

# 5 Proven Ways to Increase Local Leads and Revenue

A Digital Advertising Guide for Multi-Location Brands and Franchises



# Let's Get Started



Multi-location revenue leaders need to attract local shoppers with the right message at the right time. Problem: That's really hard to do.



According to the Local Search Association, **63% of local searches are made by consumers still undecided on a service provider or retailer.** These consumers are in a high-intent buying cycle and primed to be nurtured through data-driven, multi-channel digital campaigns.



**With the COVID economy overturning all assumptions for local retailers, what are the best strategies for multi-location marketers and channel enablement teams to maximize sales for each location in a network?**

# **Five Proven Ways** to tackle the beast that is growing leads and revenue across a retail network in 2020:

- 1.** Localize Your Brand-Compliant Advertising Strategy
- 2.** Engage Local Shoppers with Multi-Channel Campaigns
- 3.** Track Performance and ROI by Individual Location
- 4.** Optimize Campaigns on a Fast and Frequent Basis
- 5.** Enable Your Local Retailers with Technology

Strategy 1:

# Localize Your Brand-Compliant Advertising Strategy

National or regional campaigns for multi-location businesses apply a blanket approach to budget, creative, and bid strategies. These campaigns simply aren't effective for directing in-market shoppers to their closest point of purchase. **A localized campaign approach based on location and target market dynamics delivers the highest conversion rates for less ad spend.** When done right, localized advertising applies brand-compliant messaging and creative to inform everything about the campaign—from ad content to budgeting, channel allocation, bidding strategies, and audience targeting.

Truly localized advertising is much more than showing an ad with a local store address or adding location keywords to a national campaign. It means budgeting and targeting can be individually tuned by location or region, based on factors like time, seasonality, or product availability. The complexity of enabling retail channels with localized campaigns makes some brands ignore this opportunity, but **enabling channels with scaled campaigns from the corporate level rather than leaving campaign planning and execution to local agencies is the best way to ensure brand compliance with local relevance.**

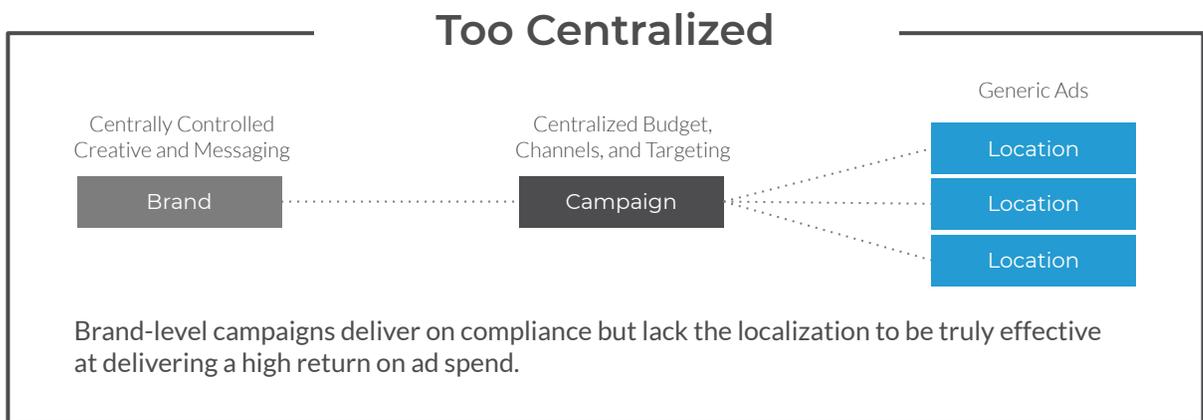


## PRO TIP:

### Set an Individual Budget Per Location, Per Month

Most traditional, multi-location campaign structures simply share ad budget across locations, leading to a small number of locations eating all of the budget, while the rest never receive traffic. Customizing advertising budget by location ensures each gets the correct allocation for their market size.

