for GDPR. Local US brands with local US customers may find they are not impacted heavily by the regulation, but it is worth understanding the law as its implications are wider than many realize.

Critical elements for local marketing success

What goes into a successful local marketing campaign? Best practices that have emerged focus on these five campaign elements:

1. Listing management.
2. Local SEO.
3. Local landing pages.
4. Reputation management.
5. Paid search and social media.

Industry experts agree that accurate, up-to-date business location data is the lynchpin for all local marketing initiatives. Enterprises must first assess the health of every local data point, including business name, address, phone (a.k.a. "NAP"), and business hours. From there, more effective local landing pages, search optimization, monitoring of online reviews and ratings, and engaging in paid search and social advertising should follow.

The following section discusses each of these campaign elements in more detail. When planned and executed as a five-step process (see Table 3), these elements can deliver an effective local marketing strategy for national brands with multiple locations.

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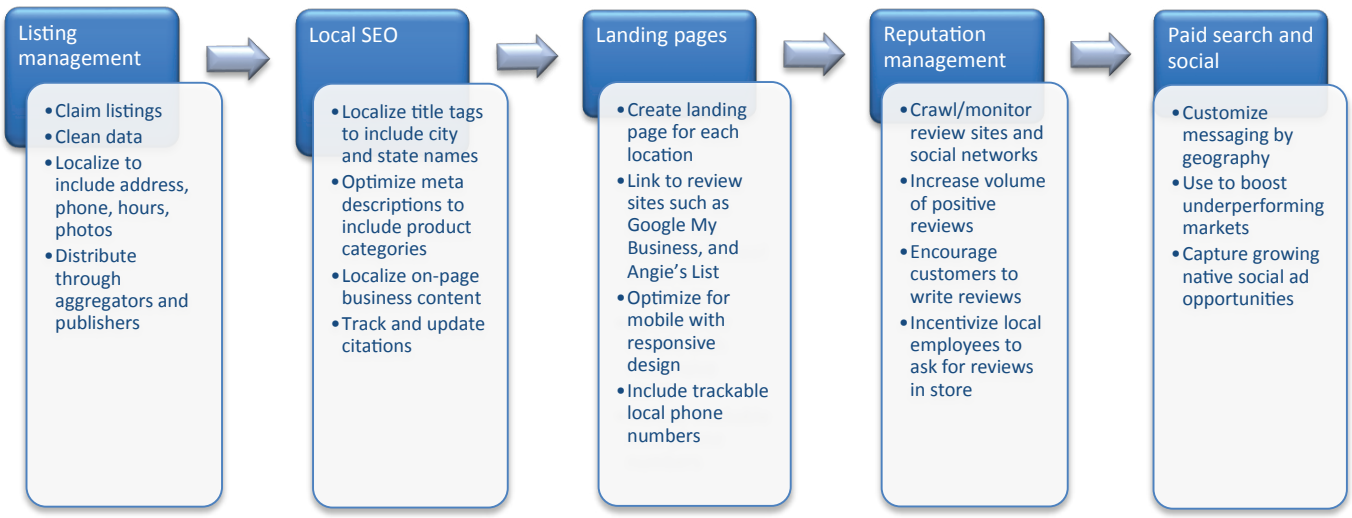
Table 5: Five steps to effective local marketing



Source: Third Door Media

1. Listing management
The foundation of successful local marketing is clean data and accurate listings – including NAP, maps, photos, and business hours.

Every mention of your business on the web is known as a 'citation' and may include all or part of your NAP. Making sure this information is consistent is crucial to being found locally; even minor discrepancies in a company name ('ABC Corp.' vs. 'ABC Inc.') can have a negative impact on your results.

National brands lose a huge amount of local business every year due to inaccurate online listings and the poor SERP rankings that result. Perhaps nothing can turn away a potential customer more than a disconnected phone number or a closed store.

It is critical to claim your local listings by providing accurate information to search engines and online directories (namely Google, Facebook, Apple Maps, Bing and Yelp). In travel and hospitality verticals, brands will also benefit from claiming listings on sites such as Kayak, TripAdvisor or OpenTable. There are a range of third party data aggregators and local data or presence management services (LMS) that will manage listings for multilocation brands (see Table 6).

Unclaimed listings occur when online directories index and publish business pages for your business without your knowledge through scraping the web or purchasing outdated business data. Once these listings are published, Google may create a business page from this data, which often means the correct category for your business has not been selected, your keywords have not been targeted, and other information may be inaccurate as it was obtained from unreliable sources.

Claiming your listings also gives the site publisher a direct, verified relationship with your organization. It establishes your brand as the listing's owner and gives you control over all content and updates. Several LMS vendors will claim listings on their clients' behalf as part of their listing management services.

Local listings should include as much information as is available – product descriptions and categories, services provided, hours of operation, coupons, photos, and payments accepted. This type of accurate, updated, and consistent local data will drive high search engine rankings and ensure that online searchers can find your locations. Photos in particular can have a major impact – restaurants with 11-20 photos see "double the amount of diner interaction over others with no photos at all" on TripAdvisor, and on Yelp, businesses with 1-5 reviews and at least 10 photos see 200% more user views than a business with no photos and the same number of reviews. Overall, businesses that complete their profiles on TripAdvisor and Yelp may see up to five times more customer leads each month, according to SearchEngineLand.

Once claimed, listings must also be regularly monitored, as it is possible for anyone – including competitors or those with nefarious intent – to edit your listing once it is live, especially on Google My Business. So even if your listing was once accurate, you need to check regularly that it has not been changed without your knowledge.

Listings should be distributed to the leading search engines, online directories and social media networks. Beyond the major sites such as Google, Facebook, Yelp and Apple Maps, there are selected directories and vertical sites that remain important. These will depend on your industry. However it's no longer necessary to distribute your data to many dozens of obscure directories that have no consumer usage. Most LMS providers will ensure that business data reach all the necessary and relevant directories online, although their individual distribution networks may vary somewhat from one to another.

2. Local SEO

Local SEO is a regularly changing discipline with its own specific rules and best practices that are often distinct from general SEO. However, local SEO and listing management are closely linked: accurate, complete, and consistent listings improve search engine rankings. As search algorithms continue to drive more relevant results based on user locations, it has become more critical to optimize local landing pages with neighborhood information. Google in particular is constantly updating its API to enable more efficient SEO.

As search algorithms continue to drive more relevant results based on user locations, it has become more critical to optimize local landing pages with neighborhood information.

Local pages need to be found on their own, as well as through your national brand site. This means localizing how your site is coded; how you treat name, address, and phone number; and how you structure your URL through the following:

- Localize title tags to include city and state names;
- Optimize meta descriptions beyond brand name to include product categories;
- Implement localized schema markup for local business names, addresses, and phone numbers;
- Localize URL structures to include street names and product categories; and
- Localize on-page business content to include hours, driving directions, and local descriptions.

All location data should be optimized to maximize your SEO efforts. This includes location data changes, new store openings, store closings or moves to new locations, business hours changes, holiday hours, etc. It is essential that this data is current and fed to internet yellow pages (IYPs) since search engines cross-verify their data with IYP data. When the data matches, it becomes trusted, verified data and results in better rankings.

3. Local landing pages
Each brand location should have its own mobile-friendly landing page. Consumers are looking for you locally – often on the go – and a local landing page can be the hub for all local marketing and SEO efforts. It captures consumer demand, streamlines marketing efforts, and provides metrics for future campaign optimization, which is extremely important when you are relying on thousands of local websites.
Local landing pages should be simple yet comprehensive, featuring the business name, address, phone number, products carried, store hours, and even a photo of the business owner or storefront. These pages should be responsively designed with title tags and descriptive schema markup to send information to the search engines. Incorporating trackable local phone numbers can help you capture the growing audience of mobile phone users that want to contact local businesses and enable you to measure campaign performance. Links to review sites such as Google My Business, Yelp, Facebook and other industry relevant sites such as TripAdvisor should also be included.

5 WAYS TO LOCALIZE LANDING PAGES:

1. CREATE PAGE FOR EVERY LOCATION
2. ADD LINKS
3. MAKE COMPREHENSIVE
4. USE VISUALS
5. BE MOBILE-FRIENDLY

Store locators also should be easy to browse and responsively designed for mobile users. Apply product feeds to local landing pages to provide users with access to "in-stock" products or real-time inventory.

4. Reputation management (online reviews and ratings)
User-generated reviews and ratings continue to have significant influence on potential buyers, with 76% trusting online reviews as much as recommendations from family and friends, and (BrightLocal, *Local Consumer Review Survey 2019*). Consumers read an average of ten reviews before trusting a business.

Major search and review sites assign significant weight to online reviews. Google's review count and score are factored into local search rankings, meaning that a business's local ranking will improve the more reviews and positive ratings they have. Customer reviews are some of the most compelling marketing content available to businesses and have the greatest potential to influence new customers.

The best way to increase the number of positive reviews being written about your locations is to ask customers to write them. Make it easy to do so by including a widget or button that offers one-click access to review writing. However, it is important to encourage reviews in a way that does not imply a quid pro quo. Many companies still offer incentives or contests to gain reviews, but Yelp does not permit solicitation of any kind and will punish brands that do this. Google allows businesses to encourage reviews by reminding customers to leave feedback on Google. However, Google's Local Review Policy prohibits businesses from offering money or products for writing reviews, as well as setting up review stations or kiosks within a store.

As more and more businesses strive for positive, user-generated reviews, it's important to make sure that these are authentic. Consumers have grown more skeptical about reviews, due to publicity around businesses that have stooped to using fake reviews. Some 82% of survey respondents told BrightLocal that they had read a fake review in the last year – up from 74% in 2018 and it's likely that many consumers -- especially older, less tech-savvy users -- can't always spot a fake review.

Negative reviews are inevitable and should be managed. Follow up with negative reviewers to address their issues and turn their experiences with your organization into positive ones. While the writing of reviews cannot be automated, it is possible to monitor reviews using local marketing automation tools.

5. Local paid search/social
Paid media – namely search, display, and social – are core components of a sound digital marketing strategy. Native social advertising that can be geographically targeted are now commonplace across networks such as Facebook and Twitter.

Localizing your brand's paid search or social efforts is essential, as consumers have come to expect local and personally relevant results and content. Google's Promoted Pins across Google.com and Google Maps, are one way for brands to connect with mobile consumers and drive offline conversions. Customizing messages for users in a particular geographic market can communicate the right per-store promotional information and communicate offline "flash sales" digitally. Local search and social can be used to capitalize on regions where business is strongest or become a lever that can supplement marketing in underperforming regions to increase awareness and improve sales.

Localizing your brand's paid search or social efforts is essential, as consumers have come to expect local and personally relevant results and content.

Capabilities of local marketing solutions for multi-location businesses

M&A activity is robust in the sector, with venture capital funding new point solutions, larger firms acquiring them for their niche functionality, and other firms merging to gain market share and offer more rounded platforms. Some standalone platforms have spun out of agency offerings and some vendors offer agency services on top of their solution. Other vendors have benefited from private equity funding to roll out new predictive marketing activities using AI / ML.

Acquisitions over the last couple of years include Reputation.com's buyout of SIM Partners in February 2018, Ignite Technologies' April 2017 acquisition of Placeable, and Gannett's purchases of SweetIQ (in April 2017) and ReachLocal (in August 2016).

Local marketing solutions centralize functions such as updating and managing listings, developing responsively designed local landing pages, providing local data analytics around SEO, and monitoring online reviews and ratings to offer more of a "one-stop shopping" approach to enterprise marketers. There are also many point solutions available that focus on one element of local marketing, such as automating listing distribution.

The following "must-have" capabilities form the foundation for effective local marketing:

- Listing management (includes claiming and cleaning listings);
- Listing distribution (either direct to publisher or through aggregators);
- Local SEO;
- Local landing pages; and
- Mobile optimization of local content.

Local marketing solutions positioned as full-service platforms may also offer more extensive feature sets that may still be considered "nice-to-have" but that integrate multiple functions into a single screen. These capabilities may include, but are not limited to:

- Reputation management (through online reviews and ratings monitoring and analysis);
- Local paid search or social advertising campaigns;
- Social media posting and management;
- Offline attribution capabilities (using mobile location data, surveys, WiFi, POS tie-ins);
- Local data analytics.

The following section discusses some of these capabilities and the key considerations involved in choosing an enterprise LMA platform (see Table 6).

