



PinMeTo presents:

# How to manage your multi-location brand's online presence.

A guide for helping chains, franchises, and other multi-location organizations boost their web identity



PinMeTo

# Centralization is key.

**For an example of efficient multi-location management, look to some of nature's most organized critters: bees.**

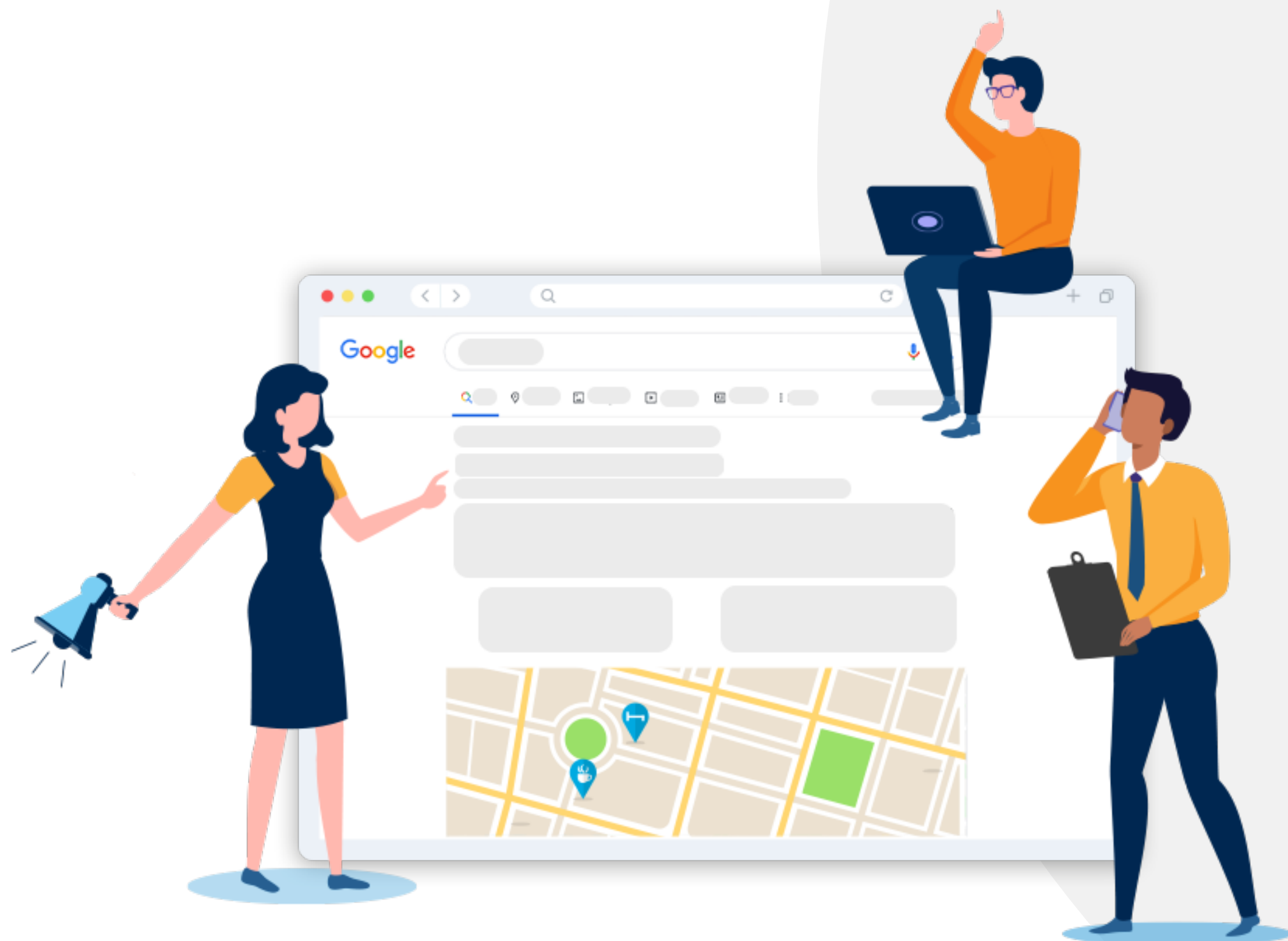
Using an elegantly centralized system, the individual bees support the hive as a whole, and, in return, the hive supports the bees.

