The Rapid Death of Mobile Brand Search

A Groundbreaking Report

MomentFeed

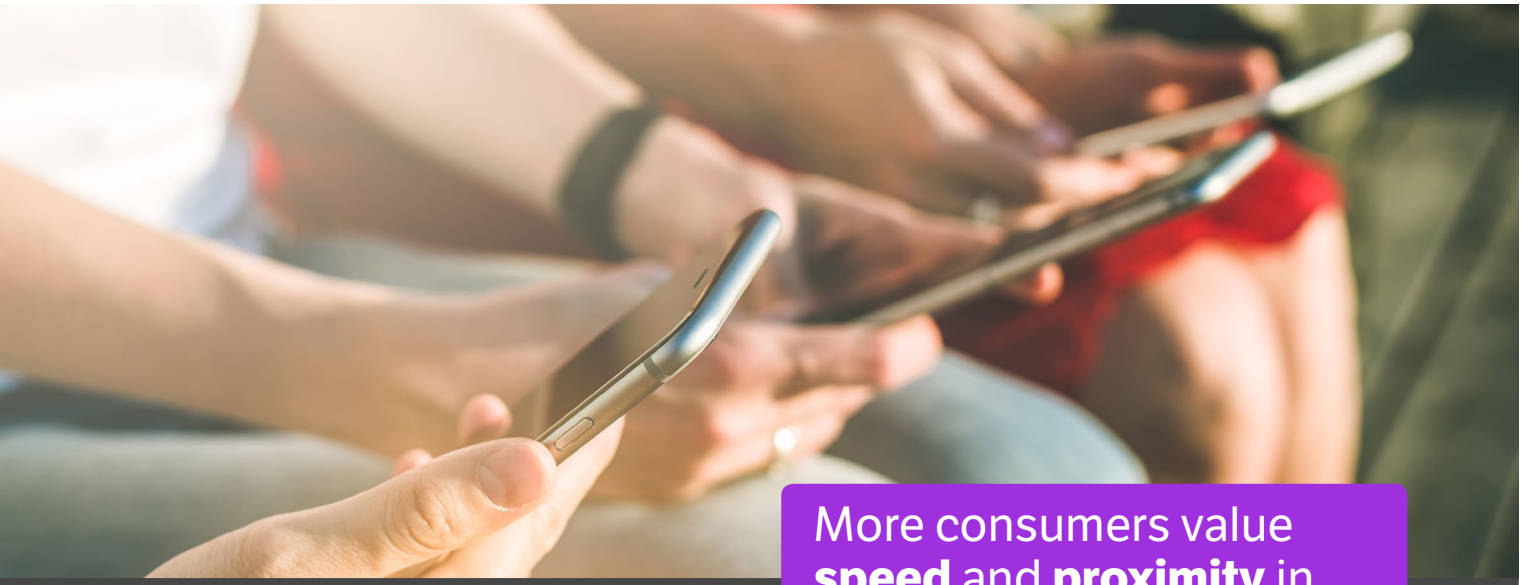# Big brands are not dead, but customer loyalty to them is on life support.

82%
of consumers perform unbranded searches

For example, rather than looking for a specific coffee brand, consumers (especially younger ones) will search by category and convenience -- e.g., **Nitro Brew Near Me.** The words "near me" are even becoming obsolete, because smartphones automatically serve as geographic sherpas.

Consumers will search by **category** and **convenience.**

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Local digital engagement has 5X more impact on consumer behavior than brand engagement.

More consumers value **speed** and **proximity** in their searches.

50% of consumers stop doing business with a company in response to a moment of brand **disappointment.**

As more consumers value speed and proximity in their searches for products and services, you can easily lose your brand-loyal buyers.

And, when you do get that customer, you can easily lose him or her to a competitor. In fact, 50% of consumers stop doing business with a company in response to a moment of brand disappointment.

Yes, that's right. It just takes a moment.

A staggering 94% of client locations showed inaccurate information.

A service fail is not the only reason your customers leave you. Local-mobile search has totally changed the marketing game.

60% of all buyers are influenced by what they find on their smartphones. If people can't find you, they'll go somewhere else.