Listing management (including maps)

Managing the vast amount of local listing data can be unwieldy for enterprises with thousands of locations. Many local marketing solutions feature content management systems (CMS) to create centralized repositories of local data. These systems often include built-in permission hierarchies to provide varying levels of data access.

Local marketing solutions vendors can also help clients with the complicated process of claiming listings across search engines and online directories. You can also use local data aggregators, including Factual, Infogroup and others, to do the same thing. However, these services update data at different rates and there may be a lag between the time of data submission to the aggregator and when the updated information appears in search engines or directory sites.

Automating and centralizing this information has become more critical as smartphone adoption has increased and mapping apps have become ubiquitous.

Several local marketing solutions include sites such as Facebook Places in their listing distribution by automatically feeding listings into the Facebook format. Social signals also impact search algorithms since search engines weight "people links" higher than other links that can be "managed" or paid.

Several LMA platforms include sites such as Facebook Places in their listing distribution by automatically feeding listings into the Facebook format.

Local SEO

Local listings and landing pages need to rank well to be found in SERPs. Accurate, consistent content is the most effective way to improve search engine rankings. Many of the leading local marketing solutions offer tools that provide SEO check-ups or audits and rank checkers, then centralize and update listing data, and optimize landing page content for search engines (i.e., meta descriptions, title tags, schema.org tags). Ranking data can be analyzed at the local level by city, ZIP, and multiple city groups.

Several local marketing solutions vendors also provide tools that track and report on web-based citations. A citation is any web-based mention of your location that may or may not be linked to a landing page or website. Citations may contain complete or incomplete listing information but are a critical factor in local search engine rankings. For example, citations from well-indexed listing portals such as Superpages can increase the validity of your location's listing information for Google or Bing. By tracking and updating citations with accurate and complete data, SERP results can improve.

Local landing pages

Local marketing solutions provide a wide range of localized landing page design and development services for both experienced and novice digital marketers. These include template-driven pages, lead capture forms, and mapping tools, as well as content wizards that enable brands to publish local content, events, and offers. All local landing pages should be optimized for mobile users, and deliver a rich, engaging experience that can be viewed on one page with clear calls to action and links to rank-boosting sites such as YouTube and Google Maps.

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Paid media (social and search) campaign management

According to Google, at least one third of mobile searches have a local intent, making paid media a critical component of local marketing. Yet localizing paid media is a challenge for multi-location brands. It requires managing hundreds of thousands of keywords and bids for hundreds or thousands of brick-and-mortar locations. Local marketing solutions automate the process through tools such as keyword libraries, ad templates, analytics, and access to local ad networks such as CityGrid.

Mobile optimization

Local marketing solutions differ in their mobile capabilities. Some enable clients to create responsively designed landing pages for both desktop and mobile experiences. Other platforms focus on responsively designed listings for distribution to mobile apps and mobile HTML, in addition to the desktop.

Many vendors partner with call analytics providers to enable marketers to include trackable phone numbers and 'click-to-call' options in their mobile efforts.

Local marketing solutions vendors also partner with promotion companies to allow consumers to download coupons into their phones or mobile wallets for payment. These 'near me' marketing opportunities allow marketers to capitalize on the consumer's location and product needs and bridge the gap between online activity and offline purchases.

Despite the hype, in-store beacon technology has not taken off as expected, due in part to the high costs of installing the beacons and their limited effectiveness as consumers have to opt in to take part. Beacons are still being used, but they now represent just one way in which marketers can track a user's location to send them targeted messaging.

Reputation management (online reviews and ratings)

Local marketing solutions automate the local reputation management process by crawling review sites to collect, analyze, and report on reviews by either source, location or sentiment. Several vendors also provide tools that make it easier for customers to post online reviews. For example, the platform integrates with a client's point-of-sale (POS) and CRM systems so that when an email address is collected the system generates a brief customer survey and asks for a review with a link to the local store page.

Local data analytics

Enterprises today expect to be able to prove the ROI of their local marketing efforts. Local marketing solutions vendors provide reporting on SEO ranking trends for local landing pages, the volume of online reviews for specific locations, as well as increases (or decreases) in average star ratings by location. Several vendors are also reporting on the impact these trends are having on store traffic, sales or online conversions.

Local marketing solutions automate the local reputation management process by crawling review sites to collect, analyze, and report on reviews by either source, location or sentiment.

Table 6: Selected local marketing solutions capabilities

Vendor	Listing management[1]	Local SEO	Local landing pages	Reputation management[2]	Paid search or social campaign management	Local data analytics
Adplorer	✔	✔	✔	✔	✔	✔
Balihoo	✘	✘	✔	✘	✔	✔
Brandify	✔	✔	✔	✔	✔	✔
BrandMuscle	✔	✔	✔	✔	✔	✔
Chatmeter	✔	✔	✔	✔	✔	✔
MomentFeed	✔	✔	✔	✔	✔	✔
Moz Local	✔	✔	✔	✔	✘	✔
Netsertive	✔	✔	✔	✔	✔	✔
Pica9	✘	✔	✔	✘	✔	✔
Placeable	✔	✔	✔	✔	✔	✔
Rio SEO	✔	✔	✔	✔	✔	✔
Reputation.com	✔	✔	✔	✔	✔	✔
Silvercrest	✔	✔	✔	✔	✔	✔
SOCi	✔	✘	✘	✔	✔	✔
SproutLoud	✔	✔	✔	✔	✔	✔
Synup	✔	✔	✔	✔	✘	✔
Uberall	✔	✔	✔	✔	✔	✔
Vendasta	✔	✔	✔	✔	✔	✔
WebCEO	✔	✔	✔	✔	✘	✔
Yext	✔	✔	✔	✔	✘	✔

[1]Can include either (or both) direct-to-publisher submissions and data aggregators.
[2]Refers to online review and ratings management (monitoring, tracking, and reporting).
Source: Third Door Media

Choosing a local marketing solution for your multi-location business

The benefits

Managing online citations, claimed and unclaimed listings, landing pages, reviews and ratings, and data feeds for hundreds or thousands of locations has become time consuming and costly for enterprise brands. Automating local marketing processes through local marketing solutions can provide numerous benefits, including the following:

- **Improved search engine rankings.** Accurate business listings and optimized landing pages can boost search engine rankings. Google's crawlers are increasing their reliance on site authority and validation – which come from accurate and consistent business information across a range of directories and backlinks. Automating listing distribution and landing page development and optimization expedite these processes and can help move your individual store or dealer locations to the top of SERPs.

- **Increased productivity.** Manual tasks such as SEO and schema markup, online directory listing management and distribution, search engine map management, and development and maintenance of mobile-optimized local landing pages are time consuming and tedious. Automating these processes frees up both your corporate marketers and your local managers to focus on their primary roles: marketing your brand and selling your products and services.

- **More cost-efficient marketing.** Case studies from national retailers show that automating local marketing functions can help to lower CPCs due to better SEO.

- **Better message coordination and consistency.** Local marketing solutions foster coordination between national and local marketers through CMSs that centralize brand marketing messages, campaigns, and product information; as well as location data including addresses, product selections, and business hours. The result is the ability to disseminate and deliver brand-approved consistent, accurate marketing information across locations.

- **Expanded local marketing expertise.** Digital marketing expertise varies widely across local networks of dealers, franchisees, and retailers. Many LMS vendors offer strategic services and internal adoption strategies to help clients engage local businesses and make local marketing a more successful endeavor. Automating creative processes such as landing page development also ensures brand message consistency and quality.

An important consideration in choosing to automate local marketing processes is cost. The majority of local marketing solutions license their technology on a software-as-a-service (SaaS) basis that is priced by the number of locations (or clients in the case of an agency) using the platform each month. Professional or strategic services, if needed, will add to the total, as will implementation fees that cover system configuration and integration with legacy systems. Many vendors offer month-to-month pricing or volume discounts to large enterprises.

Understanding your current marketing processes, knowing how to measure success, and being able to identify where you are looking for improvements, are all critical pieces of the LMS decision-making process.

Recommended steps to making an informed purchase

Understanding your current marketing processes, knowing how to measure success, and being able to identify where you are looking for improvements, are all critical pieces of the decision-making process. The following section outlines four steps to help your organization begin that process and choose the local marketing solution that is the right fit for your business needs and goals.

Step One: Do you need a local marketing solution?

Deciding whether your company needs such a platform calls for the same evaluative steps involved in any software adoption, including a comprehensive self-assessment of your organization's business needs, staff capabilities, management support, and financial resources. Use the following questions as a guideline to determine the answers.

1. **Have we identified our local strategy and goals?** Automating local marketing can benefit the organization in many ways – but you need to know what you want to achieve and how you're going to achieve it. Do you want to increase in-store traffic or leverage local search to trigger online sales? Do you want to drive traffic to local landing pages and trigger calls to action? Or, is cleaning and optimizing listing data enough of a goal if you are just beginning to manage the process?

2. **Have we established KPIs and put a system in place for tracking, measuring, and reporting results?** Once you've established clear goals you will need to measure your progress achieving them with a series of KPIs that range from high-level campaign ROI to local-level metrics such as increases in landing page or in-store traffic and conversions. Improvements in SERP rankings are also important indicators that more accurate and centralized business listing data is paying off.

3. **Do we have C-level buy-in?** Local marketing solutions for multi-location businesses involve is a five- or six-figure investment annually. Skeptical CMOs need to understand what the return on that investment will be. Outlining your strategy, goals, and KPIs is critical to winning their long-term support.

4. **Do we have the right human resources in place?** One of the most common issues for enterprise multi-location marketers is the varying skill levels and lack of time and financial resources that local managers have for marketing initiatives. What budget will cover LMS expenses? How will you engage local managers and encourage platform adoption? Do you have corporate marketers to guide them through the process? Or will you need to invest in the platform vendor's professional services to develop that expertise?

5. **Can we invest in staff training?** If you decide that training is essential for local managers and even corporate marketing staff, have you put aside the resources to pay for it? A successful local marketing solution implementation will find ways to inject the LMS knowledge into existing training programs and identify internal evangelists to broadly distribute the messages. Training needs to be comprehensive, consistent, and continuous.

6. **Who will own or manage the local marketing solutions?** These tools present a dilemma for many enterprises because of the existing conflicts in corporate and local decision-making. Corporate marketers may have a hard time getting local managers to provide and update listing information or follow brand guidelines in creative messaging and design. It's important that local and corporate managers work together to maximize the value of local marketing solutions technology.

One of the most common issues for enterprise multi-location marketers is the varying skill levels and lack of time and financial resources that local managers have for marketing initiatives.

Step Two: Identify and contact appropriate vendors

Once you have determined that local marketing solutions sense for your brand, spend time researching individual vendors and their capabilities by doing the following:

- Make a list of all the capabilities you currently have, those that you would like to have, and those that you can't live without. This last category is critical, and will help you avoid making a costly mistake. For example, if generating more positive online reviews is a critical concern, this is one capability you will focus on during vendor interviews and demos. If you find that one vendor doesn't offer this "must-have" capability, it's obviously not a fit.

- Take your list of capabilities and then do some research. The "Resources" section at the back of this report includes a list of blogs, reports, and industry research that will help. (Many of the vendors profiled in this report also provide whitepapers and interactive tools that can help.)

- Narrow your list down to those vendors that meet your criteria. Submit your list of the capabilities you've identified and set a timeframe for them to reply.

- Decide whether you need to engage in a formal RFI/RFP process. This is an individual preference, however be sure to give the same list of capabilities to each vendor to facilitate comparison.

Decide whether or not you need to engage in a formal RFI/RFP process. This is an individual preference, however be sure to give the same list of capabilities to each vendor to facilitate comparison.

The most effective RFPs only request relevant information and provide ample information about your brand and its needs. It should reflect high-level strategic goals and KPIs. For example, mention your company's most important KPIs and how you will evaluate the success of your efforts. Include details about timelines and the existing digital technology you have deployed.

When written properly, an RFP will facilitate the sales process and ensure that everyone involved on both sides come to a shared understanding of the purpose, requirements, scope, and structure of the intended purchase. From the RFP responses, you should be able to narrow your list down to three or four platforms that you'll want to demo.

Step Three: Scheduling the demo

Set up demos with your short list of vendors within a relatively short timeframe after receiving the RFP responses, to help make relevant comparisons. Make sure that all potential internal users are on the demo call, and pay attention to the following:

- How easy is the platform to use?
- Does the vendor seem to understand our business and our marketing needs?
- Are they showing us our "must-have" features?