You can think of your multi-location business or organization in the same way. At the center is your brand, which supports – and is supported by – each of your locations.

Centralization is key: the engagement, SEO, and reach from each of your locations should feed back into your brand, and the growth of your brand should help your locations grow.

Just like how a bee and its hive are mutually dependent, your brand and your locations rely on each other. In this guide, we'll teach you how to build your hive and make your bees as efficient as possible, in three steps: structure your listings, post the right content at the right time, and listen and respond to your customers.





# Structure your listings

---

The first step to maximizing your multi-location marketing efforts is organizing all of your listings in a centralized structure.

# Structure your listings

---

Without a location structure, it's like every location you manage is operating on its own. With a location structure in place, each location becomes part of your brand network, meaning a success for one of your locations is a success for all of them.

This structure makes it easier to make updates across locations, and gives you brand consistency across your listings and platforms: the logo on one of your locations on Google will match the logo on another one of your locations' Facebook pages.

**With a location structure in place, a success for one of your locations is a success for all of them.**

# Structure your listings

Continued

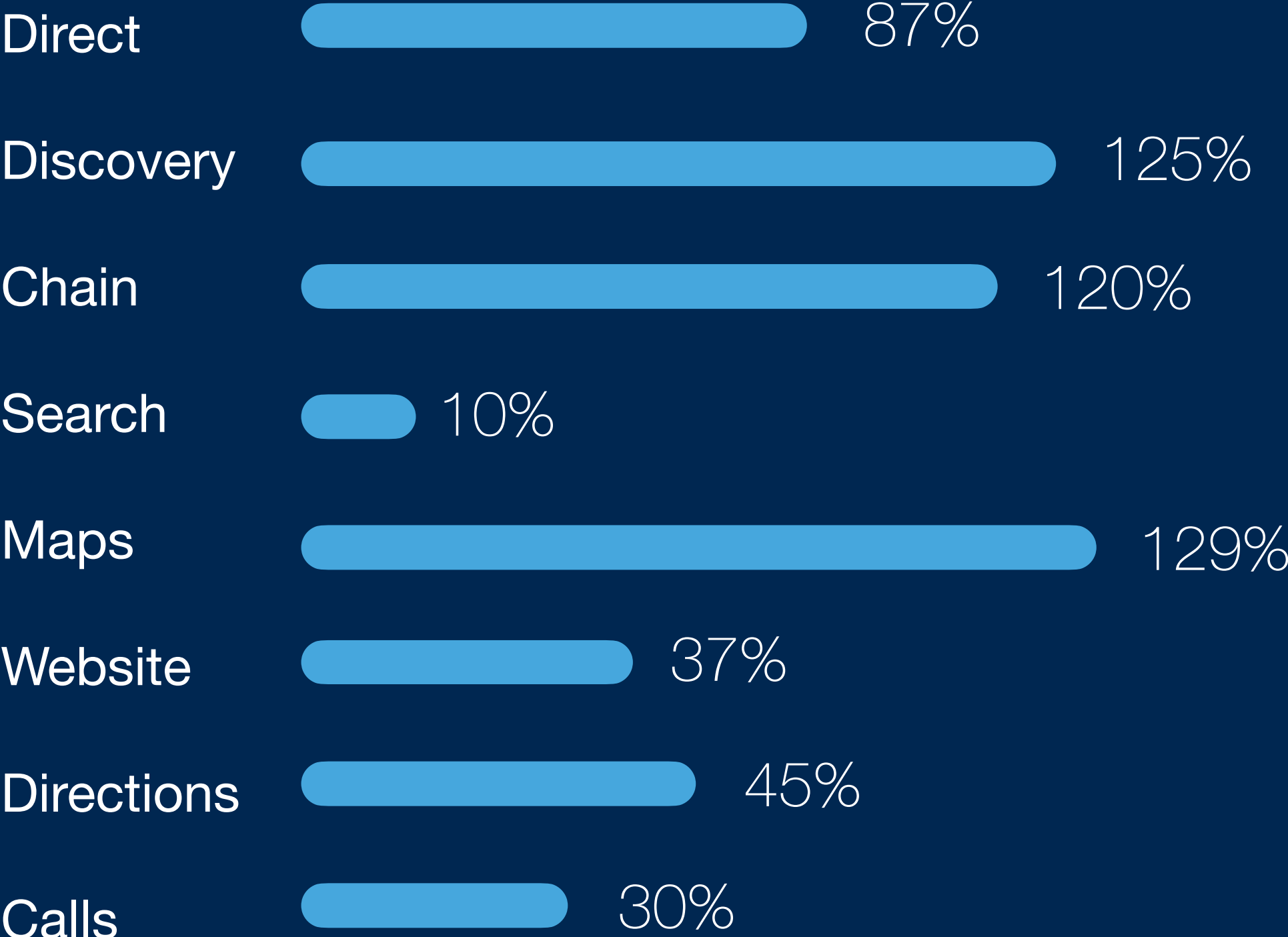
We ran an analysis of Google results from five of our customers, each of them a leading Scandinavian grocery store chain, where we compared the year's data from before we helped them structure their listings to a year's data after. Every Google metric showed an increase.