# What is the Most Effective Approach for Campaign and Ad Localization?



Strategy 2:

## Engage Local Shoppers with Multi-Channel Campaigns

Local consumers are online and connected to more devices than ever before. For data-driven and tech-savvy marketers, increased screen time means more opportunities to generate demand.

A multi-channel approach is a must for multi-location marketers working to drive more traffic and sales for their local business partners. It's common to use only one or two channels (such as search, social, video, and display) on one network (such as Google, Microsoft Advertising, and Facebook), which is a miss when aiming to engage and convert consumers with an optimized return on ad spend.



### PRO TIP:

#### Use Google and Microsoft Advertising for Paid Search

Using the Netsertive platform, we found that the **average cost per lead decreased by more than 10%** when we used a blend of Microsoft Advertising and Google Ads for multi-location campaigns, compared to solely using Google Ads.

Consumers searching on Microsoft Advertising are motivated buyers with spending power, and adding in Microsoft Ads to a campaign targets a new, qualified audience of in-market shoppers. This drives down costs and increases conversions, resulting in a higher return on ad spend.

# A Localized, Multi-Channel Campaign in Action



Here is an example playbook showing how multi-channel campaigns nurture local shoppers and deliver a high return for retailers.

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## Localized Search Ads

Consumers searching for relevant keywords are engaged by a localized search campaign.

## Retargeted Social, Video, and Display Ads

Consumers who visited the location's website are retargeted across multiple devices and networks with relevant social, video, and display ads.



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## Remarketing Lists for Search Ads (RLSA)

We can then bid more on consumers who have been to the location's website to ensure they are reached with a relevant ad when they continue their research.

## In-Market Display Ads

We continue to target consumers with high-intent calls-to-action until they convert into a new lead.

If you'd like to discuss a multi-channel campaign for your retail network,  
[Click Here](#) to learn more or email [info@netsertive.com](mailto:info@netsertive.com).

### Strategy 3:

# Track Performance and ROI by Individual Location

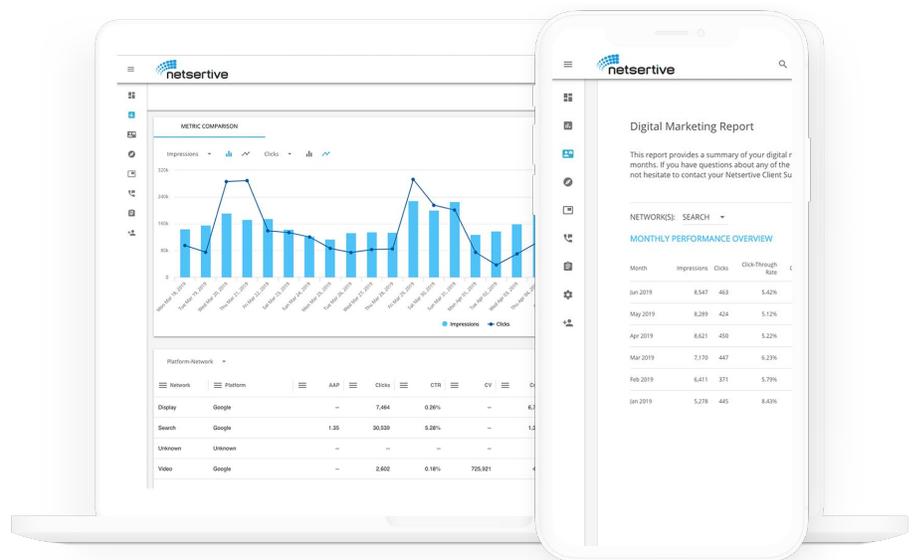
There is more data available to marketers than ever before, yet less clarity into the results and insights that matter. **Many multi-location marketers still can't answer what the return on ad spend is by each of their locations and campaigns.**

When trying to drive more traffic and sales through your local retail network or franchises, **it's a must to track performance and ROI by location.** The only way to do that is through a localized campaign structure.

A localized campaign structure means each location has their own campaign while still aggregating all locations into a network-wide performance view. This makes it possible to not only precisely allocate budget and attribute campaign spend, it allows you to pinpoint the success factors of one location compared to another.