1. **Address inconsistencies** like "Route" vs. "Rt" vs. "Main Street" can you make you vanish in Google rankings.
2. If your **hours are wrong** on local pages, people won't even know you're open.
3. If you're not listing seasonal or special promotions, the brands who are will capture shoppers and diners.

If you rank below the third position, you're missing out on 93% of clicks.

60% of all buyers are influenced by what they find on their smartphones.

**63%** select a supplier appearing in the Google top three.

If you rank **10th** in Google, only **1%** of buyers will find you at all!
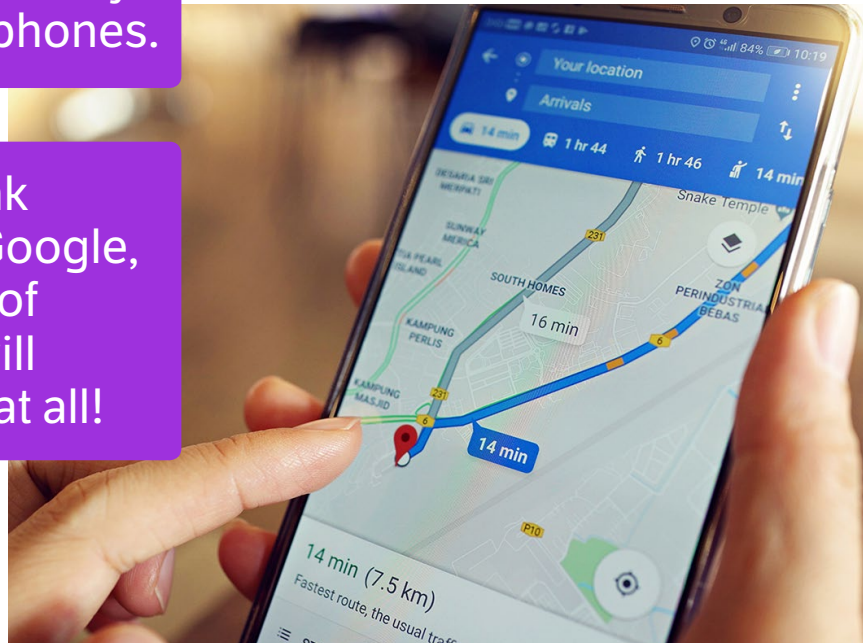
Smart phones are making shoppers more fickle than ever.

Alternatives to buying at your store or eating in your restaurant are at consumers' fingertips (literally). Just as dating apps have given singles a virtually unlimited range of partner options, whenever a consumer turns on his phone or tablet, he or she immediately sees locations, deals, discounts, and other "shiny objects" that can lure him away from YOUR brand.