## One type of search result is especially valuable: Discovery searches.

A Google Discovery search is when someone is seeking a type of service, not a supplier – for example, a search like “grocery store near me.” These searchers are highly motivated to make a purchase, but they haven't yet decided where to buy from. Making sure that you're appearing in these searches means you're giving this undecided customer a chance to pick you.



## 5 customers' yearly improvements after setting up location structures:

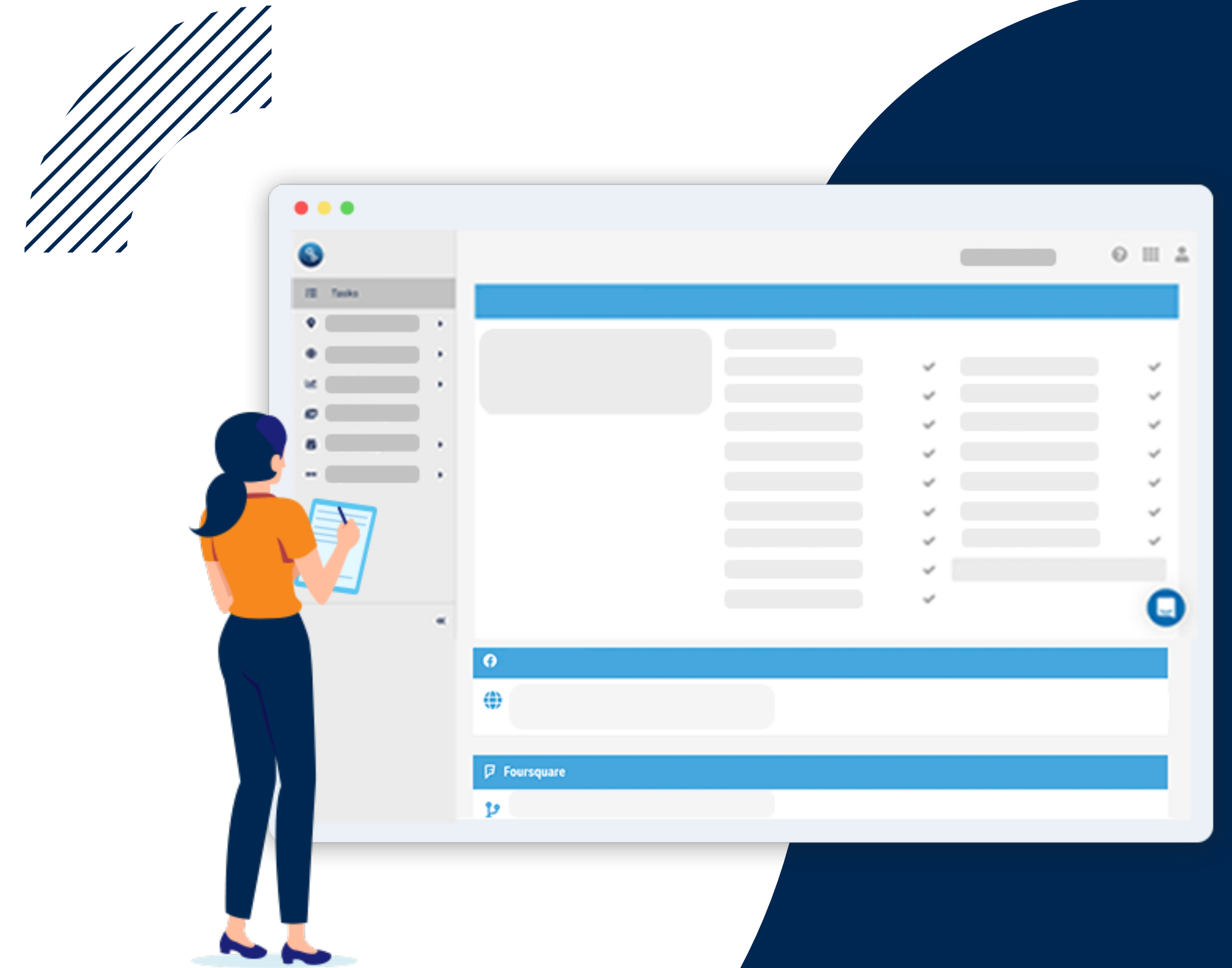