## Actionable Insights

Once identified, those learnings can then be immediately applied to other locations to realize the same benefit. The reverse is also true—if a specific location or market is struggling, a more granular look at what factors may be influencing is crucial to determining the solution.



#### Strategy 4:

## Optimize Campaigns on a Fast and Frequent Basis

With COVID-19 changing marketing dynamics and consumer behavior on a weekly basis, many local businesses aren't sure if they'll be open, closed, or somewhere in-between in the near future. This makes the need for fast and frequent campaign optimizations a must. This is a challenge for everyone, and those who will beat the competition are those who stay nimble and adjust quickly.

The easiest (and best) way to stay nimble is to empower individual locations to make the updates, whether that's the creative, budget, or channel allocation, with a few guard rails for brand compliance. That way if the Seattle location of kickboxing studio chain is offering private lessons only, they can promote that to highly targeted, high end clientele, vs. a Denver location who is open for group classes or a Los Angeles location that may be temporarily closed. **Target. Test. Tune. Repeat.**



### Best Practice: Leverage Google My Business Profiles

Google My Business (GMB) profiles are a robust and underused tool by many local retailers. They are the most common place for consumers to check before going to a location, and GMB offers location owners the ability to provide COVID-19 updates, offers, products, and events.

## Strategy 5:

# Enable Your Local Retailers with Technology

Managing all of the above through excel, google docs, and verbal communication will only get you so far, which is why so many teams turn to agencies for help with their digital advertising. **Whether it's in-house or with an agency, one thing holds true—it won't work to just throw hundreds of hours of manual execution at the complex monster of multi-channel, multi-location digital advertising campaigns.** The man hours involved to execute on the level of customization your local consumers require for optimal impact is too much. Which means marketers oftentimes miss out on capturing more local leads and wasting ad spend.

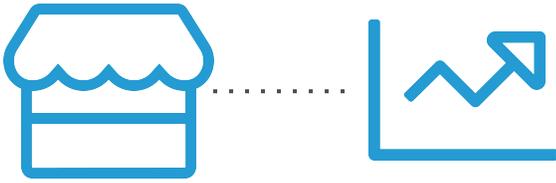
That's why **successful multi-location marketers are using SaaS (Software as a Service) advertising platforms to automate the execution and management of digital campaigns for all of their locations.** It provides the network with a level of corporate control, while giving local channel partners the flexibility and autonomy to customize campaigns to their individual markets. And providing a clear view of performance by campaign, channel and location is the only way to truly know how efficient your ad spend is.



### PRO TIP:

#### **Choose a Technology Partner that is Frictionless to Implement and Scale**

Local business partners don't have time to learn and manage a new tool. They need a simple, out of the box solution so they can stay focused on what they do best—running a local business. Corporate leads need to keep a level of control and management to grow the network, which has to run on more than just man power.



## Are Your Campaigns Localized for Maximum Revenue?

### Self-Assessment:

- Does each of your locations have its own monthly budget that paces individually?
- Does each of your locations have its own local data such as zip codes, city data, and products offered?
- Does each of your locations have unique ad copy and creative that are localized to the market?
- Are you able to report across campaigns for a single location?
- Are your campaigns optimized based on location performance?
- Are you using a technology platform to enable and scale localized campaigns across your retail network?

We Drive Local Leads and Revenue for Retail and Franchise Networks

# Hit Your Targets with Netsertive



If your retail or franchise network's campaigns aren't localized for maximum revenue, we'd love to discuss how Netsertive's team and technology can help you achieve your goals.



Whether you're handling channel advertising in-house, with an agency, or leaving it to each location, Netsertive has a solution to drive more local leads for less ad spend across search, display, social, video, rich media, and CTV.

## Interested in learning more?

[Schedule a call](#) to discuss your business with our digital marketing specialists and learn how to capture your market demand. To learn more you can [click here](#) or email us at [info@netsertive.com](mailto:info@netsertive.com)

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