In fact, close to **60%** of buyers may start out looking for something specific but admit to considering other brands too.
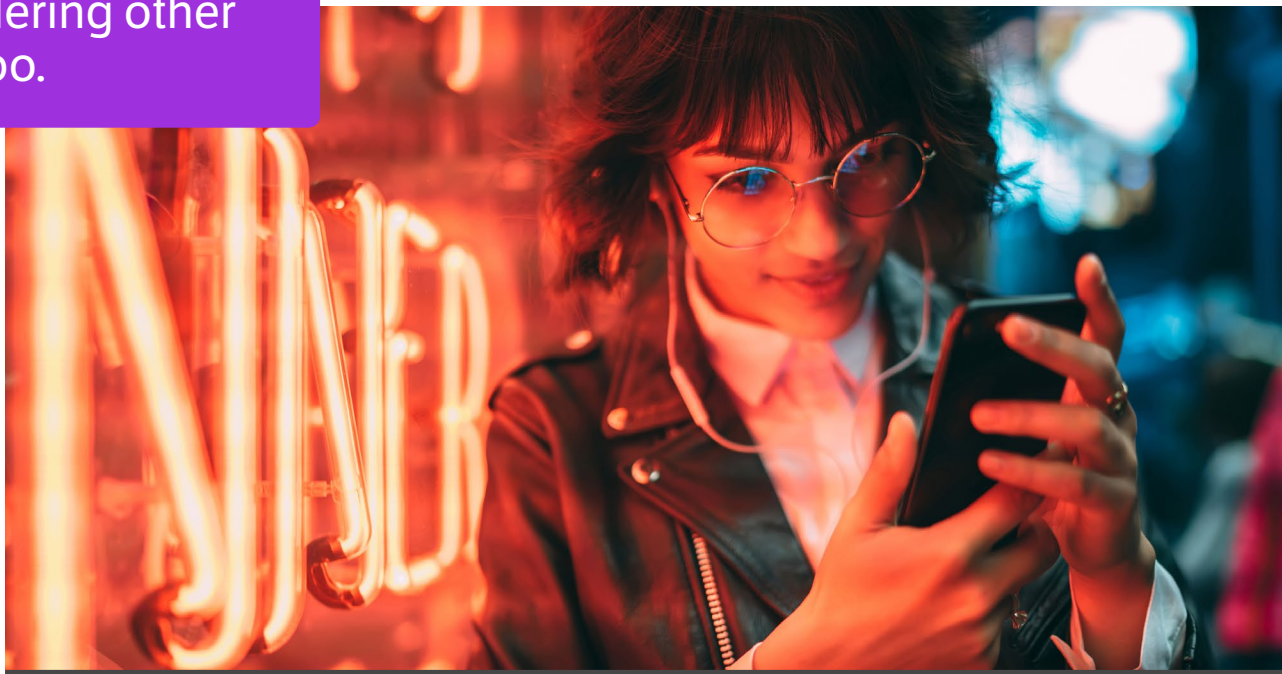
85% of total customer engagement happens on local pages -- NOT on your master brand profiles and corporate website.

The term **DIGITAL AMNESIA** has been used to sum-up consumers' tendency to allow a closer or more appealing option to wipe their previous "brand fave" from their consciousness and spending plan.

Think Global but Spend Local Too

Ask today's CMO of a brand with multiple locations how much strategic focus and budget they devote to local-level targeting and you'll get a mixed (shopping) bag of responses. **Responses like:**

"My digital team takes care of all that."

"We have an SEO/SEM strategy. Isn't that enough?"

"Our focus is on awareness and brand activation."

"Updating our information everywhere is labor intensive. Who's going to do that?"

But the competition for customer eyeballs and wallets is now being played on a hyper-local field. Time and resources need to be applied to your local marketing strategy. Your locations should play a role too.

[Take the handcuffs off them](#) so that they can help drive sales via social media and review management.

Only the strong, smart, and local-savvy will survive and thrive.

Here's what you can do as an effective brand/local marketer:

1. Don't bury "local marketing" within your organization or budget. "My digital guys handle that!" is a common perception among some brand marketers. But hyper-local targeting is a different category from SEO, SEM, and web advertising. It's relatively new, but staying on top of it can result in huge sales increases.

2. Commit to daily maintenance. Effective local marketing is not a "one and done" activity. Keep your data clean and fresh and respond to all reviews rapidly.

> ## 67% of customers lose trust in a brand if they get inaccurate location information.

3. Manage your Google three-pack. Shoppers are drawn to the first three businesses listed. Get on top and stay on top.

4. Make sure your location data is up-to-date and specific. For example, if a consumer searches for "gluten-free pasta near me," your business won't show up unless "gluten-free" is on your local landing page.

5. Work with experts. The number of options for local marketing is increasing. If you don't want your brand to die a rapid death, choose a partner who understands your industry, supports your goals, and saves you time and aggravation.

> Great brands will live on, but only if they are easy to find by the people who are loyal to them and make local-mobile search a top priority. Business health and longevity requires care, feeding, and attention -- at a local level.

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# Companies that have a solid local search strategy grow 3X faster.

A new study of close to 200 multi-location businesses revealed that companies that really understand and invest in hyper-local mobile and online marketing are prospering at a rate much faster than brand competitors.