Other questions to ask each vendor include:

1. **How do you syndicate listings?** Local marketing solutions vary in their listing distribution strategies. Some help their clients claim listings and do direct-to-publisher submissions via APIs. Other vendors use large data aggregators to distribute listings, which can result in a significant (i.e., two to three months) time lag in updating data.

2. **What kind of global coverage does the platform provide?** International search engines and social networks are becoming increasingly important to many enterprise brands. If you manage international locations and have a large foreign customer base, find out if the platform standardizes foreign addresses and syndicates listings to foreign online directories.

3. **Does the platform automatically optimize content for mobile devices?** Most vendors offer built-in mobile optimization for local landing pages and/or listings. Find out what the vendor's mobile capabilities are as well as what capabilities they offer to deal with voice activation.

4. **How easy is integration with our existing CRM or marketing automation platforms/ tools?** Integrating software systems has become critical for brand marketers who are inundated with digital data. Customers are increasingly moving across platforms and siloed systems are too expensive and inefficient to connect the dots. Find out if the vendor can connect to your system APIs – or if you would need a more expensive custom integration.

5. **Is there a workflow and permissions hierarchy that allows me to coordinate the work of my corporate marketers with all our locations?** Local marketing solutions management will vary from enterprise to enterprise. Many national brands want to maintain marketing control on behalf of local distributors, franchises, or retail locations. Some platforms will automatically deploy brand-approved content through a CMS. Other systems allow local and corporate marketers to create and post content. You'll need to understand your organization's needs and assess whether the vendor's workflow capabilities are a good match.

6. **How robust and flexible are your reporting options?** Different users have different reporting needs. Find out if reports can be customized and automatically delivered to different users and types of users. For example, high level KPIs for the CMO versus drill-down details for web development or IT. And, whether all data can be exported in CSV format.

7. **Does your company white label the platform and/or reports for agencies?** Agencies represent almost half of the local marketing solutions market. If you are an agency executive, or a brand that plans to let your agency manage the platform, you may want to white label all reports.

8. **What kind of ongoing support and client engagement will your account team provide?** How will you gauge our use or non-use of the tool's features? One of the most common reasons a company transitions out of an enterprise tool is because they don't use it enough. A vendor should be prepared to address this issue and specifically how the tool creatively engages users and gets them back into the environment.

9. **What new features are you considering?** What's the long-term roadmap and launch dates? The local marketing solutions landscape is rapidly maturing and "nice-to-have" features are quickly becoming "must-have" features. It's important to understand the vendor's level of innovation and the ability to add and track emerging technologies. Knowing a vendor's new feature release date schedule and its ability to stick to committed timelines is also very important.

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Step Four: Check references, negotiate a contract

Before deciding on a vendor, take the time to speak with one or two customer references, preferably someone in a business similar to yours. The local marketing solutions vendor should be able to supply you with several references if you cannot identify ones yourself. Use this opportunity to ask any additional questions, and to find out more about any questions that weren't answered during the demo. Make sure that the person you've been referred to is a primary user of the solution. Consider also asking these basic questions:

The local marketing solutions vendor should be able to supply you with several references if you cannot identify ones yourself.

- Why did you move to a local marketing solution?
- Why did you select this platform over others?
- Has this platform lived up to your expectations?
- How long did the system take to implement?
- Who was involved in the implementation?
- Are you also using additional tools for listing distribution, reputation management, or SEO?
- Were there any surprises that you wish you'd known about beforehand?
- Where have you seen the most success? The biggest challenges?
- How are you measuring your own success?
- How easy was the set-up process and how long? Did the vendor help?
- How responsive is customer service?
- Has there been any down time?
- What is the most useful, actionable (favorite) report the platform generates?
- What do you wish they did differently?
- Why would you recommend this tool?

Although not all vendors require an annual contract, many do. Once you've selected a vendor, be sure to get in writing a list of what technology and support are covered in the contract. Ask about what kinds of additional fees might come up. Are there charges for custom integrations, if so, how much? What is the hourly charge for engineering services, and is there a minimum? What partner organizations are available to install and integrate the tool? If you need to train a new hire mid-year, what will that cost? What is the "out" clause? Obtaining the answers up front – and having them in writing – will ensure fewer surprises or additional costs down the road.

Conclusion

Marketing at the local level has become a business imperative for multi-location enterprises, which have recognized that their local stores, agents or dealers own the brand relationship with the consumer. Yet managing online citations, claimed and unclaimed listings, landing pages, online reviews and ratings, and data feeds for hundreds or thousands of locations is time consuming and costly. There are numerous online directories, search engines, and review sites that are now necessary for online visibility.

Automating local marketing processes through local marketing solutions can provide numerous benefits. However, these tools come in a variety of shapes and sizes, from point solutions that automate listing distribution to platforms that centralize listing management, SEO, local landing page development, responsive design, and online reputation management. Choosing the right partner means conducting a rigorous internal evaluation to determine your enterprise's business priorities, needs, and goals. *Do you have the right staffing in place to manage a local marketing solution? What type of relationship does the enterprise have with your local marketers? Is your C-suite on board with the investment?* And, have you put KPIs in place to measure the return on that investment? With the answers to these and other questions, your organization can move forward and reap the many benefits of local marketing solutions. ■

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Vendor Profiles

Adplorer
1375 Peachtree St. NE, Suite 300S
Atlanta, GA 30309
T: 800-696-4192
adplorer.com

Key customers

Volkswagen
Swisscom
Buxton
Oxi Fresh Carpet Cleaning
Any Lab Test Now
PostNet

Key executives

Constantin Lange, CEO

Alexander Nitschke, CTO

Mathilde Thomas, Country Manager

Target customer

- Agencies and multi-location businesses

Company overview

- 35 Employees.
- Founded in 2009.
- Started as an agency based in Cologne, Germany.
- Offices in Paris and Atlanta, Georgia.
- Developed in-house software to scale digital marketing campaigns across channels.

Product overview

- Allows multi-location businesses and agencies the opportunity to manage advertising, their online presence, reporting, sales and administration.
- Integrates with Google Ads, Google Analytics, Google My Business, YouTube, Bing Ads, Facebook Ads, Facebook Business Pages, and many enterprise platforms such as Salesforce, Oracle, SAP and Quickbooks.

Listing management

- NAP data synchronizes with Google My Business and Facebook Business pages, along with scheduling, posting, and performance reporting.

Local SEO

- Provides integrated Google Analytics reporting, Google My Business Insights, and Google Search Ranking Reports that can be drilled down to the local level or rolled-up to the HQ level for multi-location businesses.

Local landing pages

- Two solutions are available for Local landing pages:
  - A reverse proxy mirror-page technology, which generates a new landing page based on clients' CMS with dynamic variables such as swapping tracking numbers for PPC campaigns.
  - Landing page generator, where a brand defines the HTML structure of their locations' pages, and Adplorer's tool creates hundreds of local pages by inserting the unique information, such as the business name, address, phone number, business hours, map embed, contact form and photo gallery -- at scale.

Reputation management

- Aggregates reviews from Google My Business for customers to respond to, as well as Facebook Business page comments to reply to directly within the client dashboard.

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Vendor Profiles

Adplorer
1375 Peachtree St. NE, Suite 300S
Atlanta, GA 30309
T: 800-696-4192
adplorer.com

Paid search/social media

- PPC Platform provides local advertising tools for Search Ads, Display Ads, Social Ads, & Video Ads with multi-channel optimization and bulk editing functionality across Google, Bing, Facebook and Instagram.

Pricing and support

- Annual contract required.
- No free trial available.
- U.S. customers typically pay $5,000 per month to license the Adplorer platform.
- Agencies pay 2% of ad spending across all paid channels and $1 per connected social or business page.
- Setup fees are typically $5,000, plus additional costs for additional custom developments.

Vendor Profiles

Balihoo™

Balihoo
222 N LaSalle St., Suite 1650
Chicago, IL 60606
T: 212-633-4567
balihoo.com

Key customers

Kohler
LiftMaster
Publicis Groupe
Trek
National Veterinary Association

Key executives

Kevin Lange, General Manager, Balihoo

Michael Zacharski, CEO, EMX

Target customer

- National brands and their agencies in the insurance, financial services, hospitality, retail, and manufacturing industries with 50 or more local stores, markets, partners or agents.

Company overview

- Founded in October 2004
- $24.5 million total funding from Blackfin Technology, OpenView Partners, Highway 12 Ventures and Lacuna Gap Capital
- Acquired by Engine in 2016

Product overview

- Platform focused on automating paid search and display ad campaigns at the local level for national brands with multiple locations.

Paid search/social media

- Uses brand location data to automate the paid search set-up, execution, and maintenance process.
- Provides national brands with customized, geo-specific versions of ads.
- Produces location-specific keyword lists for each location.
- Ads can be launched across a variety of search, social, and display networks.
- Balihoo Paid Search uses brand location data to automate the paid search set-up, execution, and maintenance process.
- Each ad leverages geographic, message, and day-part relevance based on daily data updates.
- Balihoo Display generates customized versions of professionally-developed ads for each business location and targets consumers in the geographic locations served by those businesses.
- Ads automatically triggered and maintained via custom data rules based on brand need.
- Balihoo Facebook Ads utilizes Facebook's reach and targeting ability to hyper-target consumers in relevant geographies and serve them customized ad experiences both on and off Facebook.
- Ads can be triggered and customized using data rules and optimized on the per-location level.

Pricing and support

- Most contracts are annual subscriptions, with some flexibility for new customers.
- SaaS-based monthly subscription fee based on the number of locations or as a percentage of media spend.
  - Typical enterprise brand spends $50,000-$300,000 annually (media fees additional).
- Self-serve and managed service options available.
- No free trial is available.

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Vendor Profiles

BRANDIFY

Brandify
222 S. Harbor Blvd.
Suite #600
Anaheim, CA 92805
T: 714-660-4870
brandify.com

Key customers

MoneyGram
Auto Value
The North Face
Kum & Go
Snap Fitness
Cheesecake Factory

Key executives

Manish Patel, CEO and Founder

Target customer

- Multi-location enterprise brands and the agencies that serve them.

Company overview

- Founded in 1997 as Where2GetIt.
- Acquired Brandify, a local analytics company, in 2013 and rebranded the company in 2015.
- 78 employees.

Product overview

- A local marketing platform providing listings management, a business locator, local page management, reputation management, a smart l response tool, social monitoring, local advertising and insights.
- Metrics gathered across multiple channels that allow brands to benchmark and analyze local marketing performance and engagement and create a feedback loop that allows for continuous improvement.

Listing management

- Claims and manages brand-owned listings; distributes optimized listings to a network of 200+ data publishers. Daily monitoring of listings to maintain accuracy; duplicate removal and prevention.

Local SEO

- Pages built with Schema markup/structured data strategy aimed at capturing local and regional traffic. Optimized for mobile search and semantic indexing for search engines.
- All pages include customized site titles and URLs, optimize keywords and utilize SEO best practices.
- Google organic SEO enables brands to analyze top 20 Google results to find matches for results for local and corporate website, Foursquare, Facebook and Yellow Pages listings.

Local landing pages

- *Local Pages*: Builds local organic search presence for multi-location chains and franchises with data-driven dynamic landing pages optimized for search visibility, traffic growth and conversion.
- *Business Locator*: Manages design, development, implementation, and search engine optimization for store and dealer locators with SDK and API options for locator integration into branded apps.
- Leverage on-page and off-page local SEO techniques to compete for local consumer search traffic.

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Vendor Profiles

Brandify
222 S. Harbor Blvd.
Suite #600
Anaheim, CA 92805
T: 714-660-4870
brandify.com

Reputation management

- *Reputation Management*: Monitors review sentiment and ratings from top review sites including Yelp, Google, Facebook and TripAdvisor and operationalizes review response.
- *Smart Review Response*: Uses artificial intelligence to provide brands with the ability to streamline review response operations.
- *Social Monitor*: Analyzes reviews and other social content by topic and sentiment to uncover trends and improve customer service and store operations.
- Reviews and enables content on local pages, including events, social feeds, and first-party reviews.

Paid search/social media

- Search, social and display advertising management.
- Emphasis on local ad targeting, affinity marketing and foot traffic attribution.
- *Local Advertising*: Search, social, and display advertising management across multiple channels with a focus on foot traffic attribution and localized ad targeting.