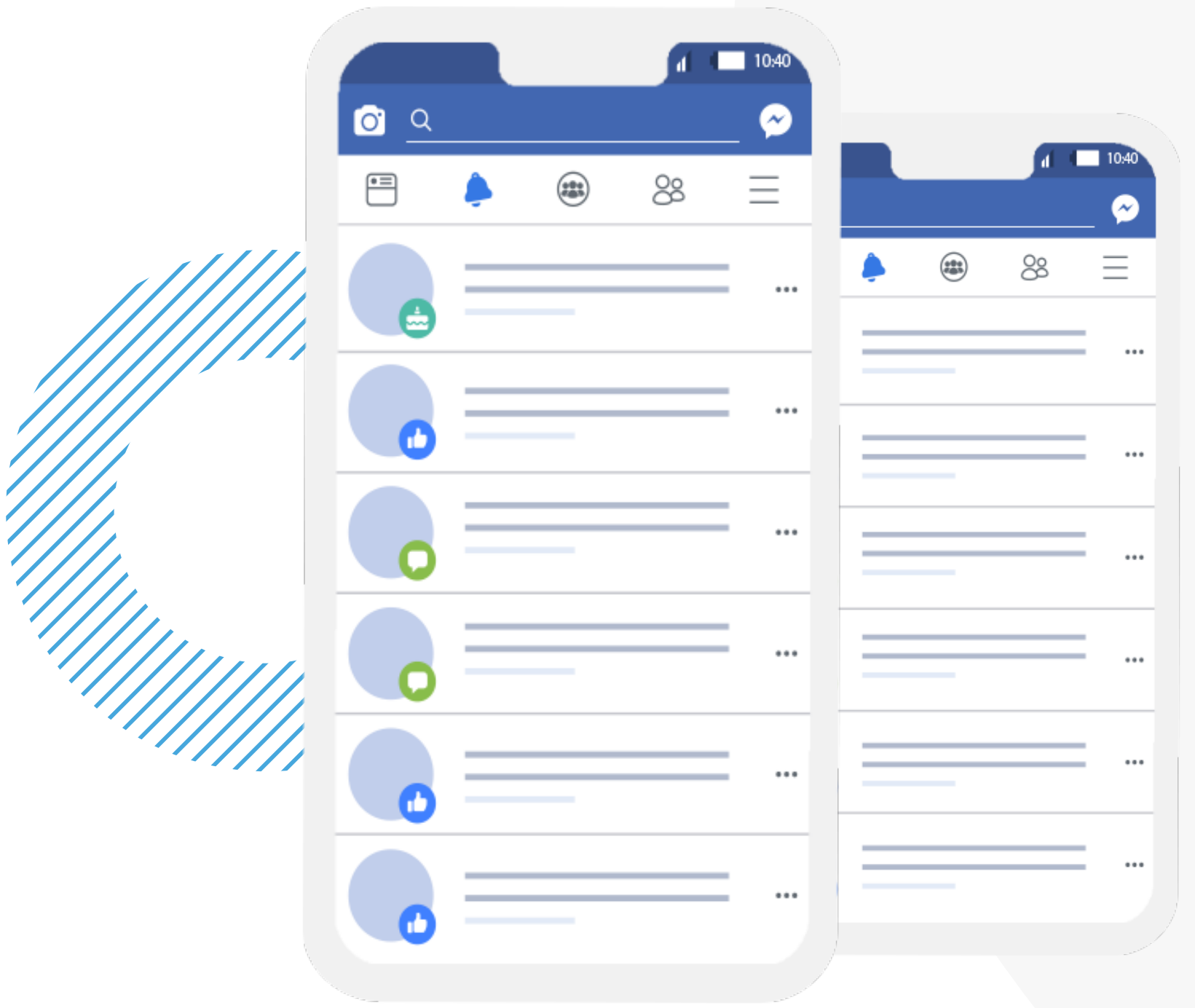
# Structure your listings

Continued

To put the structure in place, you need to make sure that you're the manager of every one of your listings. This means creating new listings for any locations that don't yet have them, but it also means claiming your brand's listings that you don't control, so you don't miss out on the free publicity that comes when your customers check in at your locations.

