

# THE LOCAL WEB

THE SINGLE LARGEST OPPORTUNITY FOR NATIONAL BRANDS

The Local Web is a growing ecosystem of online media channels collectively driving local awareness & sales.

73% of online search activity is related to local content<sup>6</sup>

7 OUT OF 10 consumers are more likely to use a local business if it has information available on a social media site<sup>9</sup>

Gartner predicts mobile phones will overtake PCs as the most common web access device worldwide by 2013<sup>8</sup>

Group deal use up 33% by SMB between June & December 2011<sup>10</sup>

In June 2011 foursquare reported hitting 10 million users

59% of all local-business searchers agree that ratings & reviews are important while searching for a business<sup>7</sup>



## BENEFITS OF LOCALIZED MARKETING<sup>1</sup>

GREATER CUSTOMER RELEVANCE, RESPONSE & RETURN **67%**

BETTER CONVERSATION & CONNECTIVITY AMONG CUSTOMERS **39%**

IMPROVED LOYALTY & ADVOCACY **29%**

BRAND DIFFERENTIATION, DISTINCTION & PREFERENCE **27%**

## LOCAL MARKETING MATTERS

A transformational shift is underway as new media channels & shifting consumer behavior change the way brands market

82% OF LOCAL INTERNET SEARCHES FOLLOW-UP OFFLINE VIA VISIT, AN IN-STORE PHONE CALL, OR PURCHASE<sup>2</sup>

THE # OF MEDIA SOURCES USED BY CONSUMERS GREW 5.2 IN 2010 TO 10.4 IN 2011 (100% INCREASE IN 12 MONTHS)<sup>4</sup>

IN 2011, MORE THAN \$1.1 TRILLION IN RETAIL SALES COULD BE ATTRIBUTED TO WHAT IS REFERRED TO AS "WEB-INFLUENCED" PURCHASES, DEFINED BY FORRESTER AS OFFLINE RETAIL SALES THAT ARE INFLUENCED BY ONLINE RESEARCH.<sup>5</sup>

49% OF MARKETERS BELIEVE LOCALIZED MARKETING IS ESSENTIAL TO BUSINESS GROWTH<sup>1</sup>

DIGITAL MEDIA IS EXPECTED TO REPRESENT 23.6% OF ADVERTISING BY 2015<sup>3</sup>

## BUILD YOUR LOCAL MARKETING PLAN

### STEP 1 STRATEGY

Determine role of local marketing in national strategy

### STEP 2 LOCAL WEBSITES

Develop local websites; automated content capability is an advantage

### STEP 3 TACTICS

Use local web media channels to reach consumers locally & drive traffic to local websites & dealers

### STEP 4 MEASUREMENT

Use local marketing to learn, modify & increase marketing ROI