Pricing and support

- Annual contract required.
- No free trial available.
- Customers typically pay for services on an annual basis based on the number of stores or office locations and service package details.
- Support includes a dedicated strategic accounts manager and client success manager for each client
- Collaborative approach that combines expertise and advanced technology to improve performance and troubleshoot campaigns.

Vendor Profiles

BrandMuscle
233 S. Wacker Drive,
Suite 4400
Chicago, IL 60606
(T) 866-464-4342
brandmuscle.com

Key customers

Allstate
Goodyear
AT&T DIRECTV
ACE Hardware
Sonic
Diageo

Key executives

Scott Weeren, CEO

Richard Mendis, Chief Strategy Officer

Rakesh Rao, Chief Technology Officer

Randy Elkins, Chief Financial Officer

Target customer

- Enterprise brands with 200 or more channel partners, dealers, agents, franchisees or locations. BrandMuscle has an especially deep penetration within highly regulated industries like wine, spirits, beer, insurance, banking and telecommunications, due to the complexity of advertising legal compliance.

Company overview

- Founded in 2000.
- Acquired Saepio Technologies in 2016.
- 300+ clients.
- 1,000 employees in seven offices globally.
- Additional offices in Cleveland, Austin, Kansas City, Newark, Bangalore and Noida India.

Product overview

- BrandMuscle's Integrated Local Marketing Platform offers Through-Channel Marketing Automation (TCMA) in an effort to deliver the greatest marketing impact to each individual customer.
- Capabilities include:
  - Brand Management: Enables local partners to personalize and execute brand and legal compliant marketing campaigns.
  - Fund Management: Optimizes spending with flexible MDF and co-op programs. Customizable rules and integrations with brand management and marketing execution.
  - Marketing Execution: Helps partners implement effective, scalable, and brand-compliant marketing campaigns that drive business impact.
  - Analytics & Insights: Each solution includes channel marketing analytics across every tactic and campaign, measurable across geographic regions and store hierarchies.

Listing management

- Claims and manages local business listings.
- Local data cleansing, standardization and distribution.
- 50+ API connections with key players in the local ecosystem.
- International support.
- Data refreshes every 24 hours.
- Claim and manage Google My Business and Facebook listings.
- Profile protection.
- Automated duplicate suppression.
- Real-time updates and reporting.
- Rich and custom content distribution.

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Vendor Profiles

BrandMuscle
233 S. Wacker Drive,
Suite 4400
Chicago, IL 60606
(T) 866-464-4342
www.brandmuscle.com

Local landing pages

- Creates and publishes mobile-responsive landing pages for one or thousands of locations in minutes.
- Advanced publishing and scheduling tools allow corporate marketers to push updates to all of their partners' pages, ensuring local sites always display the most up-to-date messaging and creative.
- Automated workflow and approval processes allow corporate marketers to ensure content is brand-compliant and aligned with the corporate marketing strategy.
- Content scheduling and targeting ensure the right message in the right time and place.

Reputation management

- Local marketers can manage online content, reviews, and customer interactions.
- Review steering to proactively encourage review contributions and manage customer service issues.
- Monitor Google, Facebook, TripAdvisor, Yahoo, YP.com and more.

Paid search/social media

- Local paid search program set-up and management.
- Programmatic display, video, and audio management and optimization.
- Paid social (Facebook, Instagram, Twitter, Snapchat, Pinterest).
- Supports posting, monitoring, and reporting across Facebook, Yelp, Twitter, LinkedIn, YouTube, Pinterest, Instagram, and Foursquare.
- Content approval flows.

Pricing and support

- Annual contract required.
- No free trial available.
- Variable pricing. SaaS-based modular pricing includes a one-time set-up fee, monthly hosting and maintenance, service, and support.
- BrandMuscle provides free integration with numerous apps and third-party vendors. Custom integrations are estimated based on an as-needed basis.

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Vendor Profiles

BrightLocal
Blenheim House, 2nd Floor
120 Church St
Brighton, United Kingdom
BN1 1UD
T: +44 127-360-5027
brightlocal.com

Key customers

Valvoline
Ikea
Roto-Rooter
Kumon
Specsavers

Key executives

Myles Anderson, CEO

Matt Coghlan, Head of Business Development

Jon Rana, Head of Enterprise

Target customer

- Multi-location brands (and their agencies) managing 20+ locations looking to improve their local search performance and take control of their data.

Company overview

- Founded in 2009.
- 50 employees.
- Offices in the United Kingdom, United States, the Philippines and Ukraine.
- Product overview
- BrightLocal provides a solution for multi-location companies to take control of their local search performance. Includes Local RankFlux, a ranking fluctuation monitoring tool for local search.
- Three key areas of focus include listings management, reputation management and local search reporting.

Local SEO

- *Local Search Reporting*: Reporting capabilities build a clear picture of brands' overall performance while giving insights to drill down and highlight underperforming locations through tracking local SERPs and GMB.
- *Multi-location ranking reports*: Clients can learn how they are performing in local SERPs overall, or drill down and highlight underperforming locations.
- *Google My Business auditing tool*: Quickly assess top-performing competitors and uncover high-performing business categories for each target search term. Clients can get detailed reporting and GMB insights data.

Reputation management

- *Reputation Management:* Brands can stay on top of their reviews through multi-location review feeds. In addition, a review-generation platform offers deep insight into consumer behavior to improve visibility and click-through rates.
- Generate, monitor, and reply to new reviews for hundreds of locations. Build reputation through smart reporting and powerful review generation to drive consumer trust and local search performance.
- Review monitoring and tracking in a single feed to gain unique insights into trends and underperforming locations.
- Review acquisition, ability to send review invites via email, text, fixed URL and in-store through kiosk mode.

Listing management

- *Listing Management*: A customized listing strategy is built for every brand through relationships with data aggregators, APIs as well as direct-to-site submissions to the most powerful and relevant directories for each client.
- Claims and manages local business listings.
- GMB optimization through competitor and industry research.
- Hybrid approach of data aggregators, APIs and direct submissions.
- Reach of 1,600 directories including industry niche sites.
- Bespoke publisher research based on industry — no one size fits all.

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Vendor Profiles

BrightLocal
Blenheim House, 2nd Floor
120 Church St
Brighton, United Kingdom
BN1 1UD
T: +44 127-360-5027
brightlocal.com

Pricing and support

- No annual contract required.
- Free trial available.
- Typically a 100-location brand will pay (for all locations 12 months):
  - Listings - $7,000
  - Reputation Management - $5,000
  - Reporting - $2,000
- Enterprise support includes consultative services as standard, fully managed transition provided from previous platforms.

Vendor Profiles

Chatmeter
225 Broadway Suite 1700
San Diego, CA 92101
T: 619-795-6262
chatmeter.com

Key customers

Sears Home Services
Caliber Collision
AutoTrader
Pinnacle Health System

Key executives

Collin Holmes, CEO and Founder

Paul Koch, CTO

Lee Auerbach, SVP of Sales

Cynthia Sener, VP of Marketing

Target customer

- Multi-location brands and agencies in the retail, automotive, financial, hospitality (i.e. hotels, restaurants), healthcare services (i.e., medical, elder, child, and pet care), and real estate/multi-family industries.

Company overview

- Founded in 2009.
- Raised $2.15M in Series A funding in 2016 to grow sales and marketing capabilities.
- Received strategic investment in July 2019 from Providence Strategic Growth.

Product overview

- Chatmeter is a marketing analytics platform that provides actionable items to improve local brand management for multi-location brands. The software offers competitive landscape insights and provides brands and agencies the ability to manage online reviews, local business listings, SEO rankings and more.

Listing management

- Customized and automated suggestions to optimize business listings by adding photos, menus, services, attributes, etc.
- Direct API connections with close to 150 top-tier search sites, directories, vertical networks and navigation/GPS sites.
- Removal of duplicate listings and claiming of missing listings.
- NAPWCHD (Name, Address, Phone, Website, Category, Hours, Description) protection, photo flagging, and tracking numbers & URLs.
- Photo updating, keyword optimization, daily listing syncs, expert consultation with a personally-assigned Senior Listing Specialist.
- Google Insights Tracking, accuracy, and presence tracking.

Local SEO

- Real-time rank tracking across both local and web across all locations.
- Live ranking analytics to give insight to average position and page-one reporting.
- Benchmarking across locations with local competitor scoring.
- Branded and unbranded search tracking to learn how people are finding businesses.
- Insight into keyword performance to discover which keywords are driving the most traffic and which need further optimization.

Local landing pages

- Collaboration with Chatmeter's designers to have complete customization of the core template to maintain overall brand consistency.
- Ability to easily update directly in dashboard for contact information and localized content.
- Integrations to review widgets, scheduling, CTAs, and more.
- Comprehensive reporting and analytics to track local rank of branded and unbranded keywords on those local pages. Monthly audits conducted to make improvements to increase rankings.
- ADA compliance and multi-language support.

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Email: martechtoday@digitalmarketingdepot.com

Vendor Profiles

Chatmeter
225 Broadway Suite 1700
San Diego, CA 92101
T: 619-795-6262
chatmeter.com

Reputation management

- Full review management dashboard to monitor reviews, track review quality and respond across hundreds of sites.
- Bulk review responding with auto-rotating response templates for personalization at scale.
- Pulse, Chatmeter's in-house text and sentiment analysis engine that can read, analyze and report on millions of customer reviews about each brand.
- Custom feedback surveys to gain insights of the customer experience at every location.
- Real-time alerts that seamlessly notify members of the team to respond to reviews quickly.
- Support from Chatmeter's ChatExec team to professionally manage, respond and escalate reviews.

Paid search/social media

- Social monitoring across trending hashtags, comments, and mentions.
- Social publishing including bulk publishing and scheduling across top social media accounts.
- Analytics that track post and follower growth, hashtag metrics, store comparison reports, and geo-distribution of posts.
- Ability to pull in geo-tagged images.
- Content management through a content calendar, advanced filtering, built-in escalation tools.

Pricing and support

- Annual contract required.
- No free trials. 48-hour business audit granted if needed.
- Pricing is a flat fee per location per month. This fee is established based on the location volume and the services purchased, which is unique to each client.
- Client onboardings involve multiple trainings for the account admins, end-users, regional users, etc. Chatmeter also offers re-trainings should the subject matter expert leave and new staff must be onboarded.
- Every account is assigned a dedicated team that includes an Account Manager, Listings Manager, Onboarding Manager, and a Senior Leadership liaison to serve as a corporate champion inside Chatmeter.
- All clients have access to Chatmeter's customer support team via chat and call center.

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Email: martechtoday@digitalmarketingdepot.com

Vendor Profiles

MomentFeed
1540 2nd Street, 3rd Floor
Santa Monica, CA 90401
T: 424-322-5300
momentfeed.com

Key customers

Cousins Subs
Cricket Wireless
Kahala Brands
Sephora
Starbucks
Tractor Supply

Key executives

Nick Hedges, CEO

Edward Shaughnessy, CFO

Jim D'Arcangelo, CMO

Kyle Koch, Global VP, Client Success

Target customer

- Multi-location brands and agencies in the retail products, retail services, chain restaurants, automotive, consumer banking, gas stations, convenience and drug stores, grocery, insurance, hospitality and travel industries.

Company overview

- Founded in April 2010.
- Privately owned, over $28 million in combined capital invested in five rounds of funding from Level Equity, Signia Ventures, Draper Nexus and Draper Frontier.

Product overview

- Enterprise-class mobile marketing platform built for multi-location businesses. Helps brands shape the mobile experience across the entire customer buying cycle around every location, from a single interface.
- Optional Mobile Customer Experience (MCX) Platform products:
  - *Visibility Manager*: Location Data Management Publishing and Optimization. Social network/mobile network page claiming, publishing, and continuous improvement. Directory and listings publication, location data syndication, citation verification, and listings management.
  - *Location Finder*: Branded store locator and Local landing pages, customized for brand website, enables consumers to browse or search for their nearest location and provides data for search engines.
  - *Reputation Manager*: Respond to consumer inquiries, reviews, and complaints, provide fast customer response from every location. Social listening and brand loyalty improvement.
  - *Social Media Manager*: Social media publishing from every location across networks, for local and national brand pages.
  - *Paid Media Manager*: Local paid social ads that turn national budgets into more influential, higher performing neighborhood advertising campaigns.
- A Facebook Marketing Partner, Facebook Advertising Partner, Google My Business Partner, Apple Maps Partner, Yelp Advertising Partner, Yelp Knowledge Partner, Waze Partner, FourSquare Partner, Instagram Preferred Developer, HERE partner, Snap Partner, Twitter Certified Partner, and Bing Maps Partner.
- Customized pricing available, based on number of locations under management.
- Customer care and client success services included, 24/7 support via web-based ticketing, email, and phone support provided during business hours.