An analysis of MomentFeed client data revealed:

Major Brand Restaurant: Only **8%** of consumers found the listing by brand name; **92%** used a non-branded search (e.g., "sandwich")

Prominent Lifestyle Retailer: 74% of customers who found a location were looking for a category, product, or service

Multi-Location Convenience Store: 94% of consumers were looking for "convenience store near me" or a particular product -- not a brand name

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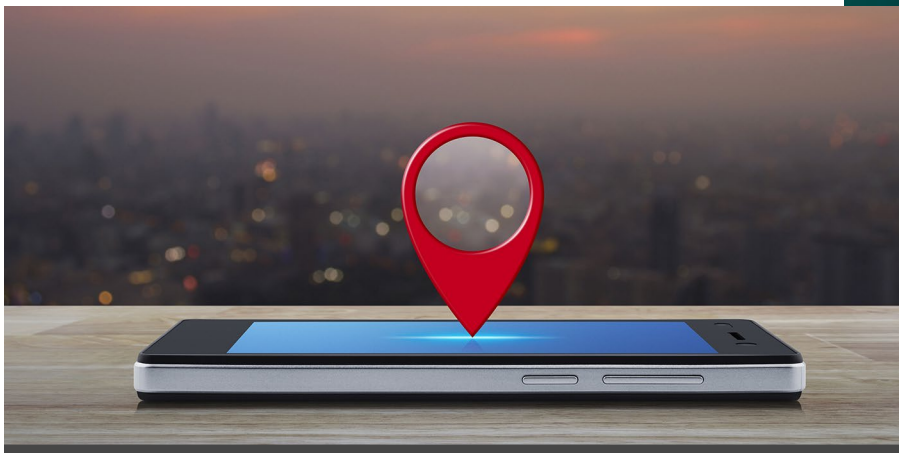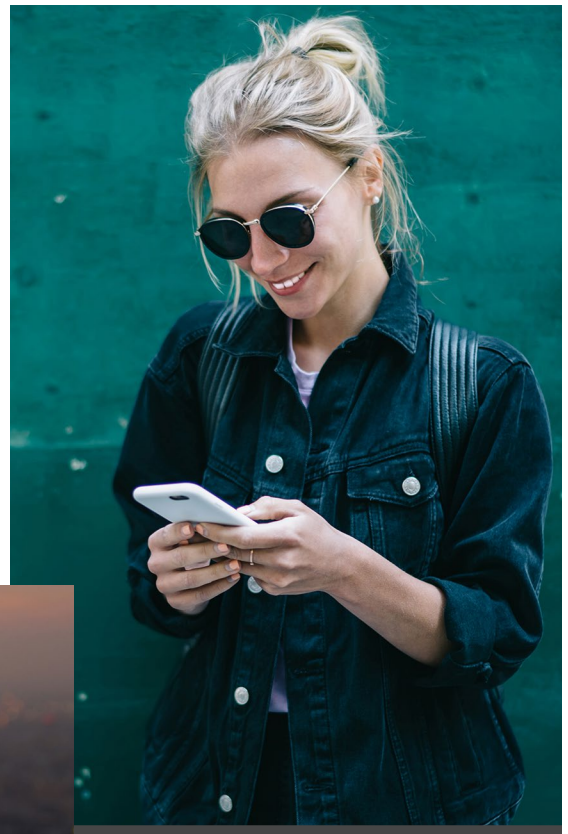
> **"Brands that aren't devoting significant attention and resources to local and mobile marketing are not only falling behind competitors, they're potentially losing revenue."**
>
> Greg Sterling, VP of Strategy, Local Search Association

How people search locally by industry:

Food/Beverage: Local impressions drive >**80%** of overall consumer traffic.

Services (fitness clubs, salons, shipping centers, movie theaters, auto care, and many others): location-specific information is almost **90%** of overall impressions.

Retail: 90% of mobile shoppers click on the first few things they find.

Can you afford **NOT** to focus on how your prospects search locally?

Talk to a Consultant

Even if you think you have a solid SEO and SEM strategy, the time is now to ensure you also have the right local search marketing approach.

We can work with you to assess your current local status and help your business achieve that exponential growth rate. For more information, please visit us at www.momentfeed.com or reach out to a mobile visibility expert at hello@momentfeed.com to learn more today.

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