

Why brands should prioritize visibility in local marketing efforts

Article

Search, social, and customer ratings and reviews are the most influential channels for driving foot traffic and sales, according to [SOCi's Local Visibility Index 2024](#).

- The index highlights 100 of the most visible local brands in the US, ranked by their performance across [Google](#), [Yelp](#), and [Facebook](#).

- The list includes larger chains like Ace Hardware (No. 56) or Crunch Fitness (No. 99), and smaller, regional brands like Wegmans (No. 12).

Why it matters: Increased visibility can improve the bottom line.

- High-visibility brands grow their revenue at two to three times the rate of the average company, according to SOCi.
- Localized [marketing](#) can help brands unlock \$54.1 billion in revenue every year.

Highly visible brands have three things in common, per SOCi: strong search optimization, effective reputation management, and a localized social media presence.

Search party: High-visibility brands appear on page one in local search results 53.2% of the time, compared with 23.6% for the average company, [according to SOCi](#).

- This means these high-visibility brands are 2.3 times more likely to be seen by consumers searching for local businesses online.
- Two-thirds (66%) of local ad agencies [used search engine](#) marketing as part of their local marketing efforts in 2023 and nearly a quarter (24%) [plan to increase](#) their spend on the channel in 2024, according to a November 2023 survey from Borrell Associates cited by Inside Radio.

Social butterfly: [Social media](#) is playing a bigger role in local marketing as consumers turn to social platforms to begin their searches online.

- Consumers ages 18 to 24 said they were more likely to use Instagram (67%) and [TikTok](#) (62%) when looking up local businesses than Google Search (61%), per SOCi's Consumer Behavior Index.
- High-visibility brands average 2.6 times as many Facebook followers on local store pages as the average company, posting 15.3 times every month, per SOCi.
- They're also posting more video—21.4% of high-visibility brand posts are video, compared with 10.5% for the average brand.

Rate and review: High-visibility brands average 4.5 out of 5 stars in Google reviews, per SOCi. High-visibility brands respond to 80.5% of their Google reviews with an average

response time of 2.1 days, in comparison with the average response rate of 45.1% and response time of 6.0 days.

Being responsive to customer feedback can be an easy way for brands to improve customer satisfaction, a top priority for 40% of local brands (11-50 locations), 41% of regional brands (51-100 locations), and 44% of big brands (101+ locations) in Canada, the UK, and the US, according to a December 2023 survey from BrightLocal conducted by Sapio Research.

The big picture: Search, social, and reputation management are all essential parts of any local marketing strategy.

- US advertisers will spend \$157.1 billion on local ads this year, up 4.4% YoY, per December 2023 data from Borrell Associates cited by Inside Radio.
- While the top two channels by ad spend in 2023 were broadcast and cable **TV**, marketers are increasing their spend on search engine marketing and social media.

Local marketers should prioritize investments in channels they know customers are looking for information on local businesses.

- 72% of US adults have used Google search to look up information about local businesses, per December data from SOCi.
- Over half (51%) have used Google Maps for the same reason, while 49% have used Facebook.

*This was originally featured in the **EMARKETER** Daily newsletter. For more marketing insights, statistics, and trends, subscribe [here](#).*