Putting your location structure in place can seem like a huge task, especially for bigger companies with more locations, but there are services that will help you both with setting up your locations and with keeping the information accurate and updated.





# Post to the right people at the right time

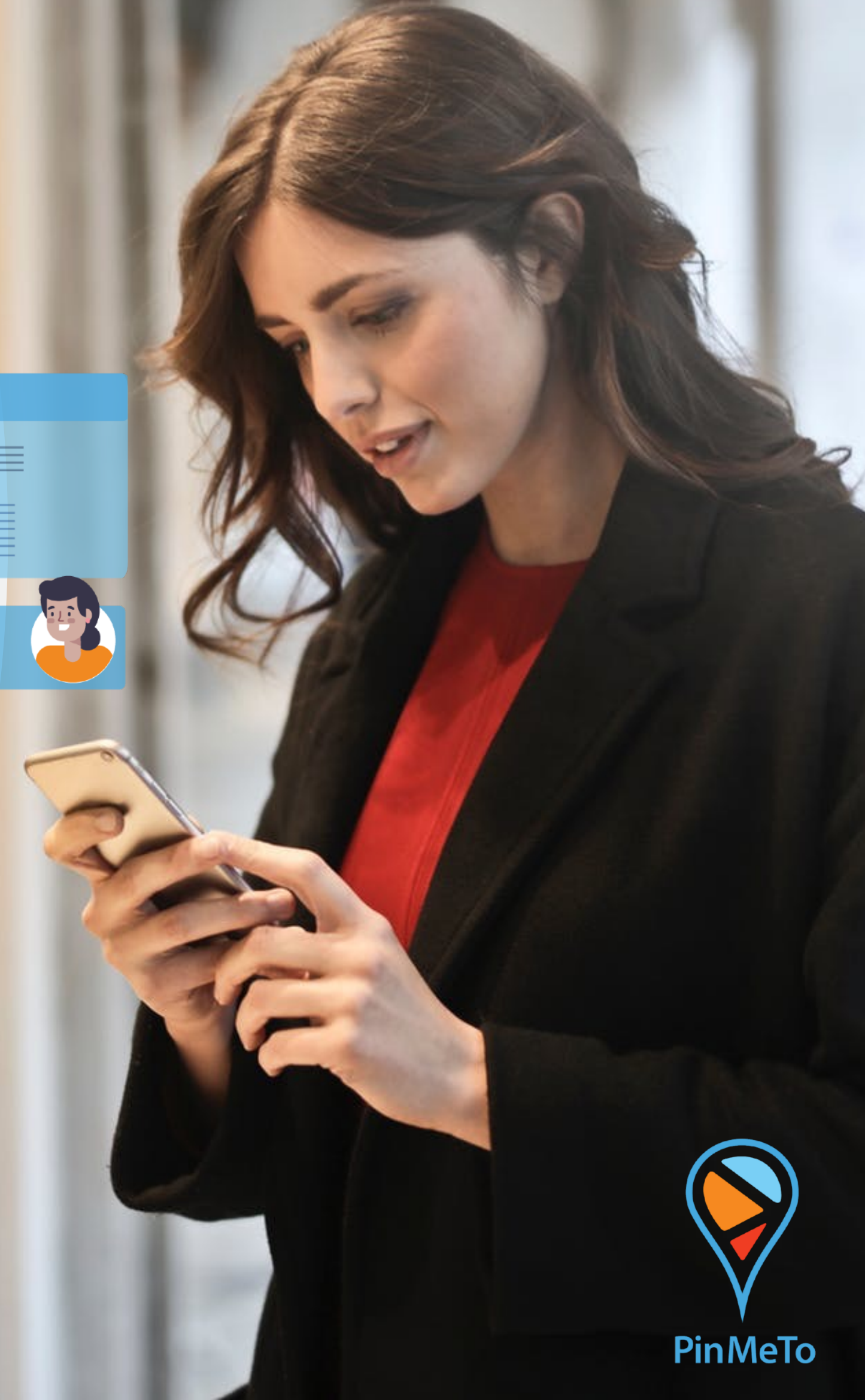
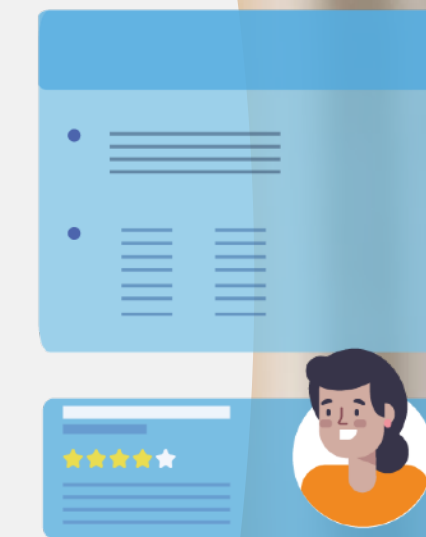
Once you've established a local presence for each of your locations, it's time to start engaging nearby customers.

