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According to a recent Netsertive survey, lead generation and increasing conversion rates are the top objective for multi-location marketers. Maximizing leads and conversion rates in a multi-location business boils down to how well campaigns can be localized and optimized for each location. This takes a deliberate, location-centric strategy, supported by the right team and technology.

To help optimize local marketing programs, corporate retail and franchise marketers often take on the role of player-coach, working endlessly to provide strong corporate support, guidance, and best practices to help locations capture the most shoppers and sales possible. At the same time, location stakeholders are overloaded with their day-to-day operations and often struggle to find time to properly engage with marketing initiatives or self-service martech platforms.

With so many moving parts and stakeholders involved – not to mention the many solutions to choose from – creating and implementing a cohesive digital marketing strategy across your many locations is a complicated endeavor.

Between an in-house team, agencies, technology providers, and more, owners and operators face a single question that will determine if they achieve their revenue goals –

*What's the best way to resource my local digital advertising program?*

This guide details the critical pros and cons for each of the most common ways to resource your digital advertising program. Using the following insights, you can choose the solution that serves your brand, stakeholders, and customers best.

# First Things First: The Big Picture

Here's the thing – those that [do localized digital advertising well](#) see more leads, higher conversion rates, and, in turn, more sales nationally than their counterparts:



Dealers that work with Netsertive to power localized digital advertising are up 19% over locations in the same network that don't



When a location engages and does truly localized advertising, return on ad spend (ROAS) frequently doubles versus those not in the program

Obviously, sophisticated localized digital advertising is critical to your multi-location business, making it imperative that you resource it correctly with the right technology and talent. Unfortunately, many companies think their “local advertising” is perfectly acceptable when, in reality, all they're using are broad ad campaigns not individually tailored to the neighborhood, store, or local shopper behavior.

But that's precisely where truly localized advertising occurs – when the media plan is customized to those essential neighborhood, store, and local shopper levels. The problem, of course, is that reaching those goals and effectively advertising with local granularity is easier said than done. And, like it or not, it simply isn't possible through the manual efforts of an in-house team or agency.

So what, exactly, is the best way to achieve those lofty goals? Just remember, aside from the pros and cons we detail throughout the following insights, a [multi-channel approach](#) that leverages the inherent power of the different channels and devices in the digital landscape is pivotal.

Along the way, you also want to be certain the solution grows with you as an organization, maximizes the bang for your ad spend buck, and creates a unified brand identity, all while personalizing your messaging for every location. Just as importantly, you also need it to produce cohesive reports that allow you to compare successes and pain points between your many sites.

Let's go through your different choices and help you find the ideal one for your specific needs.

# In-House

This option consists entirely of in-house personnel to drive your digital marketing and, just like the other strategies, has its distinct pros and cons.

## Pros

### Agility and control

You maintain complete control over your messaging and branding. You don't have to worry about location stakeholders "doing their own thing" because you handle every nuance of your marketing, from the brand-level down to each location. Therefore, because you have control, you also have the ability to quickly change course as needed.

### Stakeholder engagement

You are working directly with local stakeholders on the campaign, increasing the engagement and, at least theoretically, the communication between your corporate and location levels.

## Cons

### Scalability

There are only so many hours in the day for your in-house team. And the more locations you have, the more difficult it is to scale your efforts. At some point, scaling becomes nearly impossible simply because there are too many locations, customer segments, and stakeholders to satisfy.

### Localization

Similarly, creating a personalized marketing strategy with unique creative, bidding, and everything else required for true localization becomes impossible with an in-house team. In short, you just don't have the resources necessary for effective localization.

### Resourcing in-house talent

It's incredibly challenging to find the right in-house talent that can stay on top of trends and innovation across all digital channels. This typically ends up as a senior marketer with too many responsibilities or more junior marketers focused on a single domain that take more coaching and development to deliver results.

# Agency

As we've [said elsewhere](#), choosing partners is essential to your marketing success. But agencies have their own pros and cons when supporting multi-location businesses.

## Pros

### Turn-key campaigns

Assuming you're working with an agency well-versed in multi-location advertising, an agency knows how to create and implement digital campaigns with little to no effort on your part to launch.

### Co-op management

An agency will also work with your management team to steer the campaigns and, ideally, provide tracking on performance, ROI, and reporting on where your ad spend is going.