Listing management

- Claim, clean and manage listing data and updates, including de- duplication, across 310+ network providers.

Local SEO

- Optimizes and synchronizes digital location data and content across all channels to increase visibility and improve organic search rankings and results.
- Non-branded keyword optimization, attribute identification and enrichment (beyond NAP), menu management.

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Vendor Profiles

MomentFeed
1540 2nd Street, 3rd Floor
Santa Monica, CA 90401
T: 424-322-5300
momentfeed.com

Local landing pages

- Build authority with a branded location finder and location landing pages for your brand's website.
- Includes search and browse function, as well as individual pages for each location.

Reputation management

- Monitor and respond to reviews and customer inquiries for every location, across Yelp, Facebook and Google.

Paid search/social media

- Deliver relevant, localized paid social ads, directly from local pages, while maintaining brand consistency and without adding internal bandwidth.
- Social media publishing across networks, on both local and brand pages.

Vendor Profiles

Moz
1100 2nd Ave.,
500
Seattle, WA 98101
T: 206-602-2005
moz.com

Key customers

Bridgestone
Crate and Barrel
GPO
Web.com

Key executives

Sarah Bird, CEO

Christina Mautz, CMO

Michael Cole, VP of Software Engineering

Rob Ousbey, VP of Product

Target customer

- Agencies, mid-sized, and enterprise companies with in-house marketing and SEO teams.

Company overview

- Founded as SEOMoz in 2004.
- 200 employees.
- Headquartered in Seattle, WA with an office in Vancouver, Canada.
- Raised $29.1 million in three rounds of funding.
- Investors include The Foundry Group, Madrona Venture Group, Ignition Partners.
- Acquired STAT Search Analytics in October 2018.

Product overview

- Moz Local automates local business data management with major aggregators, directories, platforms and apps.
- Features include: business listing distribution, verified listing accuracy, automated duplicate detection and closure, and advanced analytics. Finds and distributes clients' business listings to a network of aggregator and publishing partners.

Listings management

- Creates, updates, and manages business listing information across all major data aggregators and directories.
- Identifies duplicate listings and automatically closes them to ensure data accuracy and reduce customer confusion.
- Monitors and manages the accuracy and performance of business listings.
- Provides real-time updates to partner platforms as well as status checks on how that data has been received and reflected by partner platforms.
- Free Check Presence tool identifies the accuracy, completeness, and improvement potential of business listings.

Local SEO

- Integrates with both Google and Facebook to provide deep insights into customer interactions and local search presence, including impressions, clicks, and search queries.
- Provides advanced reporting and analytics on track and reputation as a result of listing distribution.
- Free Request Enterprise Audit Report gives businesses with 100-plus locations a full report on their current local SEO performance.

Local landing page management

- Identifies the closest location to the searcher via the store locator widget.
- Increases the visibility of each location and its respective rich data through unique local pages that allow for the hosting of location-specific information.

Reputation management

- Centralizes online communication with customers across all locations to engage with

Product Details

Moz
1100 2nd Ave.,
500
Seattle, WA 98101
T: 206-602-2005
moz.com

Key customers

Bridgestone
Crate and Barrel
GPO
Web.com

Key executives

Sarah Bird, CEO

Christina Mautz, CMO

Michael Cole, VP of Software Engineering

Rob Ousbey, VP of Product

and proactively respond to feedback.
- Monitors review sentiment, common keywords in reviews, and customer feedback trends over time.
- Offers ability to directly visit the platforms where reviews are given, if preferred.

Paid search/social

- Ability to engage with customers through social posting and ads to social outlets, directories, and Google Q&A, localized for each location.
- Includes direct API partnerships with Google and Facebook to pull in customer interaction insights.

Pricing and support

- Annual contract required.
- Free trial not available
- Pricing structure to match individual business needs with three tiers.
  - Entry-level plan begins at $129 per year per location and includes the following: location data management; real-time profile management; data cleansing process; automated duplicate deletion; deep Google & Facebook integration; activity feed and notification alerts.
- Volume discounts for agencies and brands with more than 100 locations. No setup or management fees.
- Customer support team is available 24/7 for all users. Enterprise customers with 100+ locations receive support from an account manager who provides onboarding, support, ongoing tool training and local SEO insights.

Vendor Profiles

Netsertive
2400 Perimeter Park Drive,
Suite 100
Research Triangle Region
Morrisville, NC 27560
T: 800-940-4351
netsertive.com

Key customers

Volkswagen
BMW
America's Mattress
White River Marine Group
Riverside Health Systems

Key executives

Brendan Morrissey, CEO and Co-founder

Steve Leonard, President

Bill Nagel, Chief Marketing Strategist and Co-founder

Balaji Ravindran, Vice President, Product

Target customer

- National brands, multi-location businesses, franchises, automotive groups, hospital systems & digital publishers.

Company overview

- Founded in 2009.
- 149 employees.
- Raised $38 million in three funding rounds from RRE Ventures, Greycroft Partners, Harbert Venture Partners and River Cities Capital Funds.
- Acquired Mixpo in 2017, a Seattle-based video scalability & creative management platform.
- Netsertive's platform and solutions coordinate messaging, assets, brand compliance, and performance across all relevant digital marketing channels.

Product overview

- Netsertive provides brand-compliant and localized digital marketing solutions for national brands and their local locations. The company's Scaled Localization solution helps brands execute localized digital marketing at scale across all core digital channels, including search, display, social, presence, and video. The platform also delivers conversion-optimized landing pages, marketing content asset management, call tracking, turnkey brand co-op campaigns, and an analytics dashboard to monitor and analyze campaign performance.

Listing management

- Monitors local listings through a widget-based dashboard that enables users to update outdated or inaccurate information.
- Automatic verification and management of Google My Business profiles for an entire network of locations.

Local landing pages

- Brand-compliant, conversion-optimized, and content-rich landing pages support promotional, event-specific, or ongoing marketing campaigns with clearly measurable results.

Paid search/social media

- Localized Google and Microsoft search campaigns managed and optimized by technology platform and team of digital experts.
- Localized Facebook and Instagram social advertising campaigns managed and optimized by technology platform and team of digital experts.
- Localized YouTube solution for both brands and individual locations, which includes the capability for thousands of digital video campaigns to be launched quickly from a single brand video asset.

Vendor Profiles

Netsertive
2400 Perimeter Park Drive,
Suite 100
Research Triangle Region
Morrisville, NC 27560
T: 800-940-4351
netsertive.com

Pricing and support

- No annual contract required.
- No free trial available
- Monthly rates vary depending on the number of locations and services activated. Prices generally start at hundreds of dollars per location per month.
- Multiple third-party integrations (marketing automation, CRM, website, etc.) offered for customers. Standard integrations and enterprise support are typically included without additional rates.

Vendor Profiles

CAMPAIGNDRIVE™ BY PICA9

Pica9
10 East 38th St., 11th Floor
New York, NY 10016
T: 914-908-4540
pica9.com

Key customers

Marriott Hotels
Polaris Industries
De Vere Hotels
Marvin Windows
The Melting Pot

Key executives

Kevin Groome, Founder

Bruce Reading, CEO

Rachel Berman, VP, Customer Success

David Elkins, VP, Research & Development and Co-Founder

Target customer

- Multi-location brands that operate through a network of franchisees, dealers, retail stores or agents and brokers.

Company overview

- Founded in 1998 as part of WNG Advertising; incorporated as Pica9, Inc. 2001.
- Launched CampaignDrive — Software as a Service (SaaS) local marketing automation built for brand consistency and advertising localization — in late 2014.

Product overview

- CampaignDrive is Pica9's proprietary SaaS platform for franchises and other businesses with distributed locations. The white-labeled centralized platform enables businesses to put local marketing in the hands of local marketers (who know their markets best), while maintaining brand integrity through governance; leveraging dynamic templates and editing/updating permissions configured based on user roles.

Local SEO

- Landing page templates in CampaignDrive provide centralized SEO models that local marketers can customize with meta tags, page content, keywords, URLs and timing of page publication.
- Digital templates can be optimized for mobile display.

Local landing pages

- *Digital Asset Management (DAM)*: Enables brands to organize digital brand assets centrally to make them available to local field marketers from a single source.
- *Content Management*: Manages content and design templates, brand colors and fonts, to deliver images and marketing copy to field marketers.
- *Local Templating*: Deploys brand-compliant templates to local marketers for print, digital, and email marketing. All templates, whether print or digital, can be installed and configured by customers directly.
- Local landing pages can be customized by local marketers using the digital templates features.
- Templates can be installed by customers with a simple upload process.
- *Reporting*: Analytics provide real-time data on local campaigns, identifying top templates, assets, and users, as well as ROI reports for templates and other creative. (Real-time landing page analytics provided by Matomo) Available per-page, per-location, and across the entire brand.
- *Workflow Options*: Administrative tools enable central brand managers to customize settings for user permissions, budgets, and marketing approvals.

Product Details

CAMPAIGNDRIVE™ BY PICA9

Pica9
10 East 38th St., 11th Floor
New York, NY 10016
T: 914-908-4540
pica9.com

Paid search/social media

- Local marketers can build custom remarketing and ad materials using digital templates.
- Animated display ads are also supported for customization by local marketers.
- Optimizes digital templates for Google, Facebook, and other display networks.

Pricing and support

- Annual contract required.
- Free trial is available
- Pricing starts at $48,000 per year and varies based on the number of users, integrations and additional services desired.
- Support offered includes:
  - JumpStart implementation gives new customers a customized launch plan and unlimited services and support for first 45, 60 or 90 days.
  - Free weekly training webinars for all administrators. On-demand access to library of training materials. Certification programs available to customers for an additional fee.
  - Customer Success Manager assigned to every CampaignDrive customer. End-user customer support via email and phone included, with chat support also available.
- Additional services, such as end-user trainings and on-demand template production, are available upon request.
- Professional services are billed on a time and materials basis or are available in a variety of pre-defined bundles.
- *Integrations*: CampaignDrive integrates with any DAM or print fulfillment vendor via standard API. Also integrates with email and CRM platforms such as Oracle Eloqua, Salesforce Marketing Cloud, and SendGrid.

Vendor Profiles

Placeable Solutions by Ignite
401 Congress Ave.,
Suite 2650
Austin, TX 78701
(T) 800-248-0027
ignitetech.com

Key customers

Chase Bank
GNC
Nationwide Insurance
Western Union

Key executives

Davin Cushman, CEO

Eric Vaughn, Chief Operating Officer

Greg Coyle, VP, Products

Paul Foreman, VP, Customer Management

Target customer

- Large national brands with hundreds or thousands of physical locations

Company overview

- Launched as LocationInsight in 1996 as a division of InfoNow.
- Spun off from InfoNow in August 2012 through a private equity-backed management buyout.
- Rebranded as Placeable in August 2013.
- Acquired by Ignite Technologies, Inc. in April 2017.

Product overview

- SaaS-based platform that combines Local landing pages with a content management system (CMS) to publish and distribute cleansed location information to Google and other search engines, map providers, social sites, directories, and data aggregators.

Listing management

- Workbench product is a location data management tool that allows enterprise marketers to import, normalize, cleanse, and modify location data, as well as enhance it with unique content.
- Automatically publishes changes to local pages.
- API integrations with Google My Business, Foursquare, and Facebook.
- Factual and Apple Maps data partner.
- Analytics for tracking data quality, as well as reach and accuracy across third-party platforms.
- Includes a read/write API, USPS address validator, automated geocode correction, bulk data editor, and a field-level data collection tool.

Local SEO

- Local landing pages automatically optimized for search engine indexing.
- Responsive or adaptive design available for mobile optimization.

Local landing pages

- Offers a publishing tool for creating store locators and optimized, Local landing pages for both the web and mobile devices.
- Integrations with third-party vendors for ad tech, review management, and online ordering.
- Analytics for tracking visits, engagement, and conversions.
- Dynamically generates individual local pages for every country, state, city, and physical location.
- Ability to publish enriched local page content with unique calls-to-action, messaging, promotion, videos and photos.

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Email: martechtoday@digitalmarketingdepot.com

Vendor Profiles

Placeable Solutions by Ignite
401 Congress Ave.,
Suite 2650
Austin, TX 78701
(T) 800-248-0027
ignitetech.com

Reputation management

- Provides ratings and review counts to track social activity for each business location.