# Post locally

## Just like with location structure, centralization is important.

Though each location will want customized messages that are relevant to their community, these messages should still be recognisable as coming from your brand, meaning they should fit into your brand's graphics, voice, and tone.

Facebook is the biggest player in local communication. You may have seen their post-mirroring functionality, which allows Local Pages to replicate the posts from a brand's Brand Page – be warned, this isn't what it might appear to be. These mirrored posts aren't true Facebook posts, and won't appear in local audience's feeds. That's why, to maximize your local Facebook reach, it's best to use a service that will allow you to post to one, some, or all of your Local Pages from one place.





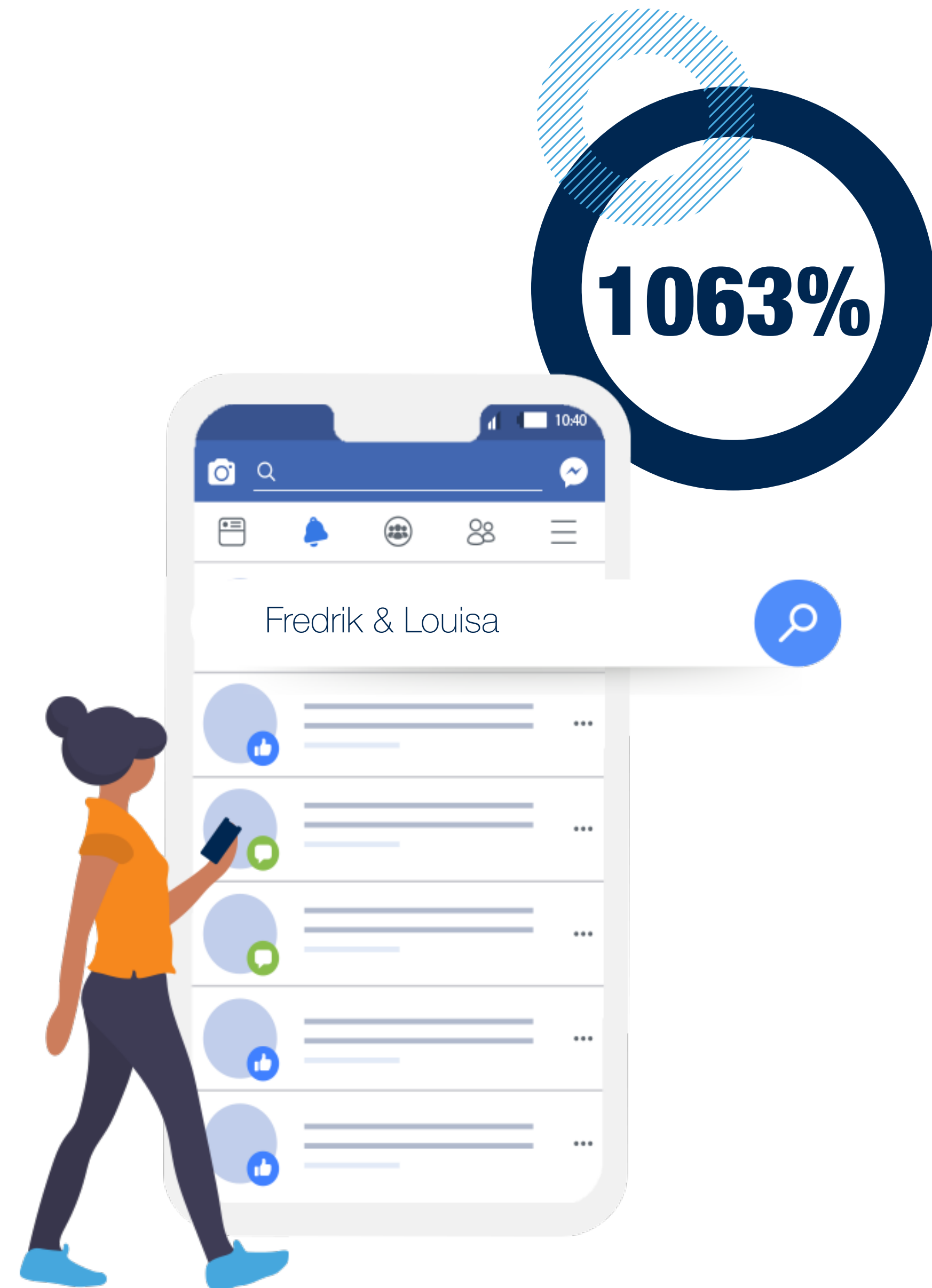
# Post locally

Continued

We did a case study on one of our customers, Norwegian beauty retailer Fredrik & Louisa, which demonstrates the power of posting to Local Pages instead of Brand Pages.

In a four-month period, Fredrik & Louisa's Facebook posts generated 16k impressions. After we helped them unite their Local Pages under their Brand Page, setting up a centralized structure that allowed them to maximize the impact of posting locally, in that same four-month period in 2019 they now earned 186k impressions:

**a whopping increase of 1063%.**





# Listen & Respond

After structuring your listings and starting to post locally-relevant content, you have one last task on your to-do list for location marketing excellence: listen and respond to what your customers are saying about you.