## Cons

### Transparency

Because an agency operates outside of your roof, it will never be as transparent as an in-house team. Are you receiving what you're paying for? How much work and attention is the agency actually devoting to you instead of its other clients? Unfortunately, these are questions you typically won't get satisfying answers to if they arise.

### Localization

More often than not, agencies either do broad, blanketing campaigns that simply rely on zip code targeting, or regional campaigns with media customized for the geographic area. However, neither case is true, localized digital advertising with media plans customized for each location. This shortcoming means you're leaving significant opportunities on the table by not utilizing genuinely [localized digital advertising](#).

# Local Digital Advertising Platforms

Born from advancements in technology in recent years, local digital advertising platforms provide a self-service solution that also has its strengths and weaknesses.

## Pros

### Personalization

Thanks to the underlying technologies, these types of platforms allow a company to tailor budgets, media plans, and messaging to each individual market, at scale. The platform does the heavy lifting in providing a customized tone, look, and feel for each location.

### Reporting

The better platforms will provide detailed reporting at both the corporate and local levels. These insights automate metrics so you can see what's working, what isn't, and get a clearer view of your ROI and how well your ad spend is working for you.

### Brand consistency

One of the core attributes of such platforms is centralized asset management that helps keep brand compliance in-check.

## Cons

### Brand consistency

If you have location stakeholders all using their own self-service platforms to message their respective customer bases, brand consistency quickly becomes unmanageable. Without a centralized approach that rolls downward from corporate, brand compliance is difficult – perhaps impossible – to achieve.

### Site-specific attention

Given the particular needs of each location, platforms don't provide the necessary attention to individual sites to engage stakeholders, set strategy, or discuss goals.

### Stakeholder marketing expertise

With self-service platforms, stakeholders are often left to fend for themselves. Unfortunately, since they joined the company to run a business, not to become expert marketers, their already jam-packed list of responsibilities often mean there isn't sufficient time or skill to effectively manage digital marketing on their own.

# The Netsertive Difference

Think of Netsertive as a managed service version of the Local Digital Advertising Platforms approach. Driven by technology, experience, and expertise, Netsertive provides the localization of a platform, the campaign know-how of a seasoned agency, and the agility of an in-house team to launch brand-compliant campaigns quickly.

We aim to check of the boxes when it comes to resourcing your multi-location digital marketing.

	Launch Brand-Compliant Campaigns in a Matter of Days	Tech-Enabled Ad Personalization for Each Retail Location	Dashboarded Reporting at Both Corporate and Local Level	Turn-Key, Managed Campaigns	Co-Op Management and Tracking
<b>Netsertive</b>	✓	✓	✓	✓	✓
<b>Agency</b>				✓	✓
<b>Self-Service Local Platform</b>		✓	✓		
<b>In-House Corporate Team</b>	✓				

Likewise, Netsertive also delivers more detailed benefits and features that in-house teams, agencies, and other local digital advertising platforms cannot. For example:

- Netsertive can run hundreds of campaigns for each location owner. In a recent campaign for America's Mattress, Netsertive deployed a localized digital campaign for all 153 of the company's locations. Each piece of creative, budget, and media plan was customized to the 153 locations, driving almost 3,000 store visits and a 12:1 overall return on ad spend. In addition, America's Mattress was able to drill down and see the campaign's ROI by each individual location, to understand where the campaign made the most impact.
- With Netsertive, the franchisor can log into a single platform and see what franchisees are spending and where they're spending it. This is helpful information since all franchisors must spend a certain amount based on the franchise disclosure.
- Franchise owners can see how the corporate marketing is actually performing, letting them compare its effectiveness against their own campaigns.
- Having multiple locations on the same platform also provides comparison data, revealing if something is working or not working across multiple locations. In a recent Mosquito Shield campaign, Netsertive was able to decrease costs-per-lead by 32%, largely through increased campaign insights and transparency across its locations.
- Netsertive's platform even lets corporate-level marketers listen in on call recordings at individual locations to see if local staff is sufficiently answering questions or reveal if a particular pain point was causing the location to lose out on business.

Needless to say, the stakes are high when choosing how to create, implement, and maintain your marketing campaigns. Our advice is to use these insights to guide the process, ultimately picking the right approach for your particular situation and needs.

If you'd like to connect with Netsertive's digital marketing team and discuss your multi-location business, you can learn more and contact us at [netsertive.com](https://netsertive.com).