Paid search/social media

- Enables geographically targeted campaigns at a hyper-local level.
- Tracks and highlights inaccurate NAP on social media networks.

Pricing and support

- SaaS-based licensing fee varies by number of locations and product modules selected.

Vendor Profiles

Reputation.com
1400A Seaport Blvd., Suite 401
Redwood City, CA 94063
T: 844-833-8455
reputation.com

Key Customers

Ascension
AutoNation
Banner Health
Costco
General Motors
US Bank

Key Executives

Joe Fuca, CEO

Jason Grier, Chief Customer Officer

Chris Lee, CRO

Manish Balsara, CTO

Target customer

- Large enterprises that manage a national brand with significant local presence and complexity.
- Healthcare, automotive, retail, property management and financial services.
- C-suite leaders of customer experience, marketing and growth teams.
- Digital marketing, social media, customer insights, and operations teams managing business listings, customer reviews and feedback, and/or customer success and operations insights programs.

Company Overview

- Founded in 2006.
- World Economic Forum Global Growth Company.
- Focus on Enterprise starting in 2012; now serving close to 1000 enterprise clients.
- Acquired SIM Partners in February 2018.
  - SIM Partners' Velocity solution is fully integrated with Reputation.com's Online Reputation Management (ORM) platform, enhancing local marketing automation and software location data management capabilities.

Product Overview

- Online reputation management (ORM) platform connects enterprises with their end clients.
- Optimizes digital and onsite customer experiences.
- Platform services.
  - APIs and integrations connect to key listings sites wherever applicable.
  - Integrates with Salesforce and other CRM systems and customer databases via APIs or automated file transfers.
  - Performance reporting and analytics track performance and visitor engagement through custom KPI reporting dashboards at central and local levels.
  - Mobile app enables reputation and experience management both centrally and at local levels.
  - Invite customers to write reviews, receive notifications for new reviews, respond to reviews and social comments, and publish reviews to company's social pages.
- Managed services
  - Maximizes visibility and increases engagement across the entire Google ecosystem, including Google My Business (GMB) listings, Google Ads and Google Maps.
  - Monitors and responds to Google reviews on client's behalf to maximize Google presence.
  - Enables enterprise access to and execution of digital programs on Google to boost search rankings, including Google Seller Reviews (inclusion of customer reviews on Google Ads) and Search Accelerator (generating customer reviews at scale).
  - Paid-media team creates and optimizes paid media across all channels.

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Vendor Profiles

Reputation.com
1400A Seaport Blvd., Suite 401
Redwood City, CA 94063
T: 844-833-8455
reputation.com

Listing management

- Manages, distributes, and monitors location and professional data through more than 300 data partners across directories, apps, and search sites.
- Connects to key listings sites through APIs wherever applicable.
- Audits all listings on all sites every 24 hours and auto-correct any with direct API integrations.
- Centralizes, updates and shares accurate location data in real time.
- Find-a-Doctor tool provides a single source of truth for accurate doctor and location data.
- Store Locator tool keeps all location data accurate and complete.
- Creates robust business listings traffic insights to understand how customers are interacting with listings across the local search ecosystem and track growth over time.

Local SEO

- Automatically applies SEO best practices to all location and professional page templates.
- Tracks performance and visitor engagement through custom KPI reporting dashboards.

Local landing pages

- Integrates with other parts of the martech stack, including appointment schedulers, enterprise CRMs, and social feeds.
- Creates a central repository to manage and disseminate the most accurate, complete data for store locators.
- Distributes relevant content across search, social, and mobile, with focus on strong and visible calls to action for increased engagement and conversion.
- Optimizes for mobile.

Reputation management

- Monitors reviews from more than 150 third-party websites from a single, centralized dashboard.
- Provides real-time alerts for reviews.
- Companies can respond to and request reviews from customers in a single dashboard.
- Publishes ratings and reviews to location/professional landing pages from third-party sites or internal survey data.
- Tracks review activity and sentiment for an entire enterprise, or drills down by a specific location, geographic region, or department to understand customer experience and improve operations.
- Proprietary technologies enable generation of a customized reputation score for each business location.
- Available benchmarking and insights for improvement.
- Businesses can create customized surveys to collect customer feedback.
- Centralized ticket management from all channels.
- Automated workflows with role-based dashboards accessible from anywhere.
- Single repository of feedback from all sources, including reviews, social media, surveys, emails and call centers.

Vendor Profiles

Reputation.com
1400A Seaport Blvd., Suite 401
Redwood City, CA 94063
T: 844-833-8455
reputation.com

Paid search/social media

- Social Suite manages all social media activities across all locations from a single platform.
  - Packages content into local, regional, or interest-based social media campaigns.
  - Schedules posts for maximum impact with local audiences across geographies.

Pricing and support

- Annual contract required.
- Solutions and managed services available individually or as bundles.
- Configuration and deployment mapped to client requirements as part of purchase cost.
- Live and in-product trainings provided at no cost.
- Each client is assigned a dedicated Customer Success Manager, with quarterly business reviews to track progress and identify areas for improvement.

Vendor Profiles

Rio SEO
8080 Dagget St., Suite 220
San Diego, CA 92111-2233
T: 858-529-5005
rioseo.com

Key customers

Bank of America
CVS
Gap
Hallmark
Petco
Target

Key executives

Ryan Drutman, VP of Sales

Mick Wilson, VP of Customer Success

Target customer

- In-house search and digital marketers at multi-location, mid-market and enterprise-level companies.
- Brands with e-commerce websites and brick-and-mortar locations nationwide.
- Search marketers at digital agencies.

Company overview

- Founded in 2006.
- 160+ employees
- Headquartered in San Diego.

Product overview

- The Open Local Platform is a local data and content management system designed to optimize and streamline local data for enterprises.
- Integrated suite of local marketing content creation and optimization tools.

Listing management

- Local Listings optimizes and distributes local business data to internet directories, local maps, and specialty social networks, customized to each source.
- Can publish location data to more than 420 directories in 50+ countries.
- Full-service management includes resolving duplicate listings and ownership conflicts.
- Reports on the success of local search programs across web analytics, local rankings, citation accuracy, local reviews, customer behavior, and ratings over time.

Local landing pages

- Local Pages enables the creation of location-finder solutions, including Local landing pages optimized for desktop and mobile.
  - Schema SEO markup.
  - Social integration.
  - Dynamic headers and footers.
- Local Manager.
  - Local content authoring.
  - Multiple user levels.
  - Local access to key data.
  - History tracking.
  - Integration with local reporting.

Local SEO

- Reports on the success of local search programs across search engine rankings, reviews, social insights, citations, engagement tracking, and integrated web analytics.

Reputation management

- Brands can manage reviews across all business locations through a centralized dashboard.
- Close to real-time monitoring.
- Alerts and workflow system.

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Vendor Profiles

Rio SEO
8080 Dagget St., Suite 220
San Diego, CA 92111-2233
T: 858-529-5005
rioseo.com

- Competitive review monitoring.
- Distributed access levels with governance.
- Templated responses from corporate.

Paid search/social media

- Consolidates social management through centralized social publishing, social monitoring and alerts, and sentiment roll-up reporting.
- Users can collect, manage, and publish content for all social media profiles within a single dashboard.
- Reports on the success of local search programs across search engine rankings, reviews, social insights, and citations.
- Engagement tracking.
- Integrated web analytics.

Pricing and support

- Annual contract required.
- Platform offerings available individually or as bundles.
- SaaS-based pricing based on product and number of locations.
- Customers get Dedicated Account Directors and full-service support.
- Local Services extends local marketing with professional expertise on SEO content, paid media, listings, custom link development, and data services.

Vendor Profiles

Silvercrest
6818 Chisholm Ave
Van Nuys, CA 91406
T: 818-493-4651
E: info@lsm.agency
www.lsm.agency

Key customers

Great Clips
Liberty Tax
PostNet
Rent-A-Center
Rita's Italian Ice
Waba Grill

Key executives

William Rodriguez,
President & Co-Founder

Ryan Gesler,
CTO & Co-Founder

Jennifer Moore,
Chief Marketing Officer

Company Overview

- Founded in 2011
- 10 Employees
- Silvercrest was founded by William Rodriguez and Ryan Gesler who realized a growing need for franchises to access marketing and media efficiently, teaming up to create Silvercrest, an agency dedicated to delivering brand solutions for franchise and multi-unit organizations with the combination of proprietary technology, customer data, marketing needs, and media buying, harnessed in one sophisticated yet simple platform: LMap.

Product overview

Silvercrest is a technology company dedicated to delivering sophisticated marketing and media solutions for franchises and multi-unit organizations that allow them to manage all of their marketing and media needs from a single application. LMap, which stands for Local Marketing Automation Platform, allows brands to manage and access all of these needs from one portal:

- Territory analysis, to identify optimal real estate or customers in a trade area
- Media planning and buying (including broadcast, all print publications, outdoor, and direct mail in addition to online media)
- National ad fund budget creation tools
- Creative customization and versioning automation
- Print-on-demand
- Grand opening automation
- In-store POS and LTO programs and kitting
- Specialty products and apparel
- In-Store programmatic POS and LTO coordination and kitting
- Local store marketing spend tracking
- Email marketing
- Social media management
- Coupon barcode creation and scanning

Leveraging technology allows Silvercrest to facilitate advanced data aggregation and customized yet automated solutions, powered by their proprietary cloud-based, cutting edge solution, LMap.

Listings management

- LMap, through their exceptional relationships with data aggregators, helps businesses ensure that their contact information is represented accurately on all listing sites across the web, with the information being constantly tracked and inconsistencies updated, even in the most obscure of listings. Moreover, the platform updates the listing, versus masking the listing, ensuring that once changed, it remains changed.

Local SEO

- LMap bolsters businesses' understanding of how to optimize their site ranking organically by running a proprietary programmatic site audit algorithm and provides an easy to understand action item list for improving positioning on search engine results pages.

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Vendor Profiles

Silvercrest
6818 Chisholm Ave
Van Nuys, CA 91406
T: 818-493-4651
E: info@lsm.agency
www.lsm.agency

Local landing pages

- LMap allows for the dynamic creation of landing pages based on available data like IP address, demographics, date and time of visit, location data, referring media, as well as first name, last name or ZIP code.
- Once a page or ad is deployed, Silvercrest can deliver real time analytics on all of the above data points, revealing the effectiveness of different marketing initiatives.

Reputation management

- Silvercrest's Reputation Management services within LMap will search the web -- from Google to Facebook to Yelp and all those in between -- and collect every review written about the franchise.
- The system also allows users to seamlessly reach out and respond to the posts from one centralized location. Businesses can also be notified as soon as the customer reacts.

Paid search/social media

- LMap aids with everything from creating and publishing engaging content to curating successful campaigns to assessing the impact.
- The LMap social media tool is built specifically to address the brand consistency and management needs of multi-location businesses, making it easy to scale efforts across hundreds or thousands of local pages on sites to Facebook, Instagram, Twitter and LinkedIn.
- The integrated Social Media Listening Tool is able to track, interpret, and learn what is being discussed on all social media channels.
- Silvercrest's technology also gathers the best keywords based on location and usage to create powerful PPC campaigns. As the campaign evolves and performs, the LMap system constantly monitors and optimizes for maximum efficiency, reporting in real time.
- LMap simplifies planning, posting, grouping, scheduling and reporting on a single platform.

Pricing and support

- An annual contract is required.
- A free trial or other test period is offered.
- Pricing varies based on the number of locations and products contracted.
- Silvercrest offers 24/7 complimentary customer service for all aspects of our LMap platform, from print-on-demand to media consultation and placement.
- Silvercrest offers additional help in setting up art files or implementing specific programming or development requirements, for additional fees.

Vendor Profiles

SOCi
225 Broadway, Suite 600
San Diego, CA 92101
T: 858-225-4110
meetsoci.com

Key customers

Ace Hardware
Liberty Tax
SportClips
Self Esteem Brands /Anytime Fitness
Greystar
Pinnacle

Key executives

Afif Khoury, Chief Executive Officer

Monica Ho, Chief Marketing Officer

Alo Sarv, Chief Technology Officer

David Marler, Chief Customer Officer

Target customer

- Enterprise, multi-location marketers

Company overview

- 150 employees.
- Founded in 2012.
- Closed a $10.5 million Series B in August 2018; approximately $12 million Series C in December 2019.
- Roughly $34 million total in secured funding.
- Included on the 2018 and 2019 Inc. 500.
- Twice named one of Entrepreneur's Top Franchise Suppliers.