**76%** trust online  
reviews as much as  
recommendations from  
family and friends

- Local consumer review survey 2019

# Listen & Respond

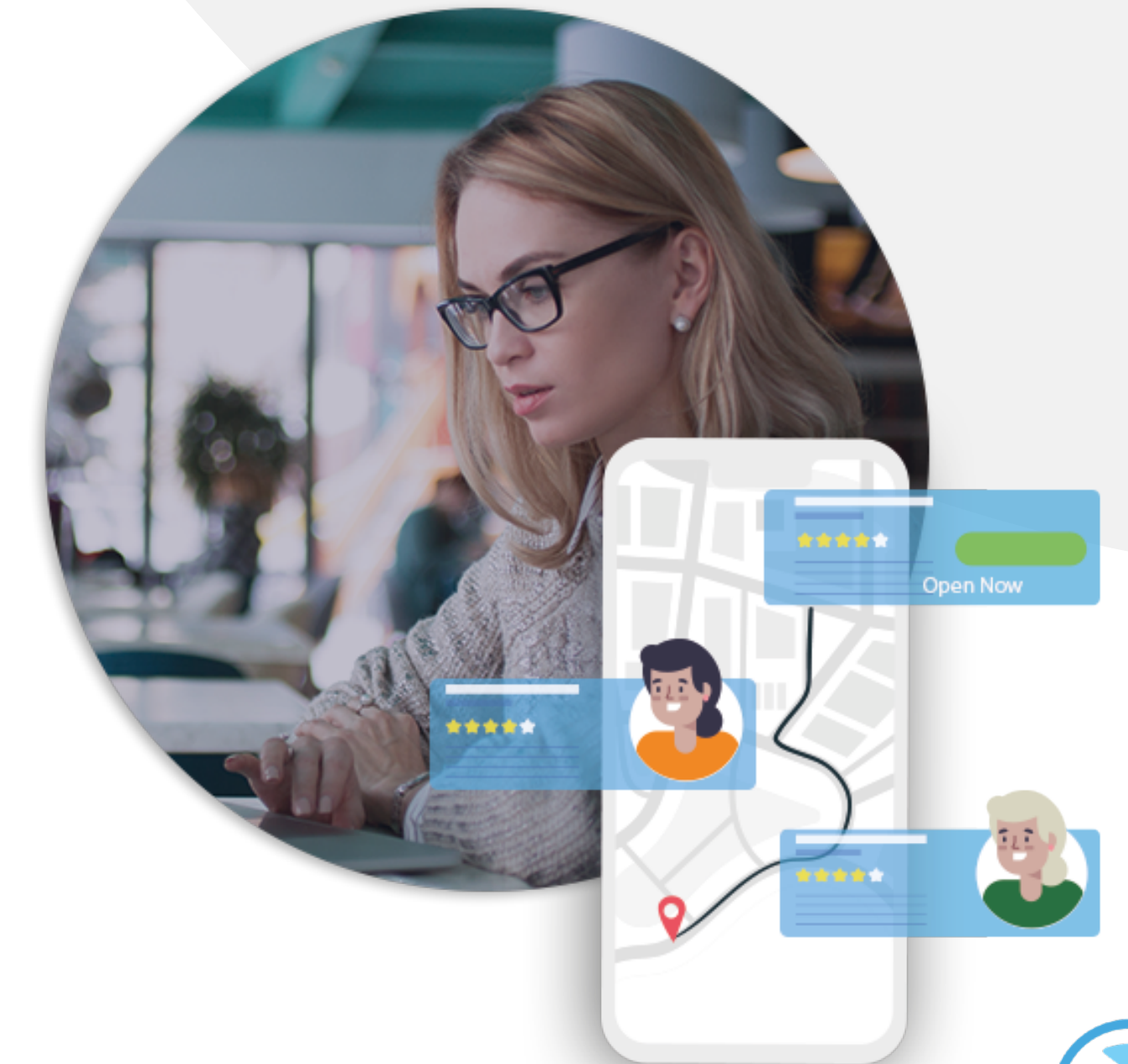
At a time when research shows 76% of consumers saying they trust online reviews as much as recommendations from family and friends, brands that don't have reputation management strategies in place will quickly be left behind.

Encourage your customers to leave reviews, because self-motivated reviews tend to be negative. But even negative reviews can have a positive impact on your business, if you handle them properly and respond quickly.

The same strategy applies to social media comments. The fact that customers are talking to you is a good thing, because it gives you valuable feedback and the chance to show your brand values – but you have to act fast.

**Dedicate some time each day to reply to reviews and comments, making sure you're staying polite, professional, and on-brand.**

As your audience grows, it will become more difficult to keep up with customer engagement happening across platforms, for all your locations. Consider using a review management tool to easily hear and address customer feedback.



# Key Takeaways:



## Centralized structure

Having a centralized structure for your location listings helps you keep information and branding consistent across locations



## Engage locally

Engaging potential customers on a local level maximises the impact of your messaging



## Handle reviews

As brand reputation becomes more important to customers, staying engaged by responding to reviews and comments gives your brand the chance to show that it's listening to feedback.

# Take your customers from search to action.

Our marketing technology helps multi-location brands be found – showing their best side & ready to meet their customers, online or offline.

From one hub, you can control all of your brand's locations: update business info like store hours and branding, post to every Facebook

Local Page, and manage reviews and comments on major platforms like Google and Instagram.

Want to see how we can help you maximize your online presence, while minimizing your effort?

[Get your free demo today!](#)