Product overview

- SOCi's centralized Social Suite lets multi-location companies efficiently and cost-effectively manage their social content, local reviews and ads across thousands of local locations.

Local SEO

- All products impact local SEO but SOCi doesn't offer a standalone SEO product.

Reputation management

- SOCi Care solution pulls in reviews from Yelp, Facebook, Google My Business, and many more reputation networks.
- Marketers can respond to every review on every site using one platform.
- Filter reviews by their source, sentiment, and specific keywords.
- Rules-based application for assigning review responses to specific locations or individuals within the organization and approve the response before it's posted.
- Provides sentiment analysis, competitive insights, and review response approval.
- Reputation Insights provides sentiment and competitive analysis extract keyword trends occurring in comments and reviews at a national and local level.
- Optimize mass organic posting on social media at peak engagement times.
- Pinpoint content actually engaging target audiences.
- Repurpose and reuse high-performing content to extend reach.

Local landing pages

- SOCi provides a comprehensive listing solution to maintain accurate and consistent information across thousands of business listings and networks.

Listing management

- SOCi Listings can accommodate hundreds to thousands of local locations.
- Listings Management services create, claim, monitor, and update operational information across hundreds to thousands of locations.
- Claim rogue pages.

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Vendor Profiles

SOCi
225 Broadway, Suite 600
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meetsoci.com

Paid search/social media

- Product lets marketers reach new audiences with targeted ad placements across all locations.
- SOCi Ads PLUS lets businesses create and deploy customized, targeted local social ads across Facebook and Instagram.
- Choose to pay for ads from either a corporate account or local ad accounts.
- Dynamic Text and Dynamic Image technology can deploy a single ad that will auto-populate with local text and images across all locations.
- Corporations can pre-set ad content, targeting, geo-fencing, and lead-generation forms.
- Reporting dashboard tracks ad spend and performance at the national, regional, and local levels.

Pricing and support

- Annual contract required.
- Pricing varies based on the number of locations and products contracted.
- Free Customer Success portal with live and on-demand training courses.
- Knowledge base and forums.
- Customer support team.
- Professional services team available to provide localized content development and posting; reputation management and review response; paid social media campaigns; and development and deployment of localized social ads for an additional monthly service fee.

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Vendor Profiles

SproutLoud
15431 SW 14th St.
Sunrise, FL 33326
T: 954-476-6211
sproutloud.com

Key customers

Hallmark
T-Mobile
Generac
Cruise Planners/American Express
DISH Networks
Case/New Holland

Key Executives

Jared Shusterman, CEO and Founder

Gary Ritkes, President and Managing Partner

Anjan Upadhya, CTO and Managing Partner

Dave Kinsella, COO and Managing Partner

Target customer

- National brands that market locally through a distributed network of local channel partners, retailers, dealers, distributors, agents, franchisees, branches, and resellers. Verticals include manufacturing, insurance, media/entertainment, telecommunications, heavy equipment manufacturing, healthcare, health products, home services, solar, auto, and recreational/commercial vehicles.

Company Overview

- Founded in 2006
- Headquarters in Fort Lauderdale, Florida, with locations in California, Colombia and India.

Product Overview

- SproutLoud's SaaS Distributed Marketing Platform automates local marketing creative, execution, funding, and analytics for brands that sell products through networks of resellers in local markets. The platform includes:
  - Native ad builder technology.
  - Dedicated portals for brands and their resellers.
  - Nuanced permissioning options.
  - Automated campaign execution.
  - 100+ integrated marketing service providers, including Google, Facebook, FedEx, Salesforce Marketing Cloud.
  - Resellers can select, subscribe to and execute brand-compliant local ads aligned to national strategy.
  - Marketing analytics in the platform lets brands and their local resellers track local marketing performance with dashboards that show ROI and facilitate data-driven decision making.

Listing management

- Local resellers can create, claim, verify, and optimize their business profile information across multiple online directories, including Google, Facebook, Yelp, Bing, Yahoo and Apple Maps.

Local SEO

- Responsive design platform to create custom websites, Frontpage landing pages and microsites.
- Bulk creation of partner-customized SEO components including schema tags and meta tags.
- Sites automatically set up with a dynamic Google sitemap XML file for search engine submission.
- Store Locator supports automatic geolocation, autocompleting address search, distances, search within radius.
- Dynamically built content and structure optimization of metadata.
- Ability to post brand-provided and local-partner blog posts.
- Ongoing optimization of page speed and SEO strategy.

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Vendor Profiles

SproutLoud
15431 SW 14th St.
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T: 954-476-6211
sproutloud.com

Local landing pages

- Local businesses within a brand's reseller network can automatically create branded landing pages that replicate their own websites for featured products, events, and special offers.
- Branded landing pages for each channel partner within the brand's network can be created for targeted local marketing, including PPC ads, social media campaigns, email marketing, promo pages, and new product introductions.

Reputation management

- Local resellers can directly ask for, respond to, and manage online customer reviews.
- Email alerts when customer reviews are posted on review sites.
- Tools simplify displaying positive reviews on company websites and social media.

Paid search/social media

- Local partners can execute paid digital media campaigns like Paid Search (PPC), display and social media campaigns, using brand-approved creative and strategies at a hyperlocal level with micro-budgets.

Pricing and support

- Annual contract required.
- Free trial available for qualified prospective clients.
- One-time setup fees.
- Monthly software subscription plus monthly account support fees.
- Marketing campaign fulfillment, including print and digital ads, direct mail, and email marketing, is priced separately.
- SproutLoud manages IT integration including account creation, funds management, list management and data management.
- SproutLoud offers concierge customer service, training, and strategic support for brand clients and their channel partner networks.
- SproutLoud's Certified Local Marketing Experts provide customized, one-on-one support and consultation for each partner within the network, offering expert local marketing guidance to help increase traffic, leads, and sales.

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Vendor Profiles

Synup
121 E 24th St., 5th Floor
New York, NY 10010
T: 845-206-1635
synup.com

Key customers

Jiffy Lube
Re/MAX
Goodwill Industries
Snappy Tomato Pizza
Marinara Pizza

Key executives

Ashwin Ramesh, CEO
Brett House, SVP Growth
Kevin Clarke, VP Sales
Gil Rachlin, Head of Product

Target customer

- Mid-market and enterprise multi-location/service area brands.
- Mid-sized agencies
- System integrators
- ISPs

Company overview

- Founded in 2014 and headquartered in New York City with operations in the US, APAC, EMEA, Australia, Canada, New Zealand, and the UK.
- 210 employees.
- Seed funding in June 2014 from Prime Venture Partners followed by $6 million in Series A funding led by Vertex Ventures in 2017.

Product overview

- Synup transforms a brand's ability to deliver relevant and trustworthy business content across all locations, devices, and digital media channels. Brands can analyze and optimize how consumers engage with their businesses, from reviews to chatbots, videos to voice search, menus to product recommendations, with an easy-to-use SaaS platform. Synup AI, the machine-learning technology that underpins Synup's Intent Marketing Cloud, lets them adapt their local business content and information in real time to match consumer buying behavior. This increases local brand awareness, customer acquisition and loyalty.

Listing management

- Tool allows users to manage and distribute accurate business listings and store-locator pages across locations and top media channels.
- Potential to reach more than 98% of U.S. consumers.
- Brands can input business content, augment and distribute it across the most relevant discovery channels such as Google, Facebook, Yelp, Foursquare and others.

Local landing pages

- Tool allows users to manage photos, product listings, menus, business categories and promotions.
- Provides the ability to augment and optimize business content.
- Software allows marketers to improve engagement, conversion rates and foot traffic.

Reputation management

- Software lets users monitor, filter and respond to customer reviews across the most relevant channels.
- Tool allows users to analyze and optimize key brand awareness, customer acquisition and brand reputation drivers.

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Vendor Profiles

Synup
121 E 24th St., 5th Floor
New York, NY 10010
T: 845-206-1635
synup.com

Paid search/social

- Marketers can use Synup to apply targeted campaigns to amplify performance and reputation. Review Generation, SMS and Post campaigns drive more customer engagement and positive brand reputation.
- Local SEO
- Tool allows users to monitor profile rankings across all major search engines.

Pricing and support

- Annual contract required.
- Free trial available.
- Pricing is based per location.
- Reseller program for mid-sized agencies, system integrators and ISPs allows partners to offer platform to small businesses (up to 10 locations).
- Each customer is provided with a dedicated customer success manager who provides recommendations to enhance the customer's SEO strategy and digital presence.

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Vendor Profiles

Uberall, Inc.

Uberall GmbH
HussitenstraBe 32-33
13355 Berlin, Germany
+ 49 30 346 467 900

US Headquarters
600 California St
San Francisco CA 94108
T: 415-463-7064
uberall.com

Key customers

Domino's
KFC
McDonald's
BP
Virgin Holidays
Shell

Key executives

David Federhen, Co-CEO and Co-Founder

Florian Hübner, Co-CEO and Co-Founder

Jonathan Best, CRO

Lex ten Veen, EVP Strategic Partnerships

Norman Rohr, SVP Marketing and Communications

Target customer

- SMB and enterprise resellers, as well as ecosystem partners (directory, marketing or technology solution providers), to serve clients along every step of today's customer journey, from online interactions to offline sales. Categories include retail, financial services, automotive, services and B2B, travel and tourism, and food.

Company overview

- Founded in 2012
- 250+ employees worldwide.
- Headquarters in Berlin, with additional offices in San Francisco, London, Paris, Amsterdam, and Cape Town.
- In 2018, acquired Navads, a provider of listings and location data management for agencies that serve enterprise and SMB brands.
- In 2018, raised more than $50 million in investment from HPE Growth Capital, Project A, United Internet.

Product overview

- Resellers can establish new revenue streams by helping clients stand out in a highly fragmented online space and giving consumers a seamless digital to brick-and-mortar experience.

- Customers can manage search and discovery, engagement and conversion in real-time on all online platforms, including mobile, voice and desktop, across websites, mobile apps, store locators, search engines, maps, social platforms and advertising networks.

- Customizable and scalable Location Marketing Platform enables businesses to optimize the "near me" brand experience, driving new and existing customers to their physical locations.
  - Create and update all their profiles across the Listings Network.
  - Monitor customer feedback across all channels.
  - Target and engage customers across all locations.
  - Place location-specific ads, offers and actions.
  - Implement a store-finder with individually curated landing pages.
  - Centrally control their digital presence and online reputation, as well as manage their digital brand interactions in real time.
- The Uberall solution handles data over mobile, voice and desktop, including websites, store locators, search engines, maps and GPS, as well as social platforms and advertising networks.

Listing management

- Uberall's Listings Network improves online ranking through citation building. Business data stays available, consistent, and correct across all platforms and directories. Maximum reach and full control over your brand across entire Uberall publisher network.
- Direct API connections to Google My Business, Facebook, Yelp, and 52 other proprietary API connections to listings partners in the U.S. and worldwide.

Vendor Profiles

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HussitenstraBe 32-33
13355 Berlin, Germany
+ 49 30 346 467 900

US Headquarters
600 California St
San Francisco CA 94108
T: 415-463-7064
uberall.com

Local SEO

- Uberall creates local SEO thanks to two-way APIs with dozens of major directories, including Google, Facebook and Yelp.
- These instantaneous data syncs ensure correct data across all directories, bringing listings up in search results.
- Uberall protects from data aggregators that create trash data and harm SEO.

Local landing pages

- Uberall's Locator + Pages includes both an intuitive store finder and customized landing pages for each store location.
- Plug-and-play widget integrates into client 's website and is customizable for corporate identity.

Reputation management

- The Uberall Engage tool helps users monitor online reputation across all locations in real time and respond to customers proactively.

Paid search/social media

- Uberall Ads creates and manages location-based ads for Google, Facebook and others. Uberall Engage can also proactively engage with consumers by posting relevant social content that's localized per location and across all platforms.

Pricing and support

- Annual contract required.
- Free trial available.
- Channel partners sell the product and support customers.
- Uberall provides hands-on support to partners.
- Uberall works with channel partners to calibrate and enhance the solution to meet their needs.

Vendor Profiles

Vendasta
Suite 405, Avenue Building
220 Third Ave. South
Saskatoon, SK
Canada S7K 1M1
T: 306-955-5512
vendasta.com

Key Customers

Trudon
LocalEdge (a Hearst Media Company)
Make It Local (Comporium)
EZlocal
Summit Media Solutions
Salem Media Group

Key Executives

Brendan King, CEO
Jeff Tomlin, CMO
George Leith, CRO
Richard Cheung, CFO

Target customer

- Customers who sell digital solutions to local businesses, such as marketing agencies, media companies, independent software vendors, telecommunication groups, and financial institutions.

Company Overview

- Founded in 2008.
- Provides an end-to-end platform to companies that serve SMBs.
- Serves 20,000+ channel partners with 35,000+ salespeople, serving 2.5 million local businesses in more than 25 countries.

Product Overview

- Fully white-labeled, full-stack SaaS platform lets partners resell curated SaaS solutions to SMB clients.
- Marketing automation and CRM capabilities help partners acquire and retain new clients.
- Wholesale marketplace lets independent software vendors access Vendasta's distribution channel of sales representatives selling to SMBs.
- SaaS platform for end users.
  - Single login for SMBs to access all SaaS solutions.
  - Flexible service models: do-it-yourself (DIY) to do-it-for-me (DIFM).
- Partners can offer digital services such as website creation or social media posts fulfilled by Vendasta.

Local listings

- Snapshot Report is an automated sales intelligence tool providing a marketing needs assessment to let partners uncover an SMB's performance in six main categories, including digital listings, and then offer targeted solutions.
- Listing Builder syncs business information to highly tracked listing sources on the web.
  - Includes Google My Business Insights.
  - Distributes SMB's business data to four main aggregators in the market: Factual, Infogroup, Foursquare and Neustar Localeze.
- Listing Sync Pro automatically publishes and updates SMB's business data to a list of sources in 15 minutes to one hour.
  - Prevents any third-party changes.
- Listing Sync Pro powered by Yext supports some different sources compared to regular LSP.
  - U.S.-based Vendasta partner/resellers can access the Yext dashboard and Yext insights.

Local SEO

- Snapshot Report includes a marketing needs assessment for an SMB's local SEO.
- Partners can offer solutions for SEO needs from the Vendasta Marketplace, including Alpha SEO, Boostability, SEO Network and MarketGoo.

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Product Details

Vendasta
Suite 405, Avenue Building
220 Third Ave. South
Saskatoon, SK
Canada S7K 1M1
T: 306-955-5512
vendasta.com

Local landing pages

- Snapshot Report includes a marketing needs assessment for an SMB's websites and landing pages.
- Partners can offer SMBs solutions for website/landing page needs from the Vendasta Marketplace, including Mono Solutions, Page Vamp, Website Builder, and Vendasta Website Pro, to let SMBs create their own Local landing pages.
  - Vendasta Website Pro provides managed website hosting on the Google Cloud platform and includes quick set-up and Google Analytics reporting.
- Vendasta Marketing Services offers website creation support to partners who use the product, as well as directly to SMBs if the partner/reseller prefers.
- Vendasta hosts several website improvement tools, such as Website Chatbot, Form Builder, Live Chat, and Online Appointment Booking.

Reputation management

- Snapshot Report includes a marketing needs assessment for an SMB's reputation.
- Partners can offer solutions for reputation needs from the Vendasta Marketplace.
  - Reputation Management is white-labeled software that lets partners monitor and manage every aspect of an SMB's online reputation, including reviews, listings, and mentions.
  - Customer Voice is white-labeled software that lets SMBs request feedback from customers via SMS or email.
  - Brand Monitoring lets SMBs with two or more locations see their review scores and pinpoint their best and worst performers.

Paid search/social media

- Snapshot Report includes a marketing needs assessment for an SMB's social media.
- Partners can offer solutions for reputation needs from the Vendasta Marketplace, including GetSocial, Metricool and Vendasta Social Marketing.
  - Social Marketing is a white-label social media tool for partner-to-SMB collaboration, letting partners' teams manage their clients' social media accounts.
- Vendasta provides digital advertising fulfillment services, including setting up geo-targeting, Facebook and YouTube advertising, dynamic ads and retargeting, with proof-of-performance reports for SMB clients.

Pricing and support

- Free trial available.
- Annual contract required.
- Five subscription tiers.
  - Free.
  - Starter, starting at $50/month.
  - Basic, starting at $250/month.
  - Pro, starting at $999/month.
  - Enterprise, customized.
- Extensive partner enablement support.
- Success On-Demand services available throughout a partner's life cycle at no additional charge for Starter subscriptions and above.
  - Platform training.
  - Sales advice.
  - Marketplace strategies.

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Vendor Profiles

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vendasta.com

- Product questions.
- Best practices.
- Additional training and integrations to support Pro and Enterprise partners, including in-market and technical consultations.

Vendor Profiles

WebCEO
10 Great Russell St.
London, UK
WC1B 3NH
T: 866-793-2236
webceo.com

Key customers

M7 Group
Nestle
Walmart
Techwyse
Coalition Technologies
Infront Webworks

Key executives

Viktor Tatarov, Founder and CEO

Allen MacCannell, VP, Sales & Partnerships

Joanne Pimanova, Marketing Director

Ivan Dobrovolsky, VP Sales & Marketing

Target customer

- Digital marketing agencies and large enterprises.

Company overview

- 65 employees.
- Founded in 2000.
- Regional partners located in Israel, South Africa and Hong Kong.

Product overview

- The multilingual WebCEO Search Engine Optimization Platform is used by 200,000 users worldwide. It integrates with a variety of tools including Google Analytics, Google Search Console, multiple social media channels and more to offer agencies and large enterprises the ability to review local competition, analyze multiple locations and competitors worldwide and make data-backed decisions.

Local SEO

- Suggestions, competitive intelligence, and Google Search Console integration are all available to conduct keyword research and identify websites with a better average ranking for a set of keywords. Keywords can be entered in any language.
- Rank tracker shows local and mobile results for keywords and browsers. Reporting displays blended results, including Google My Business. Comparisons are made with up to 20 competitors per project. Sorts by KEI (Keyword Effectiveness Index) and shows city-specific local monthly search statistics.
- Ability to conduct SEO audit reports with white labeling capabilities. Site auditing tools provide detailed suggestions on more than 50 influence ranking factors, including mobile friendliness and page load speed, as well as recommended changes to HTML code and Schema markup.
- Backlink reporting identifies competitor backlinks with anchor texts and helps users analyze them.
- Offers an up-to-date content submission tool and a sitemap creation and submission tool.

Local landing pages

- The landing page SEO tool provides a keyword placement map that shows whether certain keywords are properly placed or not in meta tags and link text.

Reputation management

- Google My Business integration allows users to reply to reviews. Competitor Backlink Spy and Web Buzz Monitor tools help users find where they and/or their niche are being discussed.

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Vendor Profiles

WebCEO
10 Great Russell St.
London, UK
WC1B 3NH
T: 866-793-2236
webceo.com

Paid search/social media

- WebCEO provides a list with links to the most popular PPC channels for paid search ads. Social Media Tools include the Blog and Twitter Web Buzz Monitoring tool, Facebook Insights tool and the Social Media Engagement Tool that shows Facebook and Pinterest citation counts and Google Analytics data on social media traffic.

Pricing and support

- No annual contract required.
- Free trial available.
- Chat support, email support, and phone support are all available.
- $149 per month average (agencies).

Vendor Profiles

Yext
One Madison Ave, Fifth Floor
New York, NY 10010
T: 888-444-2988
yext.com

Key Customers

Jaguar-Land Rover
Marriott
Denny's
Steward Health
Taco Bell

Key Executives

Howard Lerman, Founder & CEO

Brian Distelburger, Co-Founder & President

Jim Steele, President & Chief Revenue Officer

Marc Ferrentino, Chief Strategy Officer

Target audience

- Businesses of all sizes.

Company Overview

- Incorporated in 2006.
- Listed on the NYSE under the ticker symbol YEXT.
- Yext puts businesses in control of their facts online by delivering brand-verified answers straight from the source, wherever their customers are searching.
- Headquartered in New York City with additional offices in Amsterdam, Berlin, Chicago, Dallas, Geneva, London, Miami, Milan, Paris, San Francisco, Shanghai, Tokyo, and the Washington, D.C. area.

Product Overview

- The Yext Knowledge Engine helps businesses manage the public facts about their brand everywhere they appear online.
- Yext Listings lets customers to manage listings across 150+ digital services.
- Yext Answers uses advanced natural language processing to turn the business's website into a search engine capable of directly answering consumers' questions about the business.
- Yext Pages helps businesses provide information data about items like events, locations, and reviews to their users.
- Yext Reviews helps businesses generate first-party reviews, and monitor and respond to third-party reviews across Yext's network of data partners.
- Yext Analytics brings customer interactions into one comprehensive view from everywhere they occur.
- The Yext App Directory lets businesses share data with software systems across the enterprise, including HubSpot, Smartling, Domo and Zendesk.
- The Yext Knowledge Graph is the single source of truth for the many public facts about a business online. The Knowledge Graph lets businesses provide consumers with actionable answers to their questions.
- Yext App Directory lets businesses use pre-built integrations with applications including HubSpot, Zendesk, and Tableau, and share business data with their software systems.

Listing management

- Yext Listings distributes listings across 150+ digital services globally, including Google, Amazon Alexa, Siri, Facebook, and Nextdoor.
- Integrates with 150+ digital services globally, including Google, Alexa, Apple, Bing, Facebook, Foursquare, Nextdoor, Yahoo, and Yelp.
- Businesses can add custom entities and rich content, including photos, logos, videos, and links to special offers, to listings across Yext's network.

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Vendor Profiles

Yext
One Madison Ave, Fifth Floor
New York, NY 10010
(T) 888-444-2988
yext.com

Local SEO

- Yext Pages lets businesses create and manage location- and professional-specific pages on owned websites that are optimized for local SEO.
  - Rich content.
  - Schema.org tagging.
- Manage both Pages and Listings from the same platform, linking these properties together to support additional SEO benefits.

Local landing pages

- Pages and Knowledge Tags let businesses create and manage location- and professional- specific pages on owned websites.
  - Optimized for local search.
  - Pre-built schema tagging.
  - Use SEO best practices.
- Build landing pages from information stored in Knowledge Graph, including stores, menu items, events, or local services.
- Pages can be updated by marketing or field users without involvement from IT.

Reputation management

- Monitor and analyze reviews.
- Respond to reviews.
- Generate first-party reviews on the business's own site.

Paid search/social media

- Partnerships with paid search and paid social companies.
- Yext App Directory offers pre-built integrations with Acquisio, Sentic, and Tiger Pistol to let businesses use data from the Yext Knowledge Graph to inform campaigns.

Pricing and support

- Annual contract required.
- Free trial available.
- Subscription-based SaaS pricing packages based on specified feature sets and licenses managed with the platform.
- Basic Support included in all Yext packages at no extra charge.
- Premier Support, available for additional fee.
  - Platform customization.
  - Prioritized response queue.
  - Custom reporting.
- Support to distributed users such as franchisees or local managers through White Glove Services for fee -- based on packaging and other factors.
- Additional customization through Yext Professional Services for fee -- based on packaging and other factors.

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Resources

Websites

www.digitalmarketingdepot.com
www.marketingland.com
www.searchengineland.com
www.google.com

Articles/press releases

"How to Optimize Your Google My Business Listing" by Sherry Bonelli.
https://moz.com/blog/how-to-optimize-your-google-my-business-listing

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https://searchengineland.com/google-launches-new-google-my-business-api-new-dashboard-to-manage-multiple-locations-297243

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https://moz.com/blog/boost-conversions-with-google-posts

"Google Featured Snippets Update – How it Impacts Your Marketing and SEO", by Erin Acheson.
https://www.demandsphere.com/blog/google-featured-snippets-update-how-it-impacts-your-marketing-and-seo/

"Google Launches New Google My Business API, New Dashboard to Manage Multiple Locations," by Greg Stirling.
https://searchengineland.com/google-launches-new-google-my-business-api-new-dashboard-to-manage-multiple-locations-297243

"Making Google My Business Work for Agency and Platform Partners," by Anita Yuen.
https://blog.google/topics/small-business/making-google-my-business-work-agency-and-platform-partners/

"New In Google My Business Version 4.1," by MomentFeed University.
https://momentfeed.com/blog/new-google-business-version-4-1/

"How 'Near Me' helps us find what we need, not just where to go," by Lisa Gevelber.
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